

## WORKFORCE POLICY BULLETIN

**DATE:** April 14, 2008  
**TO:** Contra Costa One-Stop Operator Consortium  
**ATTN:** Operational Management  
**FROM:** Bob Lanter, Executive Director  
Workforce Development Board  
**SUBJECT:** WE Connect Campaign

**WPB #: #04-08**

**SUBJECT:**  
 ADMIN  
 PLANNING  
 MARKETING  
 EEO/AA  
 MIS  
 FISCAL  
 OPERATIONS  
 RAPID RESPONSE

**SPECIAL FILING:** X

### Purpose:

This Workforce Policy Bulletin serves to transmit the Workforce Development Board's policy on participation in the WE Connect campaign. <http://www.weconnect.net/>

Maria Shriver's WE Connect campaign is a pioneering public/private partnership designed to help California's working families become more financially secure by connecting them to important programs and resources. Several of these programs, such as the Earned Income Tax Credit (EITC), are available and accessible to working families but many are not taking full advantage of them. This leaves over a billion dollars on the table each year that could have been used by working families right here in California. This statewide effort will connect families with the information and tools they need to take full advantage of these valuable resources, empowering them to live their dreams.

The WE Connect campaign is one of the most innovative statewide efforts promoting the Earned Income Tax Credit. Using all available channels, this campaign will reach out to the 600,000 families eligible in California who currently do not file for the Earned Income Tax Credit (EITC) and connect them with other key programs and services. The campaign is partnering with community organizations, statewide programs and major corporations to reach working families where they shop, eat, work, live and learn.

The new website will serve as a one-stop-shop connecting Californians to programs and services for which they may be eligible. WEConnect.net will highlight programs such as the Earned Income Tax Credit (EITC), Child Tax Credit (CTC), Golden State Advantage Cards, Lifeline Telephone Service, CARE for lower cost gas and electric, California's Low-Cost Auto Insurance and College Savings Accounts (529 plans).

A new online tool, developed by Intuit for this campaign, will help working families determine exactly which programs they may be eligible for and how to apply - all with the click of a mouse. The WEb Connector will be available on the WEConnect.net website, and to community based-organizations.

Shriver encourages working Californians to call 1-888-369-7338 (for Spanish call 866.964.3463) to schedule a one-on-one appointment with a representative to learn how they can apply for tax credits and other assistance programs. WE Connect is reaching out for the first time to working families through their workplace. The campaign will provide information to a network of small businesses, business associations, unions, and small business development centers to educate small business owners and engage them in educating employees. Materials available will include "Connector" tool kits, workplace posters and brochures, payroll inserts and email blasts.

The Earned Income Tax Credit, the Child Tax Credit and the Golden State Advantage Card help working families put money in their pocket and build their savings. The Earned Income Tax Credit (EITC) alone can mean anywhere from a few hundred to a few thousand dollars. Programs like California's Alternative Rates for Energy (CARE), Lifeline and California's Low Cost Auto Insurance can help working families save on their monthly bills.

Education and job training provide working families with opportunities to get ahead and find better paying jobs. Icanaffordcollege.com, ScholarShare 529 college savings plans and the Employment Development Department are just some of the most helpful resources for information about saving and paying for college and job training opportunities.

WE Connect provides the programs and services that can help families get ahead and reach their dreams. The success stories of working families touched by these programs and this campaign are an essential part of the WE Connect efforts and working families are encouraged to share their story.

**For More Information:**

Maricela Rodriguez : [maricela.rodriguez@gov.ca.gov](mailto:maricela.rodriguez@gov.ca.gov)

Margaret Lyons : [mlyons@deweysquare.com](mailto:mlyons@deweysquare.com)

Erin Moos : [emoos@deweysquare.com](mailto:emoos@deweysquare.com)

**Press Contact**

Francisco Castillo : 916.445.4571 or [francisco.castillo@gov.ca.gov](mailto:francisco.castillo@gov.ca.gov)

Reference: WSIN07-34, <http://www.edd.ca.gov/wiarep/wsin07-34.pdf>

cc: Ron Addy, WID Regional Advisor  
Stephen Baiter, Administrator Contra Costa One Stop Consortium