

**BANKING DEVELOPMENT DISTRICT (BDD) APPLICATION**

For New BDD Branch and Area Designations

Supporting access to financial services and enriching communities

 ***Updated: November 22, 2022***

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**SECTION I:** **AREA DESIGNATION APPLICANT INFORMATION AND**

#####  SUPPORTING DOCUMENTATION

1. **LOCAL GOVERNMENT INFORMATION**

|  |  |
| --- | --- |
| Name of Local Government |  |
| Address |  |
| City |  |
| County |   |
| State |  |
| ZIP |  |
| Contact Person |  |
| Title |  |
| Contact Telephone |  |
| Contact Email |  |

1. **MUNCIPAL SPONSOR**  **INFORMATION –** Please complete this section **if** another government entity (whether city, county, town, or village, in addition to the local government) supports this BDD Application

|  |  |
| --- | --- |
| Name of Government Entity |  |
| Address |  |
| City |  |
| County |  |
| State |  |
| ZIP |  |
| Contact Person |  |
| Title |  |
| Contact Telephone |  |
| Contact Email |  |

1. **LOCAL APPROVAL**

Please submit evidence of the approval of the application by the governing board of the local government applicant. An official certified copy of the approval (whether a resolution or a letter affirming co-applicant status from either a village mayor or a town supervisor) must be submitted. In New York City, the appropriate Borough President’s Office must be the co-applicant. Please note that for proposed designations in NYC, an application must be first approved by the local Community Board before securing the participation of the Borough President’s Office as a co-applicant.

1. **LOCAL COMMUNITY SUPPORT**

Please attach indications of community support for the application for example: letters from entities such as local Chambers of Commerce, local businesses, community-based organizations, nonprofit organizations, government officials, or community residents.

1. **INSTITUTION**

|  |  |
| --- | --- |
| Name of Institution |  |
| Address |  |
| City  |  |
| County |  |
| State |  |
| Zip |   |
| Contact Person |  |
| Title |  |
| Contact Telephone |  |
| Contact Email |  |

|  |
| --- |
| 1. **PROPOSED BDD BRANCH INFORMATION**
 |
| Address |  |
| City  |  |
| County |  |
| State |  |
| Zip |  |
| Anticipated date of branch opening (for de novo branches) |  |

1. **INSTITUTION LETTER**

Please provide a letter from the banking institution stating the institution’s intent to establish or improve a branch in the proposed BDD and affirming that it will not establish the proposed BDD branch with the intention of closing or relocating any existing nearby branch or branches. The original letter should be signed by senior management from the banking institution and be presented on the institution’s letterhead.

**SECTION II: AREA INFORMATION**

**At the discretion of the Superintendent of Financial Services, the following questions have been included to assist in determining whether to approve an application for the designation of a BDD branch or area**

1. **GEOGRAPHIC INFORMATION**
2. Please select which best describes the proposed BDD boundaries.
* Entire municipality(Name and County)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Two or more municipalities(Names and counties)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Neighborhood (Name, Municipality, County and Census Tract #’s)\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Census tracts (Municipality, County and Census Tract #’s)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Other (Please describe)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
1. Please select all that apply in determining the appropriateness of the proposed BDD boundaries:
* The municipality requested the geography to be served
* The proposed boundary represents a geography that the institution can adequately serve
* The proposed boundary represents a geography in significant need of access to affordable banking products and services
* Other (Please describe)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
1. Please confirm whether the map in the addendum found on page 19 accurately reflects the BDD boundaries noted above.
2. Please describe the public transportation systems and major roadways, if any, in the proposed Banking Development District. A map or diagram may be attached.
3. **SOCIOECONOMIC INFORMATION**

**The following information should be completed by the applicant institution in partnership with its local co-applicant(s) or municipal sponsors**

1. Please describe any significant local business developments or housing developments in the proposed BDD, including, but not limited to: large corporate restructurings, plant closings, recent proposed business openings or expansions, affordable or market-rate housing developments, etc.
2. Please describe any significant shifts in population cohorts (such as increases or decreases the populations of children, senior citizens, etc.); changes related to area income, employment; etc.; changes in population composition (primarily any increases in immigrant populations), etc.
3. Please provide a brief economic profile of the proposed BDD area that includes a description of local commercial establishments, vacancy rates (estimates), and a list (where available) of the number and type of small, medium and large businesses located in the proposed Banking Development District.

