

Credit Union
National
Association

Credit Union Advocacy

*Louisiana Credit Union League
April 2018*

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Our advocacy goal

To **revolutionize** the environment for credit unions to serve their members through the **removal of regulatory barriers** and **expansion of credit union powers and opportunities**.



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Our advocacy agenda



Reduce Regulatory Burden

So credit union **members** have access to more efficient and affordable financial services from credit unions



Enhance Payments Security

To reduce the impact that merchant data breaches have on credit unions and their **members**



Preserve the Credit Union Tax Status

So that credit union **members** continue to enjoy not-for-profit cooperative financial services



Expand Credit Union Powers

So **consumers and small businesses** can more easily access the credit union services they need and demand



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Fierce, bold 360 advocacy

Attack issues from all angles

United CUNA/League/
Credit Union **advocacy**
army

Saturate policymakers
with our message in
Washington and in states



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Working together in 2017, we...

- ✓ Repelled state bank attacks
- ✓ Enhanced state credit union charters
- ✓ Successfully defended the MBL rule
- ✓ Increased CDFI funding
- ✓ Held data compromisers accountable
- ✓ Got credit unions rebates from NCUA instead of premiums
- ✓ Defeated the CFPB's Arbitration Rule
- ✓ Convinced the CFPB to tailor its payday rule
- ✓ Successfully defended NCUA's independence
- ✓ Preserved the federal tax status



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Our Message

- One-size-fits-all regulations do not work for credit union or their members.
- Costs increase.
- Member service suffers.



Our ask

- Support S. 2155: Bipartisan, Commonsense, and targeted legislation that will help credit unions and small banks serve local communities



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S. 2155 helps Main St., not Wall St.

Relief for credit unions

- Parity for 1-4 family non-owner occupied residential loans.
- Relief from some Qualified Mortgage rule requirements.
- Improvements to HMDA reporting requirements.
- Protection against elder abuse.

No Relief for Wall Street

- Does not reintroduce systemic risk.
- Changes to QM will not expose consumers to harmful lending practices.
- Changes to HMDA will not hinder CFPB Mission.



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S. 2155 Dynamics

- **Each chamber has passed a regulatory relief bill.**
 - House: Ambitious, partisan bill with no chance of getting 60 votes in the Senate.
 - Senate: Modest, targeted bill built to get 60+ in the Senate.
- **Multiple paths to enactment**
 - Conference Committee
 - Ping-Pong
 - House could pass S. 2155
- **Less of a partisan issue now; more of a cameral issue.**



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Enhance Payments Security

To reduce the impact that merchant data breaches have on credit unions and their **members**

Our Message

- Data breach cost credit unions and their members.
- Merchants that accept cards for payment should be held to the same security standards as the credit unions that issue the cards.



Our ask

- Support comprehensive data security legislation that holds merchants accountable.



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Preserve the Credit Union Tax Status

So that credit union **members** continue to enjoy not-for-profit cooperative financial services

Our Message

- Credit unions' tax status is based on structure and mission.
- **Structure:** Not-for-profit cooperatives.
- **Mission:** To promote thrift and provide access to credit for provident purpose.



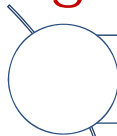
Our ask

- Thank you for protecting tax status during tax reform.
- Please reaffirm support of the credit union tax status and the work credit unions do every day to fulfill their mission.



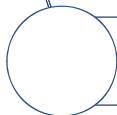
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Fighting Predatory ADA Litigation



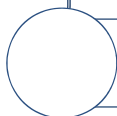
In Congress

- Engaged Judiciary Committees
- 60+ Reps. wrote Justice Department



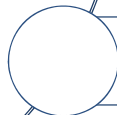
At the Justice Department

- Met multiple times with Acting Assistant Attorney General for Civil Rights
- Urged administration to finalize rule to set standards



In Court

- Standing with credit unions across the country through amicus
- Our strategy is long term – we want to be able to engage at all court levels.



Compliance

- The best things that a credit union can do is get website into compliance with WGAC 2.0 AA



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Other Pending Issues

- **Credit Union Powers**
 - Charter Enhancement Legislation
- **Examination and Supervision**
 - NCUA Nominations
 - Field of Membership
- **Consumer Protection**
 - CFPB Leadership
 - CFPB RFIs
 - ADA
 - TCPA
 - Overdraft
- **Payments**
 - Data Security Legislation
 - Equifax Litigation
 - Remote Deposit Capture
- **Housing**
 - Housing Finance Reform
- **Tax and Bank Attacks**
 - State tax threats
- **Legal Advocacy**



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Legal Advocacy

- Litigation activity can impact credit union public policy.
- Post-Cordray, we expect this to increase.
- As part of implementing CUNA's new strategic plan, additional resources are being dedicated to engaging in legal advocacy efforts.
- This helps us complete the 360 degree advocacy circle.

- Field of Membership – Amicus
- TCPA – Amicus and FCC Petition
- CFPB Leadership – Amicus
- Equifax – Named plaintiff
- Wendy's – Named plaintiff
- Interchange Surcharging – Amicus
- ADA Website – Amicus
- Overdraft – Potential
- Remote Deposit Capture - Potential



Your Advocacy Checklists

Credit Union

- Project Zip Code
- CULAC Permission Agreement
- Membership Activation Program

Individual

- GAC
- Hike the Hill
- District Meetings with legislators
- Volunteer on campaigns



Project Zip Code

Counts the number of credit union members based on residency in Congressional districts, state legislative districts and counties.

Why This Matters: This data sends a strong message to legislators that there are credit union members in their district.

Question to ask: Do we run project zip code?

Action step:

- Go to www.pzonline.com
- Call CUNA at 202-508-6708



CULAC, Credit Union Political Action

CUNA's Political Action Committee works to elect candidates to Congress who understand and support credit unions.

Why It Matters: Bankers and other opponents raise big money for Congress. This helps us engage and ensure there are credit union friendly voices in Congress.

Question to ask: Have we signed a permission agreement with CUNA so we can contribute to their PAC?

Action step: Email Trey Hawkins
(thawkins@cuna.coop)



Member Activation Program

Inform and educate credit union members on the value of the **credit union difference**, **strengthen the bond** of membership, and **activate members** on behalf of their credit union

Why It Matters: Strength is in our numbers. No one is more invested in the success of credit unions than credit union members.

What to ask: Do we participate in CUNA's Member Activation Program?

Action Steps:
<http://www.cuna.org/map>



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Individual

- GAC
- Hike the Hill
- District Meetings with legislators
- Volunteer on campaigns
- Stay informed



Stay Informed

- Nussle Report
- Advocacy Update
- Removing Barriers Blog
- League Newsletters
- CUNA News
- CUNA Magazine
- E-Scan



Thank you!

For more information regarding these and other advocacy issues, please visit the CUNA website (www.CUNA.org).

If you would like to follow-up with any questions or comments, please send them directly to Ryan Donovan via email at rdonovan@cuna.coop

