

# DON'T

*Banks are supposed to help provide...*

...local bank branches and affordable products

...support for community facilities & organizations

...affordable housing & quality jobs

...and affordable home and small business loans

# BANK

**Did you know that banks are supposed to invest in your community?**

**But that doesn't always happen.**

# ON IT



## ***The Responsible Banking Act***

***can help us hold banks accountable to our neighborhoods. But only if we make our voices heard!***



**MAKING  
POLICY  
PUBLIC**

How can we make sure banks meet the needs of our communities?

# The Responsible Banking Act

The City of New York does more than \$150 billion dollars in business every year. Every one of those dollars has to pass through a bank. The Responsible Banking Act helps the city use the power of that money to encourage banks to invest responsibly in all our neighborhoods. But it only works if you participate!

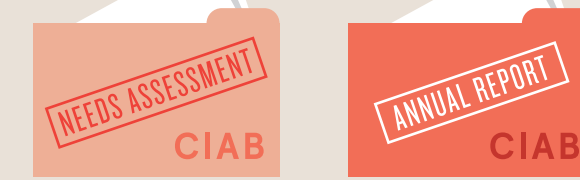


The NYC Banking Commission decides which banks are allowed to hold city deposits.

The Banking Commission is made up of



New York City should do more business with RESPONSIBLE BANKS!!



The NYC Banking Commission will get the **two CIAB reports** to help them understand which banks are meeting community needs.

It all starts with the **Community Investment Advisory Board (CIAB)** which gathers data, holds hearings to get public input, and publishes what they find out.

Who's on the **Board?**



City Council Speaker; who also appoints  
Community Organization Representative  
Small Business Representative  
Comptroller  
Mayor; who also appoints  
Finance Commissioner  
HPD Commissioner  
Banking Representative

The Board creates two reports: one about community needs—the **Needs Assessment**—and another about how banks are responding to those needs—the **Annual Report**.

**1 Needs Assessment** every 2 years  
about local banking and community needs

The Board uses its research, data from banks, and **feedback from public hearings** to write this report. It:

- » Lists community needs in individual neighborhoods and citywide
- » Sets goals for banks to meet the communities' needs
- » Gives examples of best practices for meeting those needs

There are **5 Public Hearings** one in each borough

Show up and tell the Board what your community needs!

**Find out what banks are actually doing**  
You can get this information from the NYC Department of Finance

**Testify at the public hearings to help the Board understand your community needs and how banks are responding**  
or give written comments if you miss the hearing

**2 Annual Report** every year  
about how banks are meeting community needs

Every year, the board creates this report to show how banks responded to the community needs outlined in the Needs Assessment. This report is based on government reporting, data from banks, and **public comments**. It includes:

- » What banks did in NYC in the previous year to meet the community needs
- » How those activities compared to the goals and best practices outlined in the Needs Assessment
- » Each bank's plans for meeting community needs in the coming year

There is one **Public Hearing** citywide

Show up and tell the Board if and how banks are meeting the needs of your community

**Organize! Get the word out and encourage other people to get involved**

**Speak Up!**  
Talk to your friends & neighbors about banks and community needs. Join a community organization! Attend local meetings!

Use **these questions** to help you participate in the **Public Hearings**

Information like this will help the Board understand your community's needs and how banks are addressing them.

## Bank Branches and Services

- Do banks have enough branches in your neighborhood?
- Do banks provide the services you need and can afford?
- Do banks offer services with unfairly high fees or requirements that are harmful to you and your community?
- Do banks participate in programs to reach New Yorkers who don't have access to bank accounts?
- Do bank employees speak your language?
- Do banks serve immigrants?
- What more can banks do to better serve your community?

## Renters and Affordable Housing

- Is your apartment building in bad condition?
- Does your neighborhood need more affordable housing?
- Do banks lend to landlords who harass and evict people?
- Do banks invest in efforts to build and preserve affordable housing?