**SECTION III: PROPOSED RATIONALE AND GOALS**

**At the discretion of the Superintendent of Financial Services, the following questions have been included to assist in determining whether to approve an application for the designation of a BDD branch or area**

**1. RATIONALE FOR BDD DESIGNATION AND INTENDED IMPACT**

Please note below why the applicants believe the area is underbanked. The applicants must include data from the already populated data supplement (see BDD DESIGNATION APPLICATION – DATA SUPPLEMENT on page 11), along with other sources of information, in support of the rationale.

**2. SPECIFIC BANKING AND CREDIT NEEDS IN THE COMMUNITY**

1. Please select all the banking products and services needs in the proposed BDD, and expand on the listing of products and services as needed in the “Other” category field.
* No fee transactional and asset building accounts
* Late hours
* Weekend hours
* Credit enhancing products
* Financial Education
* Alternatives to dependence on Alternative Financial Service providers, such as check cashers, pawnbrokers, etc.
* Other (please describe)
1. Please select all the credit needs (including the needs of small businesses and area residents) in the proposed BDD, and expand on the listing of credit needs as needed in the “Other” category field.
* Small dollar loans
* Credit rebuilding/consolidation loans
* Home repair loans
* First-time homebuyer programs
* Local credit decision-making
* Small business loans
* Other (please describe)
1. **EXISTING BANKING SERVICES**
2. Please specify below whether (and how) the bank’s specific products and services differ from those offered by other providers of financial services in the proposed BDD. Where product-specific, please provide a comparison.

**4. BDD BRANCH GOALS**

* 1. Using the Goals, Activities & Outcomes Guide starting on page 13, please clearly state the applicant’s specific goals for the proposed BDD. These goals may be account- or service-specific, focused on lending objectives to consumers or businesses, or intended to meet a community or economic development objective.

|  |  |  |
| --- | --- | --- |
| **Goals** | **Describe the activities that the branch will undertake to achieve this goal** | **Note the proposed outcomes anticipated from the activities noted. Where available, include proposed measurable outcomes (e.g., the type and number of accounts, loans to be originated, rate of credit profile increase, etc.)** |
| **Goal 1:** | a. | a. |
| b. | b. |
| c. | c. |
| **Goal 2:** | a. | a. |
| b. | b. |
| c. | c. |
| (Add rows as needed) |  |  |

* 1. Please provide a brief explanation for the basis of the outcomes proposed in the table above. For example, if an outcome for an activity in outreach consists of new customers, note the basis for the proposed number of new customers [whether based on past performance, knowledge of the community, information gained from current and future partners, etc.].
1. **MARKETING AND OUTREACH**
2. What methods will the proposed BDD branch utilize to engage and inform residents and businesses about the additional banking services available in the proposed BDD?
	* Print(newspapers, flyers, magazines, inserts, etc.)
	* In-Branch
	* Mailings
	* Social Media(Twitter, Instagram, Facebook, etc.)
	* Meetings with community groups
	* Meetings with municipal officials
	* Other (please describe) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Indicate how the proposed BDD branch will market its New York State Basic Banking Account (or equivalent) to residents of the proposed BDD.
	* Print(newspapers, flyers, magazines, inserts, etc.)
	* In-Branch
	* Mailings
	* Social Media(Twitter, Instagram, Facebook, etc.)
	* Other (please describe)\_\_\_\_\_\_\_

**SECTION IV: BANKING PRODUCTS AND SERVICES**

**The information requested below may be answered in the space provided below or on clearly labeled separate sheets. Applicants also are strongly encouraged to provide maps that clearly demonstrate the requested information.**

