

## Oregon Banks Local Encourages Local Banking

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“Oregon Banks Local” was launched last week to help Oregonians who want to bank with local institutions to understand how the various institutions compare to one another. The organizations behind the website wanted the public to be able to evaluate institutions on measurable criteria, rather than relying on marketing that suggests a bank is “local” – a label that can be applied and interpreted broadly.

The site, oregonbankslocal.org, scores all banks and credit unions operating in the state of Oregon on the criteria below, awarding zero, one or two points as follows:

- location of headquarters (two points for Oregon headquarters; one point for Washington, Idaho or Northern California headquarters; zero points for headquarters elsewhere)
- ownership (two points for cooperative ownership; one point for private or limited stock ownership; zero points for NASDAQ/NYSE traded institutions with private owners outside the region)
- branch distribution (two points for 66 percent or more branches located in Oregon; one point for 66 percent or more branches located in the region, zero points otherwise)
- percentage of assets held in small business loans (two points for 20 percent or more, one point for greater than 10 but less than 20 percent, zero points otherwise)

Clatsop Community Bank earned seven of the maximum eight points. This represents the highest score of banks and credit unions in the survey’s “North/Central Coast” region. Only four institutions in the state earned a perfect score of eight – all of them were cooperatively owned.

### North/Central Coast Region

<b>Name</b>	<b>Score</b>
CLATSOP COMMUNITY BANK	7
O.S.U. CREDIT UNION	6
OREGON COAST BANK	6
TLC CREDIT UNION	6
WAUNA CREDIT UNION	6
BANK OF THE PACIFIC	5
WEST COAST BANK	5
UMPQUA BANK	4