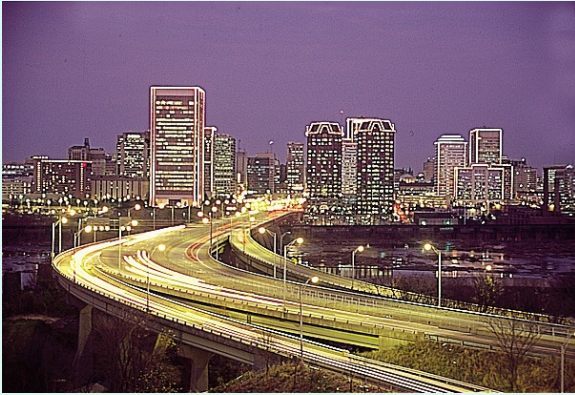




The ITIN Project

Tanya Gonzalez
Manager
City of Richmond
Hispanic Liaison Office

City of Richmond Hispanic Liaison Office



The City of Richmond Hispanic Liaison Office (HLO) increases access to City and community services, and promotes community information, education, and citizen participation. The HLO supports City agencies in developing the capacity to interact, communicate, and serve our culturally diverse community.

HLO Staff

Tanya Gonzalez, *Manager*

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HLO Functions – Three-Pronged Approach

1. **Individual** – in FY 08, HLO received over 11,000 requests for assistance
2. **Community Building** – collaborative projects
3. **Opening Richmond City government to new Americans** – working internally with City departments to increase access to services and to ensure that services are culturally appropriate



HLO Services

- **Impact:**
 - FY 05, 5,030 requests for assistance
 - FY 06, 9,469 requests for assistance
 - FY 07, 11,027 requests for assistance
 - FY 08, 11,223 requests for assistance
- **Services:**
 - Interpreting Assistance
 - Community Resource Referrals
 - Educational Resources
 - Tax Assistance Programs
 - Information for New Americans
 - Imagine Festival
 - Translation Assistance
 - Community Outreach
 - Technical Assistance



ITIN Project History

- ITIN Project is part of GREITCC Coalition/Metrocash
- 2011 will be 7th year of project
- Reasons project was started:
 - Growth of Latino community in the Richmond area
 - SPEC staff at the time forged relationships with Latino-serving organizations
 - Many LEP taxpayers are victims of predatory lending/tax preparation scams.
 - Enhanced other efforts to assist mainstream low income tax payers (GREITCC)

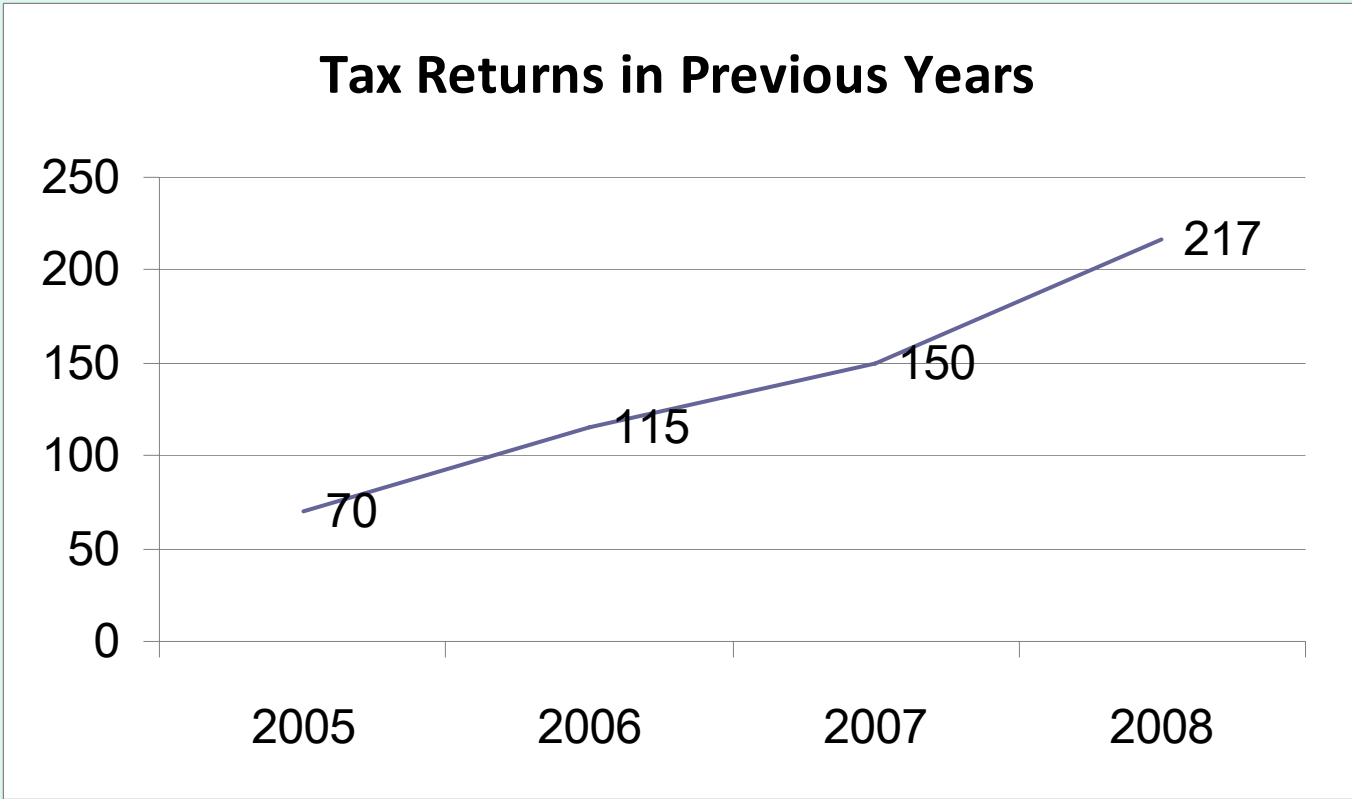


ITIN Project Tax Sites

- Tax sites, staffed with bilingual volunteers, assisted customers in: preparation of W-7 application, translation of required documents, notarization of required documents, and tax preparation.
- After a couple of years of trying multiple sites, we have narrowed our focus to one, stand-alone ITIN site.



Numbers for First 4 Years



Barriers and Challenges

- Bilingual Volunteer Recruitment
- Rapid Refund tax companies as competition
- Space/equipment
- Building trust with community is a constant task
- Finding new vehicles to reach community is a constant task



Some Latino Community Attributes

- Separate Social/Political Organizations
- Not necessarily localized by neighborhoods
- Differences in age, gender, nationality, education, literacy levels, and family status will affect their decisions.
- Community is constantly changing



Marketing Strategies

- Use a variety of strategies, have persistence and patience, sensitivity to audience response, and a willingness to learn.
- Begin with a comprehensive understanding of who the community is and what their needs are.
- Remember this as you begin to create your outreach plan: There is no single approach that will be successful in reaching all individuals in the community – flexible and varied strategies should be implemented.



Marketing Strategies, cont.

- **Critical is Use of Networks and Building Trust**
- Identify and develop relationships with organizations and agencies that have already developed a trust relationship and are equipped to deliver messages, education and tax preparation to the various and diverse Hispanic communities.
- Use of identifiable logo, as well as well known partners and locations.



Working with SPEC



- SPEC can assist with:
 - Identifying appropriate organizations within each region that have established trust relationships in the communities.
 - Developing, in partnership, with the organizations, the appropriate deliverables for each community – i.e. articles in approachable Spanish
 - Technical Assistance with ITIN issues

Questions?

