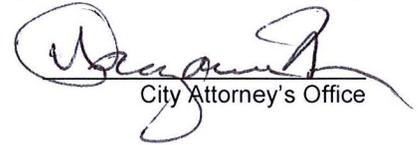


FILED
OFFICE OF THE CITY CLERK
OAKLAND

16 FEB -5 AM 10:02

Approved as to Form and Legality


City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY COUNCIL PRESIDENT LYNETTE GIBSON MCELHANEY

RESOLUTION COMMENDING PEOPLE'S/SELF-HELP FEDERAL CREDIT UNION AND MANAGER SHERRY ALEXANDER FOR 15 YEARS OF STELLAR SERVICE TO THE CITY AND THE WEST OAKLAND COMMUNITY.

WHEREAS, Self-Help Federal Credit Union, formerly known as People's Community Partnership Federal Credit Union, has provided a comprehensive array of financial services from basic savings and checking accounts to reasonably priced auto and home loans, along with financial education programs and free income tax preparation to low and moderate income Oakland residents for 15 years; and

WHEREAS, People's received a charter from the National Credit Union Administration in November 2000 with a "low income" designation and mission to serve an underserved community throughout the flatlands of Oakland; and

WHEREAS, People's chose to locate in West Oakland because there had not been a bank or credit union in that neighborhood since the 1960's; and

WHEREAS, People's opened in the Jack London Gateway shopping center on March 5, 2001; and

WHEREAS, the Oakland Redevelopment Agency provided a \$100,000 grant to assist in the build-out of new space in the Mandela Gateway development, expanding the branch in a more convenient location across from the West Oakland BART station, including an ATM machine in the lobby; and

WHEREAS, in 2008 People's merged with Self-Help Federal Credit Union, an experienced credit union sharing People's community development mission, to ensure People's long term viability in our community and expand products and services; and

WHEREAS, since that initial merger with People's, Self-Help Federal has since merged with other similarly-minded credit unions and now has 22 branches throughout California; and

WHEREAS, the merger with Self-Help Federal allowed the credit union to offer an array of checking accounts, home mortgages, online banking, and other more advanced banking products; and

WHEREAS, the original People's branch now has more than 5,100 members; and

WHEREAS, People's/Self-Help Federal Oakland staff has grown from one to five full-time employees; and

WHEREAS, People's/Self-Help Federal Oakland branch has provided auto, personal, and home mortgage loans to hundreds of Oakland residents; and

WHEREAS, close to 600 People's/Self-Help Federal members have successfully used the "Fresh Start" savings account-loan program to repair or build their credit; and

WHEREAS, People's/Self-Help Federal has provided free income tax preparation for low income people in collaboration with the Alameda County "Earn It! Save It! Keep It!" coalition each spring since 2003, infusing more than \$7 million in tax refunds into the local economy over the past 13 years; and

WHEREAS, in 2016, People's remains an essential service provider in West Oakland where it is the only institution providing deposit and credit products to the approximately 20,000 residents of West Oakland; and

WHEREAS, Sherry Alexander has been the Manager of People's/Self-Help Federal Oakland since the credit union opened; now, therefore, be it

RESOLVED: the Oakland City Council congratulates People's /Self-Help Federal Credit Union and Manager Sherry Alexander for 15 years of stellar service to the City and commends the credit union for being a vital institution in the West Oakland community.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL-WASHINGTON, GALLO, GUILLÉN, KALB, KAPLAN, REID AND PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

LATONDA SIMMONS
City Clerk and Clerk of the Council of the
City of Oakland, California