## Homeowners

- Do you own a home or want to own a home?
- Do banks foreclose on lots of homes in your neighborhood?
- Do banks help people stay in their homes with things like loan modifications, principal reductions, and foreclosure prevention services?
- Do banks help people become homeowners by offering loans and supporting first-time home buyer programs?
- Do banks make all home loans fairly?

## Nonprofits and Community Services

- Do banks support your local nonprofits with loans, products, or volunteers?
- Do banks invest in other community facilities and services your neighborhood needs?
- Do banks make grants to community organizations?

## Jobs

- Are there enough jobs for people in your neighborhood?
- Do banks offer services and make loans to small businesses?
- Do banks invest in organizations and programs that support small businesses?
- Do banks invest in and support programs to create and keep quality jobs?

## Give Feedback about How Individual Banks are Helping Your Community

- Which banks are doing positive things for your neighborhood and the city, and why?
- Which banks are NOT doing positive things for your neighborhood and the city and why?
- What is your reaction to what banks reported doing and what they plan to do for your community?

## Why do we need the Responsible Banking Act?

**1977** In 1977 the **Community Reinvestment Act (CRA)**, was one of a series of laws passed to address years of discrimination by banks against low-income neighborhoods of color. Because all communities need banks, the CRA requires banks to equally invest in, lend to, and serve all the local areas where they do business.

**1980s** Since the 1980s many banks have merged together to become the largest banks in history. The size of the banks means the "local area" they serve often crosses many counties and even states! When banks are evaluated under the rules of the CRA, it is very hard to get information on how banks are serving specific areas, like NYC and its many neighborhoods.

**2012** The Responsible Banking Act was passed in 2012. It looks at banks' CRA activities and plans at a local level, and has the city hold public hearings so community members can make their voices heard about what their communities need and how banks are responding. It gives us the tools to hold banks accountable to NYC's diverse people and neighborhoods.

**Now** We can use the Responsible Banking Act to raise the bar for banks that want to hold NYC deposits.

**Raise The Bar!**  
The Responsible Banking Act is our tool to push banks to

- + Invest in affordable housing
- + Stop lending to bad landlords
- + Help people avoid or deal with foreclosure
- + Open bank branches and help people get accounts
- + Offer financial products for our communities
- + Support small business and job creation
- + Support nonprofits and other community resources

To find out key dates, connect to a community organization, and get involved, contact ANHD: [www.ANHD.org](http://www.ANHD.org)



# Do Banks Invest Responsibly in Your Neighborhood?



If they hold city money, they should.

The new **Responsible Banking Act (RBA)** was passed to encourage banks seeking to hold city deposits to be more accountable to low- and moderate-income New Yorkers.

The RBA created the **Community Investment Advisory Board**—made up of government, community, and banking representatives—which reviews each bank's loans, investments, and banking services, and their plans for the coming year to see how well they are meeting community needs.

Community members—like you!—can weigh in during public hearings. The Board wants to know what you think your community's banking needs are, and how well banks are meeting them. The NYC Banking Commission will review that information when they decide which banks are allowed to hold city deposits. Your voice matters!

**1 ORGANIZE**  
Talk to your friends and neighbors about banks and community needs. Join a community organization! Attend local meetings!

**2 SHOW UP**  
There is strength in numbers! Get the word out and encourage other people to get involved!

**3 SPEAK UP**  
Make comments at the public hearings (or in writing) about your community needs and how banks are responding.

## Make the Responsible Banking Act a Success: Participate!

This is your chance to demonstrate real community needs and show which banks are and are not acting responsibly in your community.

Ask ANHD

Find out key dates and connect to a community organization:  
[www.ANHD.org](http://www.ANHD.org)

### What Does Irresponsible Banking Look Like?

Here, banks are destabilizing the neighborhood by: making loans to bad landlords who harass and evict tenants; not providing loans or assistance to first-time home buyers or small business owners; not helping people facing foreclosure; making it hard or expensive to get bank accounts; and not supporting efforts to create and preserve affordable housing, good jobs, and community services.

