

To: LA City Council, Mayor Garcetti, City Attorney
From: Jennifer Epps-Addison, Center for Popular Democracy (CPD)
Re: Agenda Item 15 and 16 -Responsible Banking Monitoring Program CF 09-0234-S3

Dear Mayor Garcetti and LA Council Members;

I, Jennifer Epps-Addison - Network President and Co-Executive Director of the Center for Popular Democracy, am writing to urge you to support new standards that promote consumer protections and responsible banking in the Responsible Banking Ordinance (RBO) by requiring a sales goals disclosure requirement in the RBO and the Banking Service RFP for banks that want to bid for the banking service contract with the City of Los Angeles. As our elected officials you have an obligation to promote integrity and transparency in the banks that do business with the City of LA. With the sales goals disclosure requirement, the City will ensure that there is transparency in how the banks provide their products and services to consumers.

Recent reports have made clear that the opening of more than 3.5 million unauthorized accounts by Wells Fargo resulted in significant part from pressure put on frontline bank workers to meet aggressive sales quotas. Unfortunately, the reality is that these practices are not confined to Wells Fargo—they are pervasive across the consumer banking industry. **Furthermore, the use of sales goals has gone beyond the opening up of unauthorized accounts. Bank workers have testified that they are being pushed to target senior citizens, immigrants, students and low-income workers with unnecessary and complicated financial products.**

We urge the Council to support a sales goals disclosure requirement in the Banking Service RFP as part of the bidding process for the banking service contract. The importance of integrating transparency in the selection process to one of the City's most lucrative contracts worth billions in order to restore trust in the City's ability to select the bank that best serves the interest of the City and its residents. We are asking that the RFP require that banks disclose how their sales goals are structured and implemented

We appreciate your time and consideration on this very important issue. Thank you for your leadership on this matter.



Jennifer Epps-Addison
Los Angeles, California

Network President and Co-Executive Director
Center for Popular Democracy
Center for Popular Democracy Action