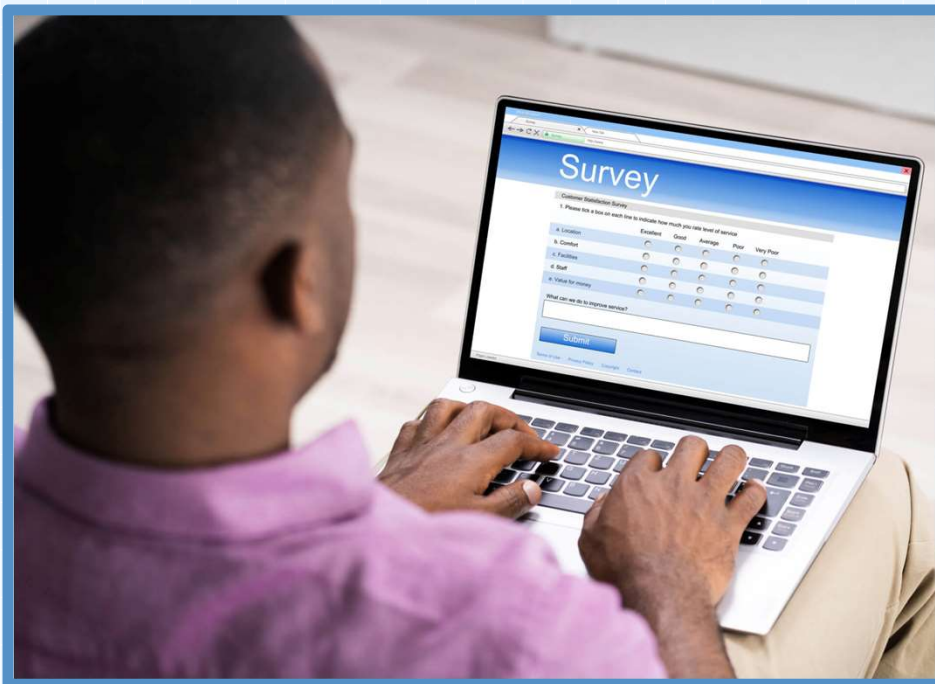


Task 1: Survey of the Un/derbanked

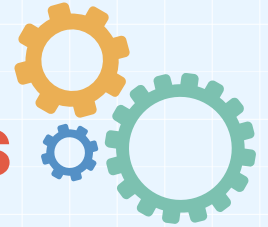


- Representative sample of 750 un/derbanked state residents
- Multi-mode bi-lingual survey
- Harmonize with FDIC survey (where possible) +
- Data will be used to understand financial management strategies of the state's most vulnerable populations and their interest in a public bank



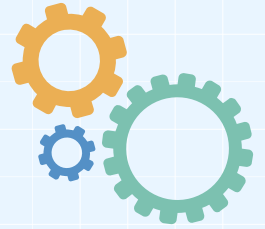


Task 2: Landscape of Banking Options



- Document the range of traditional and alternative banking options available across the state, along with their associated fees and balance requirements
- Investigate the presence and effectiveness of private sector competitors through a geo-spatial lens
- Examine the effects of historical redlining on current landscape
- Assess the role and effects of the ChexSystems in limiting bank access





Task 3: Cost-Benefit Analysis

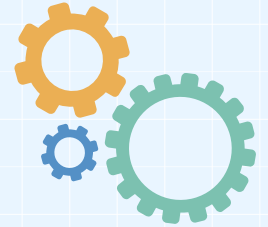


- Structured to comport with the California Administrative Procedure Act and to support a Standardized Regulatory Impact Assessment
- Determine costs and benefits to multiple stakeholders
- Establish different hypothetical scenarios to produce a range of possibilities



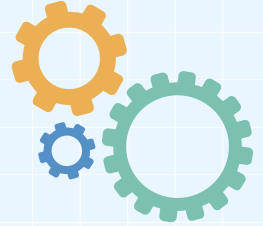


Task 4: Impact Analysis

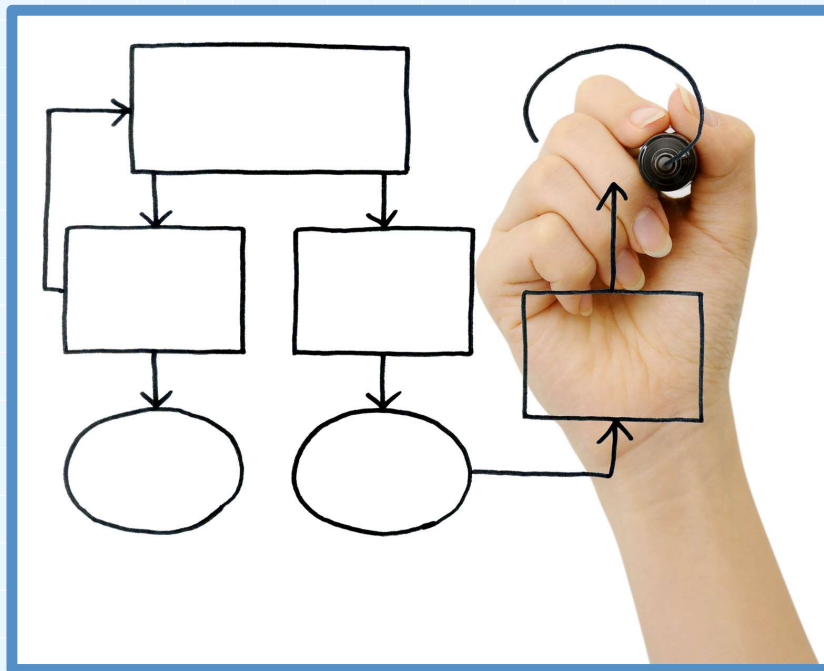


- Potential impact on racial/ethnic and gender disparities in banked rates
- Potential impact on short-term savings and long-term benefits to low-income families
- Potential impact on public safety
- Potential impact on existing banks





Task 5: Operations Assessment



- Assess the feasibility of the proposed bank structure, with proposed modifications to ease burden
- Evaluate the process whereby individuals can participate without a photo ID
- Draw upon best practices to inform the governance of the board and public-private partnerships

