

# **City of Philadelphia Office of the City Treasurer**



## **Authorized Depository Compliance Reporting: Philadelphia City Code Chapter 19-200 City Funds--Deposits, Investments, & Disbursements**

### **Annual Request for Information Questionnaire Calendar Year 2016**

Response From:



#### **D. COMMUNITY REINVESTMENT GOALS**

*Financial institution's annual Community Reinvestment Goals should include information on the number of small business loans, home mortgages, home improvement loans, and community development investments to be made within low and moderate-income neighborhoods within the City of Philadelphia.*

- 1. Provide an overview of the financial institution's annual Community Reinvestment Goals.**

Citizens Bank uses a comprehensive approach to developing its annual CRA goals. Goals are reviewed against performance on a monthly basis and quarterly meetings held with a CRA State Market Leadership Team.

**2. Provide the number of small business loans, home mortgages, home improvement loans, and community development investments to be made within low and moderate-income neighborhoods within the City of Philadelphia.**

Type	2016 Goals	2016 Results	2017 Goals
Small Business Loans	180	144	144
Home Mortgages	134	108	126
Home Improvement Loans	110	85	85
Community Development Investments	69	65	65

**If applicable, explain why previous year results did not meet the stated goal.**

We continue to utilize our partnerships with housing and business organizations to increase awareness of our mortgage and small business products.

The transition and implementation of a new loan origination system in 2015 impacted our overall lending volumes and system capabilities. We are confident and committed to this lending space and believe the retooling of our systems and product launches will have a positive impact. We have executed on the following activities to shore up our performance.

- FHA retraining is presently taking place.
- Staff have been trained and PHFA and product was launched in 2/17 after a 3 year hiatus
- Home Ready product added to our product suite
- Down payment assistance program is competitive in the market
- Destination Home Product is a strong product and continues to help drive the business.
- Recruitment efforts of CRA lo's continues and helps drive performance.
- Local CRA officers work collaboratively with affordable housing not for profits to help educate first time home buyers.
- Unsecured home improvement product is strong and fills a need in the community.

3. **Provide the actual number and dollar amounts of small business loans, home mortgages, home improvement loans, community development investments, consumer loans, and other commercial loans made in neighborhoods within the City of Philadelphia.**

**Calendar Year 2016**

*Number of Loans by Income*

<b>Type</b>	<b>Low</b>	<b>Mod</b>	<b>Mid</b>	<b>Upp</b>	<b>Total</b>
Residential Mortgage	29	79	103	113	324
Home Improvement	29	56	34	8	127
Small Business Loans	41	103	110	178	432
Community Development	3	4	0	2	9
Consumer Loans	N/A	N/A	N/A	N/A	N/A
Other Commercial Loans	0	0	0	0	0
<b>Total:</b>	102	242	247	301	892
How many business loans were originated?	41	103	110	178	432

*Value of Loans (\$1,000s) by Income*

<b>Type</b>	<b>Low</b>	<b>Mod</b>	<b>Mid</b>	<b>Upp</b>	<b>Total</b>
Residential Mortgage	7,224	15,713	22,483	40,397	85,817
Home Improvement	222	9,433	831	23,524	34,010
Small Business Loans	3,536	7,028	5,598	13,676	29,838
Community Development	18,415	17,210	0	5,300	40,925
Consumer Loans	N/A	N/A	N/A	N/A	N/A
Other Commercial Loans	0	0	0	0	0
<b>Total:</b>	29,397	49,384	28,912	82,897	190,590
% of Consumer	N/A	N/A	N/A	N/A	N/A

Loans made through Credit Cards					
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4. **Provide information on other types of community development investments made in neighborhoods within the City of Philadelphia (for example: Grants, Education, Public or related Commercial Development).**

Citizens Bank's strong commitment to servicing the critical needs of the neighborhoods where the Bank conducts business is reflected in its community development investments and charitable contributions. Citizens Helping Citizens is the bank's comprehensive community engagement effort that leverages the strengths of the company and the skills of its colleagues to enhance the communities where it does business.

In 2016, Citizens Bank contributed \$14 million to support community activities and events across its footprint. Citizens Bank colleagues contributed more than 89,000 volunteer hours and executives provided leadership by serving on community boards and championing efforts to raise awareness and funds for key causes.

Funding priorities for 2016 consisted of program support in four specific areas that fortify the economic vitality of our neighborhoods: fighting hunger; providing shelter; teaching money management and strengthening communities. Signature initiatives include:

**Champions in Action** – Since 2004, Citizens has awarded more than \$1.16 million to 42 organizations in the Greater Philadelphia area through Champions in Action, a unique initiative designed to provide financial, volunteer, and promotional support for nonprofit organizations that are addressing the needs and social challenges of our diverse neighborhoods. In Philadelphia, we've partnered with NBC10/Telemundo62 and Philadelphia Media Network on the program. In 2016, two \$35,000 awards were made to The Workforce Institute and Interim House.

**Citizens Helping Citizens Manage Money** – In 2016, Citizens Bank awarded \$225,000 to 9 nonprofits in Pennsylvania, New Jersey and Delaware as part of the Citizens Helping Citizens Manage Money initiative. Citizens' multi-faceted financial education program leverages the financial planning expertise of its bankers and its partnerships with local nonprofits focused on financial education. These organizations received a contribution in recognition of and to further support their commitments to teaching youth and adults about financial literacy and the importance of managing money effectively.

**Phans Feeding Families** – Citizens Bank has partnered with The Philadelphia Phillies in the Phans Feeding Families program since 2010. This initiative raises money and collects food to feed the nearly one million people in the Delaware Valley that are at risk of hunger. In 2016, Citizens Bank donated \$40,000 to the cause, with proceeds benefiting Philabundance, the region's largest hunger relief organization. The partnership resulted in 37,534 meals donated to those in need and a 121% increase in YOY donations.

Other contributions were made to the Free Library of Philadelphia Foundation Neighborhood Job Fairs, the Urban Affairs Coalition FAN Clubs, Philadelphia Youth Network Work Ready Program, University City District's West Philadelphia Skills Initiative, The American Red Cross of Eastern PA and the Philadelphia Fire Department's No More Fire Deaths Task Force, and the Project Home Adult Learning and Workforce Development. Citizens Bank also provides funding to The African American Museum in Philadelphia to support subsidized admission throughout the Martin Luther King, Jr. Day weekend.

In June 2003, Citizens Bank and the Phillies announced a 25-year partnership that included naming rights to the team's new, world-class ballpark and a broad-based, innovative media package. Since Citizens Bank Park opened in 2004, Citizens Bank has worked with the Phillies to expand and enhance community outreach, including:

1. Citizens Bank developed the Helping Hand Glove donation program for children who play in the Phillies Jr. RBI League. Each year more than 6,000 inner city children under the age of 12 participate in a program that teaches them about baseball, sportsmanship and teamwork. Since developing the program, Citizens Bank has purchased, collected and donated more than 10,000 baseball gloves to children who play in the Phillies Jr. RBI League.
2. Since 2004, Citizens Bank has donated 1,500 game tickets each year to community groups throughout Greater Philadelphia.

- 5. Briefly describe any lending outreach programs geared toward minorities, low-income persons, immigrants, or women. This description should include the targeted community, the type of product (i.e. commercial, home lending, unsecured consumer) and any program outcomes.**

See attachments that describe products targeted to low and moderate income individuals, families and neighborhoods.