

Variations in Treatment (Attachment C)

Tax Time Pilot

Current draft treatments for the pilot (these are subject to change based on what is learned in the focus groups)

#	Functionality and Pricing Treatment Description
1	Transaction account with no monthly fee, without linked savings account
2	Transaction account with monthly fee (\$3), without linked savings account
3	Transaction account with no monthly fee, with linked savings account
4	Transaction account with monthly fee (\$3), with linked savings account

A messaging/language treatment could be added to each the treatments listed above. The focus groups will in part be to test these messaging/language treatments. Focuses on safety, convenience, cost, speed, or government brand are all examples of treatment messaging/language options that are being considered.

Descriptions

Transaction Account is a basic financial transaction account, funds can be loaded onto the account through direct deposit or cash loading, it can be used to purchase at Point of Sale (POS) locations where Visa® or MasterCard® are accepted, withdraw money at automated teller machine (ATM)s or as part of cash back at a POS register, bills can be paid online, money is stored safely and is Federal Deposit Insurance Corporation (FDIC) insured.

Linked savings account is a savings account attached to the transaction account that enables money to be transferred between the savings account and transaction account for free. Savings account funds have to be transferred to transaction account for use. The savings account earns a market rate interest.

Monthly Fee – Product can for all intents and purposes be used for free unless it has a monthly fee. There are other fees that can be incurred (e.g. heavy ATM usage, cash loading), but customers can avoid those fees by smart usage (e.g. going to in network ATMs or getting cashback at POS, or utilizing direct deposit).