
Lessons Learned from Bank Pilots



Exploring the Valley's Unbanked Opportunity

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Lena Robinson, Moderator
lena.robinson@sf.frb.org

Participating Institutions





BANK OF THE WEST®

Pilot Cities:

Orosi & Parlier, CA

presented by Rebeca Rangel

Rebeca.rangel@bankofthewest.com

Orosi, CA: Demographics



- Total Population: 7,324
- Population under 18 years old: 35%
- Race/Ethnicity:
 - White: 6.2% Black: 0.1%
 - Asian: 9.0% Latino: 82.0%
- Foreign born population: 48.3%
- 42.7% speak English not well/not at all

Orosi, CA: Demographics



- Median Household Income: **\$30,400**
- Industries and Employers:
 - 35.0% employed in farming, fishing and forestry
 - 18.2% employed in production occupations
 - 14.9% employed in personal care/service occ.
 - 13.6% employed in mgmt. occ. (inc. farms)
 - 12.9% employed in sales and related occ.
 - 5.2% employed in construction and extraction

Orosi, CA:

Financial Services Landscape



- 1920-1963
First National Bank of Orosi
- 1963-1986
First Western/Lloyds Bank
- 1986-2002
Sanwa Bank/ United California Bank
- 2002-present
Bank of the West



Orosi, CA:

Financial Services Landscape



- Asset size: \$32.8 million
 - 4,019 retail accounts
 - 296 business accounts
 - No other bank or credit union branches
 - 13 check cashing stores/MSBs
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Parlier, CA: Demographics



- Total Population: **11,088**
- **38.3%** under 18 years old
- Race/Ethnicity:
 - White: 1.4% Black: 0.1%
 - Asian: 0.3% Latino: 97.9%
- Foreign born population: **43.8%**
- **40.0%** speak English not well/not at all

Parlier, CA: Demographics



- Median Household Income: **\$24,539**
- Industries and Employers:
 - 28% employed in farming, fishing and forestry
 - 23.8% employed in production occupations
 - 17% employed in sales and related occ.
 - 14.9% employed in personal care/service occ.
 - 11.6% employed in mgmt. occ. (inc. farms)
 - 4.7% employed in construction and extraction

Parlier, CA: Financial Services Landscape



- 1912-1952
First National Bank of Parlier
- 1952-1991
Central Bank
- 1991-Present
Bank of the West



Parlier, CA:

Financial Services Landscape



- Asset size: \$18.9 million
 - 3,003 retail accounts
 - 204 business accounts
 - No other bank or credit union branches
 - 14 check cashing stores/MSBs
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MEMBER FDIC

Pilot City: Merced, CA
Presented by Sarah Scott
Sarah.scott@countybank.com

Merced, CA: Demographics



- Total Population: **63,991**
- Population under 18 years old: **34.5%**
- Race/Ethnicity:
 - White: 37.3% Black: 6.0%
 - Asian: 11.1% Latino: 41.5%
- Foreign born population: **22.1%**
- **14.2%** speak English not well/not at all

Merced, CA: Demographics



- Median Household Income: **\$30,429**
- Industries and Employers:
 - 27.4% employed in mgmt. occ. (inc. farms)
 - 24.9% employed in sales and related occ.
 - 18.1 % employed in personal care/service occ.
 - 15.5% employed in production occupations
 - 9.6% employed in construction and extraction
 - 4.4% employed in farming, fishing and forestry

Merced, CA: Financial Services Landscape



- Asset size: **\$1.8 billion**
 - Established in 1977
 - Savings Accounts: 16,788
 - 2,300 Business; 14,488 Personal
 - Checking Accounts: 55,590
 - 14,571 Business; 41,019 Personal
 - **12** other banks in Merced
 - **27** check cashing stores/MSBs
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Merced, CA: County Bank Pilot Project



- Outreach to the unbanked Hmong community
 - Current estimate approx. 8,000 Hmong in Merced
 - “Outreach luncheon” with leaders of the Hmong communities in Merced and Fresno
 - Hmong translation of FDIC Money Smart
 - Participation in creation of a video to demonstrate how a bank works
 - With partnership, bank tours with Hmong translator
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Pilot City: San Joaquin, CA

Presented by Dennis Woods

dwoods@unitedsecuritybank.com

San Joaquin, CA: Demographics



- Total Population: **3,301**
- Population under 18 years old: **40.1%**
- Race/Ethnicity:
 - White: 3.1% Black: 0.1%
 - Asian: 4.5% Latino: 92.1%
- Foreign born population: **57%**
- **53.4%** speak English not well/not at all

San Joaquin, CA: Demographics

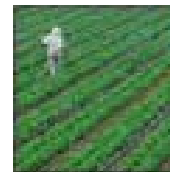


- Median Household Income: **\$24,934**
- Industries and Employers:
 - 43.1% employed in farming, fishing and forestry
 - 25.3% employed in production occupations
 - 9.6% employed in sales and related occ
 - 9.1% employed in personal care/service occ.
 - 6.6% employed in mgmt. occ. (inc. farms)
 - 6.3% employed in construction and extraction

San Joaquin, CA: Financial Services Landscape



- Asset size: **\$459,000**
 - The first United Security branch was established at Shaw & West in 1987. The San Joaquin branch was acquired from Wells Fargo in 1997
 - **1,091** retail accounts
 - **74** business accounts
 - **No other bank or credit union branches**
 - **6** check cashing stores/MSBs
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Pilot City: Huron, CA
Presented by Eileen Aragon
wabcra@westamerica.com

Huron, CA: Demographics



- Total Population: 6,301
- Population under 18 years old: 38.2%
- Race/Ethnicity:
 - White: 0.2% Black: 0.0%
 - Asian: 0.6% Latino: 99%
- Foreign born population: 53.7%
- 47.3% speak English not well/not at all

Huron, CA: Demographics



- Median Household Income: **\$24,609**
- Industries and Employers:
 - 42.1% employed in farming, fishing and forestry
 - 14.8% employed in sales and related occ
 - 14.5% employed in production occupations
 - 14.4% employed in personal care/service occ.
 - 8.7% employed in mgmt. occ. (inc. farms)
 - 5.6% employed in construction and extraction

Huron, CA:

Financial Services Landscape



- Asset size: \$4.8 billion
 - Chartered in 1884
 - 1,471 retail accounts
 - 107 business accounts
 - No other bank or credit union branches
 - 10 check cashing stores/MSBs
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