

Protecting Your Financial Interests



Government of the District of Columbia
Department of Insurance, Securities and Banking

Individual Banking and Small Business Citywide Survey

December 11, 2015



Who We Are

DISB

- The District of Columbia Department of Insurance, Securities and Banking (DISB) regulates District financial services businesses by administering the city's insurance, securities and banking laws, rules and regulations. DISB's primary goal is to ensure residents of the District of Columbia have access to a choice of financial and insurance products and services, and that they are treated fairly by the companies and individuals that provide those services. DISB also supports the District's business community and economic development goals by administering programs that facilitate access to financial services for residents as well as small businesses.

BDA Global

- Founded in 2002 BDA Global (www.bdaglobal.com) is a full-service management consulting firm that performs a broad range of studies and assessments for federal, state, and local government, as well as private sector clients.





Project Scope

BDA Global examined:

- Banking dynamics of unbanked and underbanked DC residents
- Ability of local small businesses to access capital in the District

Results were achieved through:

- Conducting extensive **Background Research**
- Performing primary **Data Gathering**
 - Individual Banking Survey
 - Small Business Access to Capital Survey
- **Stakeholder Engagement**
 - Advisory Groups
- **Participant Engagement**
 - Focus Groups



Sampling Methodology (Individual Banking Survey)

- 95% confidence interval
- 5% marginal error
- Standard deviation of 0.5
- Sample size needed yielded 385 respondents

A total of 798 responses were collected

Sampling Methodology (Small Business Survey)

- 95% confidence interval
- 5-8% marginal error
- Standard deviation of 0.5
- Sample size needed yielded 150 respondents

A total of 175 responses were collected

Risk Factor For Individual Banking (Unbanked & Underbanked)	Barriers to Accessing Capital for Small Business
Low Income (\$30,00 or below)	Not receiving full amount of credit requested
Low Education (No HS or just HS)	Low Credit Score
Wards 7 or 8	Insufficient Collateral
Ethnicity (African American)	Did not think business would be approved
Age (Youth 14-29 years of age)	Did not think business had sufficient collateral
Disability	Alternative financial information assistance

1. Follow-Up Targeted Surveys Integrating Lessons Learned
2. Integrating At-Risk Individuals into the Banking Sector
3. Use of Targeted Financial Literacy Programs
4. Collaborating with Financial Institutions
5. Small Business Internal Mentoring Program
6. Streamlining the Certified Business Enterprise (CBE) Process
7. Establishment of a Lending Fund for Small Businesses in the District
8. Promoting the Government Programs for Small Businesses Seeking Capital
9. Creating a Central Resource for Relevant Information