1. **DESCRIPTION OF PRODUCT AND SERVICES TO BE OFFERED**
2. Please describe the banking products and services to be offered in response to the banking needs identified in the community, and note whether the product or service is a new product or an existing product. Additionally, if the product or service will be customized to meet the needs of the BDD community, please note the customized features in the table below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Account Type** | **New or Existing Product** | **Features** | **Customized Features** | **Fees (and waiver methods)** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| add rows as needed |  |  |  |  |
| **Loan Type** | **New or Existing Product** | **Features** | **Customized Features** | **Fees (and waiver methods)** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| add rows as needed |  |  |  |  |
| **Service type** | **New or Existing Product** | **Features** | **Customized Features** | **Fees (and waiver methods)** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| add rows as needed |  |  |  |  |

1. Please complete the following tables to set branch account and loan origination targets consistent with profitability projections for the BDD branch.

 **Accounts to be opened (annually)**

|  |  |
| --- | --- |
| **Account Type** | **Projected Number of Accounts** |
| Basic Banking *(or equivalent)* |  |
| FDIC Safe Start Checking *(or equivalent)* |  |
| Other Retail Checking |  |
| FDIC Safe Start or NYC SafeStart Account *(or equivalent)* |  |
| Other savings |  |
| Business Checking |  |
| Other *(e.g., money market, certificate of deposit, other accounts)(add rows as needed)* |  |
| **TOTAL** |  |

**Loans to be originated (annually)**

|  |  |  |
| --- | --- | --- |
| **Loan Type** | **Projected Number of Loans** | **Projected Amount of Loans** |
| Small Business[[1]](#footnote-1) |  |  |
| Commercial  |  |  |
| Construction  |  |  |
| Residential Mortgage  |  |  |
| Personal (excluding credit cards and small dollar loans) |  |  |
| Small dollar loans[[2]](#footnote-2) |  |  |
| Auto |  |  |
| Credit Card  |  |  |
| Other (please describe) |  |  |
| **TOTAL** |  |  |

1. Please note the rationale for the proposed outcomes in the tables above (whether based on past performance in the community, calculations based on projected profitability, projected performance based on anticipated market share, etc.).
2. What are the proposed days/hours of operation for the proposed BDD branch?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Mon** | **Tues** | **Wed** | **Thurs** | **Fri** | **Sat** | **Sun** |
| Branch Hours |  |  |  |  |  |  |  |
| Drive Up Hours (if available) |  |  |  |  |  |  |  |

**SECTION V: FINANCIAL VIABILITY OF THE BRANCH**

1. **PROFITABILITY PROJECTIONS**
	1. Please provide the expected years of profitability with and without deposit, from the pro forma provided by the institution.

|  |  |
| --- | --- |
| **ACTIVITY** | **Year Profitable (e.g., Year 1; Year 5; etc.)** |
| Year that proposed BDD Branch will be profitable with deposits |  |
| Year that proposed BDD Branch will be profitable without deposits |  |

* 1. Using the pro forma, please comment on the economic viability of the proposed BDD branch. Include a projection of the volume of individual and business deposits from the proposed BDD (excluding expected municipal and/or state deposits), and details on income (including the municipal and/or state deposits) and expenses for the period necessary for the branch to become profitable. Explain how these initial projections were determined.
	2. Using the following table, please estimate the projected number of jobs that will be created, or retained directly and indirectly, through lending or other activities in the BDD area in the next five years.

|  |  |  |
| --- | --- | --- |
| **ACTIVITY**(E.g., direct employment of BDD residents, employment from BDD-related tax credit opportunities, employment resulting from the BDD branch’s lending, or other) | **Amount Invested** (if applicable) | **Projected Number of Jobs Created/Retained** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| **TOTAL** |  |  |

**SECTION VI: FINANCIAL EDUCATION**

1. All BDD branches are required to submit a financial education plan for the branch. Please use the charts below to provide specific information regarding the branch’s financial education plan.

