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OFFICE OF THE CITY CLERK
OAKLAND

2010 OCT 20 AM 8:59

Memo

To: Finance and Management Committee, Office of the City Clerk
Attn: Crystal Bing
From: SF Mexico Services, LLC (DBA SF Global)
Date: 10/19/2010
Re: The discussion of "Local Currency" which arose during The Finance and Management Committee meeting on October 12, 2010 under item #7 regarding the Oakland Municipal ID/Debit Card (Muni ID).

SF Global has the technical capability to add functionality to our card programs in addition to the standard ATM/debit function. Additional functionality includes membership identification as well as discount and loyalty programs. These programs can be integrated with Children's Fairyland, the museum, the library, the zoo, Oakland schools, and local businesses. Costs incurred by SF Global for such integration will be fully covered by SF Global.

Our technical capability also allows us to integrate the Muni ID with future city programs including that of a "local currency", should the City of Oakland adopt such a program. We recognize that a "local currency" as an alternative or complementary currency to the U.S. dollar is a complex policy matter. Should the City elect to study, consider, design and adopt a "local currency", SF Global commits to working with the City to integrate such a program with the Municipal ID/Debit Card.

Furthermore, SF Global is prepared to work with the City, its agencies, and local Oakland businesses to integrate membership, discount, and loyalty programs that will offer cost-savings and incentives to residents who shop in Oakland.

Sincerely,



Elias Enciso
Dir., Business Development
SF Global Group