



# FAMILY INDEPENDENCE ADMINISTRATION

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## POLICY BULLETIN #07-137-OPE

### OPPORTUNITY NYC

<b>Date:</b> November 8, 2007	<b>Subtopic(s):</b> Eligibility, Cash Assistance, Food Stamps, Medicaid
<p> This procedure can now be accessed on the FIAweb.</p>	<p>The purpose of this policy bulletin is to inform all staff at Job and Non-Cash Assistance (NCA) Food Stamp (FS) Centers of a new initiative called Opportunity NYC. Opportunity NYC is a new, privately funded conditional cash transfer program that helps low-income families break the cycle of intergenerational poverty.</p> <p>Opportunity NYC is an initiative of Mayor Michael R. Bloomberg's Center for Economic Opportunity, which was created to implement the recommendations of his Commission on Economic Opportunity, also known as the Poverty Commission. Opportunity NYC is modeled after successful conditional cash transfer program models in operation around the world.</p> <p>Unlike conventional approaches to poverty reduction that focus on using social services to create a safety net for those in need, this incentive-based program is designed to increase participation in targeted activities and programs, thereby decreasing factors that contribute to poverty and long-term dependency.</p> <p>Opportunity NYC will provide cash incentives to families in three key areas: education, health, and employment and training.</p> <ul style="list-style-type: none"><li>• Education incentives will encourage superior attendance and good behavior in school, achievement and improved performance on standardized tests, and parental engagement in children's education.</li><li>• Health incentives will be offered to maintain adequate health coverage for all children and adults in participant households as well as age-appropriate medical and dental visits for each family member.</li></ul>

HAVE QUESTIONS ABOUT THIS PROCEDURE?  
Call (718) 557-1313 then press 3 at the prompt followed by 1 or  
send an e-mail to *FIA Call Center*

- Employment and training incentives will promote increased employment and earnings or combine work activities with specific job training activities.

Participating families will potentially earn between \$50 and \$300 for completing a conditional activity or meeting a specified target. Cash incentives will be awarded on a bimonthly basis with the total amount contingent on the number of defined activities completed. Participant families stand to earn between \$3,000 and \$5,000 per year depending on family size and level of targets met.

Opportunity NYC incentive payments (also known as a Conditional Cash Transfers [CCT]) are a product of the Opportunity NYC Partners fund. The City of New York is not a contributor to this fund.

**Note:** If the Worker learns that an applicant/participant is receiving incentive payments, the Worker is not to budget the income for purposes of Cash Assistance, Food Stamp or Medicaid eligibility.

If an applicant/participant has any questions concerning the payment or receipt of a conditional cash transfer the worker must:

- suggest that the applicant/participant check his/her bank statement
- direct him/her to the Opportunity NYC Hotline at (212) 994-4528
- inform the applicant/participant that s/he must have the Opportunity NYC family identification number (six digits) ready when calling the hotline

Beginning in November 2007, Opportunity NYC will reach approximately 5,000 families, half of which will be part of a pilot program in Central and East Harlem in Manhattan, Brownsville and East New York in Brooklyn, and Morris Heights/Mount Hope and East Tremont/Belmont in the Bronx.

The pilot program is affiliated with the Community Board in each district. They are:

<b>COMMUNITY BOARD/DISTRICT</b>	<b>NEIGHBORHOOD</b>	<b>JOB/MODEL CENTER</b>
Manhattan Community Board 10	Harlem and Polo Grounds	Hamilton Model Center (28)
Manhattan Community Board 11	East Harlem and Harlem	East End Model Center (23)
Bronx Community Board 5	Fordham, University Heights, Morris Heights, Bathgate, Mount Hope	Concourse Model Center (45)
Bronx Community Board 6	Belmont, Bathgate, West Farms, East Tremont, Bronx Park South	Crotona Job Center (46)
Brooklyn Community Board 5	East New York, Cypress Hills, Highland Park, New Lots, City Line, Starrett City	Euclid Job Center (78)
Brooklyn Community Board 16	Brownsville, Ocean Hill	Linden Model Center (67)

Seedco, a national community development intermediary that focuses on creating opportunities for low-wage workers and their families will manage the implementation and ongoing operations of Opportunity NYC.

*Effective Immediately*