|  |  |
| --- | --- |
| **Financial Education Plan Components** | **Institution’s Response** |
| The audience(s) to be targeted |  |
| The partnerships in place to execute the plan. If no partnerships to date, please explain the process by which the branch will establish partnerships in the first year of designation. |  |
| The Branch’s capabilities to conduct financial education. Keep in mind the following:* In the absence of internal resources to execute the plan, note the extent to which partnerships will be necessary to execute the plan
* Other capabilities, for example funds, space, or other resources (whether in-kind or monetary)
 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Financial education topic or service** **(E.g.,** identity theft prevention; first time homebuyer; credit rehabilitation, etc.) | **Targeted****audience** | **Proposed number of workshops**  | **Projected number of participants** | **Partner**(if any) | **Planned grant support to be provided to partner**(in-kind or monetary) |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **TOTAL** |  |  |  |  |  |

**SECTION VII: CREDIT UNION INFORMATION –** Please complete this section **if** the institution applying for BDD designation is a credit union.

1. Please note the total number of members \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Please indicate common bonds for the field of membership
	* Geographic(Please List)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	* Employer
	* Family
	* Membership in a group
	* Other (please describe)
3. Indicate whether any of the following apply
	* Low-Income Designation
	* Minority Depository Institution
	* Other designation (please describe and note source of designation)
4. Provide a table of the total number of HMDA-reportable applications(by type), approvals (and extensions), and denials in the last two years. Please denote the number of such applications from, and approvals and denials to LMI members.
5. Please provide the geographic distribution at the census tract level of HMDA-reportable applications, approvals (and extensions), and denials in the last two years. Please denote the number of such applications from, and approvals and denials to LMI members.
6. Please note whether the institution has a “soft” loan review process with a nonbinding decision for mortgage loan applicants. If so, please note the number of applicants that withdrew from the process in the last two years after beginning the soft review process.
7. Provide a table of the total number of non-HMDA credit applications (by type), credit approvals (and extensions), and credit denials in the last two years. Please denote the number of such applications from, and approvals and denials to LMI members.
8. Please provide the geographic distribution at the census tract level of non-HMDA credit applications, credit approvals (and extensions), and credit denials in the last two years. Please denote the number of such applications from, and approvals and denials to LMI members.
9. Describe how the institution ascertains the banking and credit needs of its community, including LMI individuals and LMI areas. Information provided in response to this question may include data collected by the institution to determine the banking and credit needs of the community, documented meetings with community organizations regarding banking need, participation in banking roundtables related to banking and credit needs, etc.
10. Describe how the institution currently markets each of its deposit and lending products, including the affordable products. Examples may include partnerships with employers for membership enrollment, first-time home buyer workshops, workshops on credit, participation in community roundtables and events where special banking and credit-related programs are offered, and email, online, radio and tv marketing.
11. Describe the role of the banking institution’s board and management role in formulating policies and reviewing its performance with respect to the provision of affordable banking and credit products and services that address the needs of LMI individuals and neighborhoods. Examples may include meeting agendas where such efforts and policies are discussed, minutes and attendees, trainings, workshops, presentations, etc.
12. Provide a copy of the results of the three most recent fair lending self-evaluation and/or risk assessments.
13. Provide a complete list of openings, closings, and relocated offices, and include the services provided at these offices (drive-up, Saturday/Sunday hours, safe deposit, night deposit, etc.).

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Address** | **Saturday hrs.** | **Sunday hrs.** | **Night Depository** | **Safe Deposit** | **Drive up** | **Late hrs.** | **Status** |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **TOTAL** |  |  |  |  |  |  |  |

1. Provide a list of community development lending, investments, and grants undertaken and community events that the institution has participated in, within the past two years.

BDD DESIGNATION APPLICATION – DATA SUPPLEMENT

The following information is hereby provided by the Department. The Applicants should connect, where appropriate, demographic trends to the need for BDD designation. Additional information and guidance can be provided upon request.

