

Bank on Seattle-King County
DRAFT Framework for 2011 and Beyond
June 2, 2010 Renewal Kick-Off Meeting

***Presented on Behalf of the Bank on Sea-KC Sponsors and Coordinating
Committee***

Bank on Sea-KC Challenges

- Reporting/tracking data
- Lack of consistent funding to support necessary staffing for the initiative
- Need for continued and intensified grassroots outreach to reach target unbanked/under-banked households, including refugee and immigrant populations
- Keeping the initiative alive and real within the financial institutions (visibility, employee awareness and training, etc.)
- Visibility of the initiative in the public and within targeted communities
- Helping customers avoid OD/NSF fees (navigating the new OD regulations)
- Connecting customers with financial education and credit/debt counseling

Bank on Sea-KC Goals for 2011 and 2012

- Open 'transparent' affordable checking and savings accounts for unbanked/ under-banked; accounts are successfully maintained (or upgraded) (see criteria adopted in 2008 for Bank on Sea-KC accounts)
- Seek to serve **all** unbanked and under-banked groups including offering 1) savings and lending products that are not interest-bearing, and 2) "second chance" accounts/options for the "unbankable" (except cases of fraud)
- Help customers avoid OD, NSF and other unnecessary fees (navigate new regulations)
- Promote access to affordable, non-predatory credit/loans: small dollar/alternative payday loans, car loans, alternative refund anticipation loans, citizenship loans
- Promote access and improve the quality of financial education and credit/ debt counseling/assistance
- Open at least 25,000 accounts; 85% are successfully maintained (for at least one year, or upgraded)
- Improve reporting of key data by participating financial institutions

Bank on Sea-KC infrastructure necessary to achieve goals

Proposed Staffing

- Diana Stone, .3 FTE, to provide overall initiative support; work with financial institutions
- Alice Coday, .3 FTE, to focus on improving the quality of and access to financial education (Sea-KC Financial Education Providers Network)
- Jennifer McAdam, .5 FTE, to focus on initiative outreach and visibility
- Jerry DeGrieck, .15 FTE, to provide leadership and initiative coordination

Total Staffing Expenses: \$90,000 annually

Reaching Unbanked and Underbanked Households (annual cost)

- Continued partnership with the 2-1-1 Community Information Line to facilitate referrals (\$5,000 annually)
- Continued coordination of outreach with other initiatives including United Way's EITC/free tax preparation campaign and Seattle's PeoplePoint "access to benefits initiative (no cost except for materials)
- Up-to-date user friendly website (\$1,000 annually for host fees, maintenance, enhancements and updates)
- Advertising and printing (\$66,500 annually)

Total Outreach/Communications Expenses: \$72,500 annually

Financial Contribution of the Participating Banks and Credit Unions

- Suggested amount of the \$162,500 staffing and outreach-related expenses to be covered by contributions from financial institutions: \$81,250 annually/ 50% of the total annual expenses
- The rest of Bank on Sea-KC's expenses would be covered by grants and in-kind contributions from the City of Seattle and other sponsors
- The Seattle Foundation will continue to serve as Bank on Sea-KC's fiscal sponsor
- Adopt the same financial assessment/contribution plan for 2011 and 2012 that we used for 2009 and 2010 (see 2008 plan)

Bank on Sea-KC Governance

- The Bank on Sea-KC Coordinating Committee will continue to provide oversight and guidance to the initiative and make high-level budget decisions
- The Bank on Sea-KC Coordinating Committee will be comprised of representatives of the sponsors and representatives of the participating large banks, small banks, credit unions and community partners
- Notice of all Coordinating Committee meetings will be sent to all Bank on Sea-KC stakeholders and all are welcome to attend Coordinating Committee meetings
- The Coordinating Committee will generally meet quarterly or more often when necessary; sponsors, financial institutions or community partners can request a meeting of the Coordinating Committee
- The Coordinating Committee may establish special or ongoing workgroups and committees
- In the fall of 2010, Bank on Sea-KC banks, credit unions and community partners will have the opportunity to nominate people or volunteer to serve on the Coordinating Committee for 2011 and 2012
- Annual meetings of all Bank on Sea-KC financial institutions, community partners and sponsors will be held to review finances, present challenges/ accomplishments of the initiative and to seek guidance, direction and feedback