



City of  
**OAKLAND**  
California

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## Launch event: Oakland to offer nation's first municipal identification/debit card

The City of Oakland will officially launch the Oakland City ID Prepaid MasterCard program this Friday, February 1, 2013. This will be the first card of its kind in the United States and represents a major new resource for the community.

Mayor Jean Quan, former Councilmember Ignacio De La Fuente, card technology provider SF Global LLC and representatives of community groups that originally pushed for the ID debit card initiative will participate in the ribbon cutting ceremony and become the first registrants of the ID card.

**Where: 250 Frank H. Ogawa Plaza (City Annex Building), Suite 6301**  
**When: 10 a.m., Friday, Feb. 1**

In addition to its city center office, the program has opened a second office to support card holder acquisition at the Spanish Speaking Citizens' Foundation located at 1470 Fruitvale Avenue, Oakland, 94601. A third office will be opened in East Oakland in March. SF Global also plans on providing a mobile unit to facilitate card enrollment efforts organized by local community and faith-based organizations.

The City of Oakland will thus become the first municipality in the country to issue a city ID prepaid debit card to provide a government ID for its residents now lacking an official form of identification; and to provide optional, secure financial services and products to those unbanked and under banked. All city residents able to provide proof of identity and residency in Oakland are eligible for the card.

SF Global LLC is a socially responsible company whose core mission is to provide needed, safe and affordable financial services and products to diverse populations in the United States and in other countries. SF Global developed and initiated the city identification debit card program in the US and was selected by the Oakland City Council to issue its municipal ID/Prepaid card.

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The City of Oakland leads other cities and regional municipalities in the country in addressing both the official identification and affordable financial needs of all of its residents, and in particular, of its most vulnerable residents. According to a recent FDIC study, African Americans are the most unbanked population, white Americans the second most unbanked and Latinos the third most unbanked group in the US.

The City of Richmond has already adopted the “Oakland model” and expects to launch its city ID debit card program in spring 2013; the City of Los Angeles has also voted to institute this year a “LA City Service Card” that is closely patterned on the Oakland card. Representatives from other municipalities interested in adopting the ID debit card program will attend the event as will officials from Mexico and El Salvador who are in process of implementing similar card programs to service their constituents domestically as well as their transnational constituents living in the US.

The City ID MasterCard card is issued by University National Bank, member FDIC, pursuant to license by MasterCard International Incorporated. MasterCard is a registered trademark of MasterCard International Incorporated.

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