



Guaranteed Income to Grow Ann Arbor

Pilot program to support your well-being, economic stability, or business

PURPOSE OF THIS KIT

Project partners can use these materials to promote consistency in messaging and ease of sharing information with their networks about Ann Arbor's guaranteed income pilot. These materials are intended for informational purposes and to provide materials to organizations who are interested in making them available to their clients.

SUMMARY

Guaranteed Income to Grow Ann Arbor (GIG A2) is a two-year guaranteed income pilot program that provides monthly payments of \$528 to 100 entrepreneurs with low and very low incomes in Ann Arbor. The City of Ann Arbor selected the University of Michigan to implement the pilot and study its effects. The application window is Oct. 2-13, 2023. Payments will start in early 2024.

- [Contact form](#) where people can sign up to receive updates about the program
- Email announcing eligibility & application window - sent Sept. 2023
- [Email sharing eligibility details & application window](#) - sent Sept. 2023
- [FAQ outreach email](#) - sent July 2023
- [Announcement](#) of city council's vote on guaranteed income proposal - released June 6, 2023

GRAPHICS, FLYERS, LOGO & SPANISH MATERIALS

[Google drive folder](#) with:

- graphics for Facebook, Nextdoor, and Twitter
- Printable PDFs of flyers
- pilot logos
- PDFs of flyers, social media graphics, and FAQs in Spanish

We will share new flyers and social media graphics for use during the application period.

SOCIAL MEDIA SHARING REQUESTS

- Include pilot program website, www.GIGa2.org (website is also available in Spanish)
- Consider sharing on Facebook (including in relevant groups) and Nextdoor to reach Ann Arbor entrepreneurs with low to very low incomes

SOCIAL MEDIA CAPTIONS

During outreach phase, before applications open on Oct. 2

Are you an Ann Arbor entrepreneur, small business owner, gig worker, or someone with a side hustle? Guaranteed Income to Grow Ann Arbor could give you \$528 a month for 24 months to support your well-being, economic stability, or business. Learn more: GIGa2.org

¿Eres un emprendedor de Ann Arbor, propietario de un pequeño negocio, trabajador por cuenta propia o alguien con un negocio extra? "Ingresos Garantizados para el Crecimiento de Ann Arbor" (GIG A2) podría darte 528 dólares al mes durante 24 meses para apoyar tu bienestar, estabilidad económica o negocio. Más información en GIGa2.org/es

During application window, Oct. 2-13

Apply now to be part of Guaranteed Income to Grow Ann Arbor, which will provide payments of \$528 a month for 24 months to 100 eligible, randomly selected Ann Arbor entrepreneurs. Applications close at 11:59:59 pm on Oct. 13. See if you're eligible and learn how to apply: GIGa2.org

MESSAGING DOs & DON'Ts

- **Do** refer to GIG A2 as a pilot or program. **Don't** refer to it as a fund.
- **Do** call it guaranteed income. **Don't** call it universal basic income (the way this pilot is structured does not fit the definition of UBI).
- **Do** emphasize that there are no strings attached to the money; people have the *freedom* to decide how they want to spend (or save) the cash.
- **Do** explain that eligibility includes: Entrepreneurs, owners of formal and informal small businesses, and gig workers who live in the City of Ann Arbor (including people using an Ann Arbor shelter address) and people whose incomes are below 225% of the federal poverty line. People receiving public assistance – and those who are eligible but not currently receiving it – are likely eligible for GIG A2.

Household size (number of individuals)	Amount that is 225% of the federal poverty line
1	\$32,805
2	\$44,370
3	\$55,935
4	\$67,500
5	\$79,065
6	\$90,630
7	\$102,195

8 or more	\$113,760
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- **Do** include multiple terms for eligible business activities, like entrepreneurs, owners of informal or formal small businesses, gig workers, independent workers, freelancers, people with side hustles, and microenterprises.
- **Do** say the guaranteed income pilot is part of a research study run by the University of Michigan. Send people to the research page of the website (<https://giga2.org/research/>) to learn more about how the study works, what's required to participate, and how U-M protects the privacy of study participants.
- **Don't** say everyone who participates in the study will receive monthly payments. 100 randomly selected participants will receive payments, and 100 randomly selected participants will not receive the monthly payments but will be paid as a token of appreciation for taking surveys and doing interviews. **Do** say the funded and unfunded participants are both vital to the success of the research study.
- **Do** say this pilot and research study contribute to a growing movement of guaranteed income programs across the country. We need the best possible research to make a strong argument to policymakers about expanding guaranteed income in the future.

FREQUENTLY ASKED QUESTIONS

See a full list of regularly updated FAQs on the program website, <https://giga2.org/faq/>

Who's paying for this?

The City of Ann Arbor received funding from the federal government as part of the American Rescue Plan Act (ARPA) and decided (in part based on resident feedback) to use \$1.6 million of the money for a guaranteed income pilot program. The University of Michigan is also contributing funds in the form of salary for some of the research team.

How does the program work?

The guaranteed income pilot will provide payments of \$528 per month for 24 months to 100 low- and moderate-income entrepreneurs. If you are selected, you will be able to use the money however you see fit. We are partnering with [Steady](#), a group that has a lot of experience in providing guaranteed income payments. If you are selected, you will receive one-on-one assistance from us in getting an account set up with Steady, who will be delivering payments to you directly.

Why entrepreneurs?

Starting and sustaining a business is a dream of many people, yet for those with lower incomes, it can be a difficult dream to achieve. This pilot will help us learn whether guaranteed income payments can be an effective way to help some entrepreneurs with their business efforts. For other people, having a business may be an economic necessity, particularly for those whose main jobs may not pay enough or those who are facing high housing and other costs. A guaranteed income may help those individuals scale back on their economic activities and focus on other things that are important to them.

Will my public assistance benefits be affected if I participate?

We are in discussions with the Michigan Department of Health and Human Services and the Ann Arbor Housing Commission and have requested that guaranteed income payments not affect benefits you might receive from them. However, it is likely that some benefits will be affected. If that is the case, we will make sure you know in advance so that you can make the decision about participation that's best for you.

How will I know if I've been selected for the payment and research study?

If you are selected to receive the guaranteed income payment or to be part of the study but not receive the payment, someone from the study team will contact you, using your preferred method of contact (phone, text, email, or an in-person visit if needed). You will be able to set up an appointment with a project team member who will give you an orientation to the program, including the research component.

If you have not been contacted by the time the website says we have finished notifying participants, assume you have not been selected to participate. We will also delete the information you provided. Check the website to stay up to date on the notification process.

For tough or detailed questions about the guaranteed income pilot or research study design, ask people to contact Kristin Seefeldt, the principal investigator for this pilot, at kseef@umich.edu

MEET THE PROJECT TEAM

U-M Team



Kristin Seefeldt, Principal Investigator, Associate Professor, Social Work and Public Policy



William Lopez, Principal Investigator, Clinical Assistant Professor, School of Public Health



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