

MOTION

In 2021, in collaboration with the Los Angeles Unified School District (LAUSD) and the County of Los Angeles, the City of Los Angeles launched **Opportunity L.A.**, a Children's Savings Account program that automatically opened savings accounts for all LAUSD 1st graders. This program, administered by the Community Investment for Families Department (CIFD), now boasts over 116,000 active accounts. CIFD continues to reach new families, helping them begin their journey toward post-secondary education savings by offering a \$50 seed deposit upon registration.

In 2022, while serving as a California State Assemblymember, I had the privilege of authoring AB 2821, legislation that established the **California Kids Investment and Development Savings Program (CalKIDS)**. This statewide program provides up to \$1,500 in scholarship funds to eligible low-income public school students—support that can change the trajectory of a child's educational future.

Research consistently shows that even modest savings can dramatically improve a child's likelihood of attending and completing college. A 2013 study from the Center for Social Development at Washington University in St. Louis found that low-to-moderate-income children with just \$1–\$499 in a college savings account were over three times more likely to enroll in college and four times more likely to graduate than those with no savings. Similarly, San Francisco's Kindergarten to College (K2C) program helped reduce the college enrollment gap between underrepresented and represented students by 30 percent.

CIFD is currently working in partnership with the ScholarShare Investment Board, the California Child Savings Account Coalition, and the UCLA CalKIDS Institute to implement the **California Early Wealth Accounts System (CEWAS)** Plan—an initiative designed to better align local and state programs supporting young students and their families.

Together, **Opportunity L.A.** and **CalKIDS** play a critical role in fostering a college-going culture and expanding access to higher education for some of our most vulnerable Angelenos. Yet, despite the availability of these programs, many eligible families remain unregistered and unaware—leaving vital financial resources untouched.


**I THEREFORE MOVE** that the Council:

1. **AUTHORIZE** the General Manager, or designee, of the Community Investment for Families Department to expand and enhance efforts to raise awareness of both the City's Opportunity L.A. program and the State of California's CalKIDS program. This includes deeper collaboration with LAUSD, the ScholarShare Investment Board, the California

Children's Savings Account Coalition, the UCLA CalKIDS Institute, and any other relevant external partners.

2. **DIRECT** the Community Investment for Families Department to conduct targeted outreach through ethnic media, social media platforms, and trusted community-based organizations and partners to ensure broad and equitable awareness of both programs across Los Angeles communities.
3. **INSTRUCT** the Community Investment for Families Department to report back to the City Council within 90 days on the outcomes of these outreach efforts, including metrics on family engagement and account activation, and to identify additional opportunities to further enhance participation in and coordination between Opportunity L.A. and CalKIDS.

PRESENTED BY: \_\_\_\_\_

  
ADRIN NAZARIAN  
Councilmember, 2nd District

SECONDED BY: \_\_\_\_\_



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