**SUPPLEMENT I: DEMOGRAPHIC DATA**

1. **Number of residents in the proposed Banking Development District \_\_\_\_\_\_\_\_\_\_\_\_**
2. **Brief demographic overview**
3. **Socioeconomic profile of the proposed BDD and environs**

|  |  |  |  |
| --- | --- | --- | --- |
| **Information\*** | **Proposed BDD** | **County** | **State** |
| Median Household Income |  |  |  |
| Unemployment Rate |  |  |  |
| Percentage of population at or below poverty level |  |  |  |
| Percentage of households with Social Security Income |  |  |  |
| Percentage of households with retirement income |  |  |  |
| Percentage of households receiving cash public assistance |  |  |  |
| Percentage of households receiving food stamps/SNAP |  |  |  |
| Median age of population |  |  |  |
| Percentage of population under 18 years of age |  |  |  |
| Percentage of population 65 years and over |  |  |  |
| Percentage of population that is White |  |  |  |
| Percentage of population that is Black/African American |  |  |  |
| Percentage of population that is All Other Races |  |  |  |
| Percentage of population Hispanic of Latino Origin(of any race) |  |  |  |
| Percentage of population 5 years and over that speaks English as a second language [Spanish Speaking] |  |  |  |
| Housing Vacancy Rate |  |  |  |
| Percentage of owner-occupied housing units |  |  |  |
| Percentage of occupied housing units with no vehicle available |  |  |  |
| Any other indicia of population-based need that would help characterize the proposed area as appropriate for BDD designation *(please provide additional rows, as needed)* |  |  |  |

\*Please use the most recent American Community Survey 5-year estimates, available from the American Fact Finder page of the U.S. Bureau of Census website: <https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

1. **Distribution of banking service providers**

|  |
| --- |
| **Within the proposed BDD** |
| **QUESTION** | **INSTITUTION** | **DISTANCE FROM PROPOSED BDD BRANCH** |
| *Name and location of all full-service branches of all banking institutions, including credit unions (add rows as needed)* |  |  |
| Number per 10,000 people |  |  |
| *Identification and location of all alternative providers of banking services[[3]](#footnote-3) (add rows as needed)* |  |  |
| Number per 10,000 people |  |
| **Within a Reasonable Distance of the Boundaries of the Proposed BDD**  |
| **QUESTION** | **INSTITUTION** | **DISTANCE FROM PROPOSED BDD BRANCH** |
| *Name and location of all full-service branches of all banking institutions, including credit unions (add rows as needed)* |  |  |
| Number per 10,000 people |  |  |
| *Identification and location of all alternative providers of banking services[[4]](#footnote-4) (add rows as needed)* |  |  |
| Number per 10,000 people |  |