### What Does Responsible Banking Look Like?

Here, banks help stabilize the neighborhood by: making responsible loans to businesses, homeowners, and fair landlords; providing affordable bank services and products (like checking accounts with low or no fees); and supporting efforts to create and preserve affordable housing, good jobs, and community services.

Storage Center

Community Development Corporation

Educational and Recreation Center

Health Center

My landlord got a loan from the bank, but I can't get any repairs!

I pay an affordable rent and the landlord is trying to push me out by: raising the rent, not making repairs, offering buyouts, and making threats. Banks shouldn't give him a loan!

Another foreclosure?

I have no hot water again!

**RENT STRIKE!**

Yeah, the bank wouldn't work with them after they lost their job.

I just lost my job, and the jobs around here don't pay enough.

I can stay in my neighborhood because banks are investing in affordable housing.

I was able to open my own business because I got a loan and training for new business owners.

I can finally own my own home because I got an affordable mortgage and a grant for first-time home buyers.

I can stay in my apartment because my bank lent to a responsible landlord who makes repairs and keeps rents affordable.

Daycare

I lost my business because I couldn't get a loan.

I have a safe place to keep and save my money!

The bank made a predatory loan and now my landlord is harassing me to leave.

Over in my neighborhood, I have lots of banks, but I can't open an account.

I have places to turn to because banks are making grants to local community-based organizations.

Locally owned!

And I lost my home because the bank wouldn't modify my loan.

There are no banks anywhere near here!

It's great to see so many local businesses around here.

I just got a job here.

MAKING POLICY PUBLIC

# SHOW UP!

In 2012 New York City passed a law called The Responsible Banking Act (RBA) to help make sure banks are meeting local community needs. The RBA gives NYC a way to evaluate bank activities and their community reinvestment plans. It also gives you a chance to speak up about your community's needs, how banks are responding, and how banks can improve. Read this guide to find out how the RBA works and how you can get involved!

# SPEAK UP!



Making Policy Public is a program of the Center for Urban Pedagogy (CUP). CUP partners with policy advocates and graphic designers to produce foldout posters that explain complicated policy issues, like this one.

[MAKINGPOLICYPUBLIC.NET](http://MAKINGPOLICYPUBLIC.NET)



The Center for Urban Pedagogy (CUP) is a nonprofit organization that uses the power of design and art to increase meaningful civic engagement.

[WELCOMETOCUP.ORG](http://WELCOMETOCUP.ORG)

**MANY**

MANY is a design studio committed to the craft of visual storytelling and design that adds value to people's lives and organizations. MANY works across mediums and on projects that involve designing identity systems, printed matter, websites, environmental graphics, and interactive experiences.

[MANYDESIGN.ORG](http://MANYDESIGN.ORG)



ANHD is a nonprofit consortium of 100 neighborhood-based community development organizations across all five boroughs of New York City. ANHD works to strengthen our communities by providing research, advocacy, and capacity-building support to our member groups on affordable housing, bank reinvestment, economic development, and all aspects of community development.

[ANHD.ORG](http://ANHD.ORG)

## COLLABORATORS

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## BIG THANKS

Christine Gaspar, Sam Holleran, Valeria Mogilevich, Pema Domingo-Barker, Frampton Tolbert, Sandra Park, Barika Williams, Anne Troy, Tanisha Edwards, Ray Majewski, Mary Abbate, Susanna Blankley, Julia Watt-Rosenfeld, Peter Gee, Rolando Guzman, Sheila Garcia, Eric Williams, Roxanne Earley, Harvey Epstein, Sarah Desmond, Maya Wiley, Sondra Youdelman, Prem Krishnamurthy, Tomer Hanuka

Support for this project was provided by the Nathan Cummings Foundation; the National Endowment for the Arts; the Surdna Foundation; A Blade of Grass; North Star Fund; and public funds from the New York City Department of Cultural Affairs in partnership with the City Council.

## SPECIAL THANKS