**SUPPLEMENT II:** **GOALS, ACTIVITIES AND OUTCOMES GUIDE**

|  |  |  |  |
| --- | --- | --- | --- |
| **Goal Type** |  **Samples of Goals** | **Examples of Activities That May Be Undertaken in Furtherance of the Goal** | **Proposed Annual Outcomes Anticipated from the Activities Noted**  |
| Mortgage Lending  | * Support or provide affordable homeownership initiatives within the BDD
* Spur homeownership efforts within the BDD
* Expand access to mortgages and affordable homeownership
* Expand access to homeownership through financial educations and affordable mortgages
 | * Provide a first-time homebuyer program that includes an affordable mortgage product
* Partner with a community-based organization that provides first-time homebuyer education
* Provide assistance with completing mortgage loan applications, financial education on homeownership, provide post-application support to applicants that are denied a loan, etc.
* Provide or create affordable mortgage products
* Provide mortgage rate discounts
 | * Number of program participants and outcomes resulting from participation
	+ Application assistance provided
	+ Loans originated
	+ Follow-up on loans denied
* Assistance provided to community-based organization providing first-time homebuyer education in the form of donations, volunteers, etc., and the resulting outcomes from that assistance
	+ Application assistance provided
	+ Loans originated
	+ Follow-up on loans denied
* Number of mortgage applicants that received assistance in loan application completion
* Number of mortgage loans approved, along with
	+ Number of mortgages denied
	+ Follow-up with unsuccessful applicants
	+ Referrals made to other possible mortgage sources, etc.
* Total number of mortgages that qualified and received a mortgage discount, along with the amount corresponding to savings resulting from the discount
 |
| Small Business  | * Support small business development and retention
* Increase the credit profile of small businesses within the BDD
* Provide affordable small business credit products
* Increase small business development through organizing annual workshops/conferences to assist small businesses in the area with capacity building
* Increase small business lending and the number of small business account holders
* Expand access to credit for small businesses
 | * Host Small Business Days at the Branch to provide information and learn of small business credit needs in the community
* Provide technical assistance to small businesses seeking small business loans
* Provide or create affordable small business loan products, including small dollar loans
* Create partnerships with organizations that provide support to small businesses
* Provide small business loan incentives in the form of discounted rates, fast-track decision making where appropriate, etc.
* Make grants to community-based organizations to support small business development
* Conduct calls and local visits to small business to provide business development guidance and information
* Maintain business services partnerships
* Maintain small business lending partnerships
 | * Number of Small Business Days hosted at branch, and:
* Number of attendees
* Information learned from event
* Loan applications received
* Originations resulting from event outreach
* Follow-up provided to unsuccessful applicants, and etc.
* Number of small business owners that were provided technical assistance in:
* Loan application completion
* Business plan development
* Other areas of guidance
* Number of new accounts, loan applications, loan originations, and loan denials resulting from affordable small business products
* In case of loan denials, note the follow-up provided to applicant, referrals, etc.
* Number of small dollar loan applications, loan originations and loan denials
* In case of loan denials, note the follow-up provided to applicants, referrals, etc.
* Number of area businesses that benefited from support provided to organizations serving the interests of small businesses within the BDD
* Number of loan originations that resulted from small business loan incentives
* Number of referrals made and offers accepted
* Number of referrals made, loans originated and amount
 |
| Expand Access To Credit  | * Increase the credit profile of residents within the BDD
* Provide credit-related financial education as a tool for expanding access to credit
* Expand access to credit for consumers
* Bolster the credit profile and provide access to capital within the BDD
 | * Provide credit builder product and note the features, requirements, and outreach to be undertaken to provide the product, whether in the form of partnerships with area organizations, marketing, advertising, etc.
* Provide or support credit-related financial education workshops or initiatives that aim to increase credit profile, such as: financial empowerment series, goal-oriented financial education, one-on-one financial counseling, debt consolidation etc.
* Provide assistance to consumers in need of creation or improvement to credit by way of referrals, credit reviews, assistance with action plans for credit improvement, etc.
* Provide loan products aimed at helping consumers establish or re-establish credit
 | * Number of enrollees in credit builder product, and loan amounts approved
* Follow-up to be provided to applicants that are denied
* Number of financial education workshop participants that:
* Apply for a loan and are approved
* Apply for a loan and are denied (and follow-up provided)
* Create spending/budget plans
* Review their credit reports and create improvement plans
* Other measurable outcomes
* Number of customers to whom assistance was provided in:
* Credit assistance referrals
* Action plans for credit improvement
* Credit reviews
* Other credit-related measurable outcomes
* Number of credit building/improvement loans originated
* Description of follow-up provided to credit building/improvement loan applicants that are denied
 |
| Affordable Products and Services | * Expand access to low-cost basic banking products for consumers and non-profits.
* Offer affordable products and services
 | * Introduce/Continue to offer an affordable checking product
* Introduce/Continue to offer affordable savings product
* Offer reduced fee or no fee products and services
* Customize existing products for the BDD market
 | * Number of accounts opened
* Number of individuals that benefitted from the service such as notary services, free photocopies, US currency exchange for smaller bills, outgoing fax service, cellphone charging, outgoing local phone calls and payroll check cashing
* Total number of transactions and amount of money saved by consumers from services such as reduced fee ATMs and money orders
* Total number of transactions, accounts, or relationships resulting from customized product, and amount of money saved or earned by customers as a result of customized product
 |
| Area Revitalization | * Promote area revitalization and stabilization
* Provide affordable banking products and services to community-based organizations and municipalities within the BDD
* Assist with the revitalization of the BDD area to help spur the growth of small business and development
 | * Actively support revitalization initiatives within the BDD by either participating in events, associations, meetings, etc., where the main objective is area revitalization/stabilization economic development
* Promote affordable banking and credit products for community-based organizations within or serving the BDD
* Promote banking services for BDD municipalities
* Offer various lending products such as small business, construction, commercial loans, home repair loans, home equity loans and home equity lines of credit
* Offer municipal banking products and services such as: bond issuance, cash management, tax collection, waiving incoming wire transfer fees, etc.
 | * Milestones reached in revitalization initiatives
* New banking relationships (or maintenance thereof)
* Other measurable outcomes resulting from support of local revitalization initiatives
* Number of organizations enrolled in a banking product or service
* Number of transactions completed as a result of providing municipal banking services
* Number and amount of small business loans originated
* Number and amount of construction loans originated
* Number and amount of commercial loans
* Number and amount of bonds issued, number of municipal payroll deposits processed, number and amount of tax collections processed
 |
| Community Development | * Support community organizations
* Provide support to community development projects and groups through loans, grants, technical assistance, and branch involvement
* Support community- based initiatives targeted to or inclusive of BDD residents.
 | * Provide in-kind or monetary donations to organizations within or serving the BDD
* Participate in community activities that address area concerns
* Provide technical assistance to community-based organizations
 | * Number and amount of donations to local food banks, back to school and holiday events, etc.
* Number of BDD branch staff that participate on boards of organizations within/serving the BDD, and description of benefit such as assistance with securing grants/loans, financial literacy related to money management, fraud, etc.
* Number of BDD branch staff that volunteered at events within or serving the BDD
 |
| Provide Bilingual Services  | * To provide access to capital and bolster the credit profile of residents and business owners in the BDD through offering bilingual services
* Promote banking products and services to non-English speakers
* Provide range of affordable banking services to the BDD inclusive of bilingual services and other low cost/no cost products.
 | * Offer credit builder loan product with translation services available to all applicants
* Provide bilingual one-on one small business technical assistance on topics such as documentation requirements, underwriting process and guidelines and criteria of credit and borrowing
* Provide bilingual assistance with utilizing banking technologies
* Provide bilingual services for account openings
* Provide personal and business loans with translation services available to all applicants
* Provide financial literacy workshops conducted in a language other than English
* Market banking products and services in non-English periodicals
* Provide product disclosures in a language other than English
 | * Number of loan applicants that used bilingual services and the number of loans originated
* Number of one-on-one technical assistance sessions delivered to local business owners and the number of applications received number and amount of loans originated
* Number of ATM deposits and remote check deposits in languages other than English
* Number and types of accounts opened using bilingual services
* Number ,type and amount of loans originated using translation services
* Language of instruction, topic, number of participants and participant outcomes as a result of the financial literacy session
* Language or instruction, method of marketing(digital, print, email, in-branch), type of products and services marketed, and number of accounts opened as a result of marketing
* Number of written disclosures provided in a language other than English
 |

**SUPPLEMENT III: MAP OF PROPOSED BDD AREA**

**SASAM**

1. Loans of $1mm or less. [↑](#footnote-ref-1)
2. [↑](#footnote-ref-2)
3. Alternative service providers may include, but is not limited to: check cashers, mortgage bankers, licensed lenders, post offices, etc. [↑](#footnote-ref-3)
4. Alternative service providers may include, but is not limited to: check cashers, mortgage bankers, licensed lenders, post offices, etc. [↑](#footnote-ref-4)