



December 21, 2016

Mrs. Connie Boukidis
Chair of the Land Use and Planning Committee
Westwood Neighborhood Council

Dear Connie,

It was very nice meeting you and the other members of the Westwood Neighborhood Council, Land Use and Planning Committee. I truly appreciate your consideration and supporting our desire to become a part of the Westwood Village community and support our commitment to UCLA Athletics, students, and faculty.

The purpose of this letter is to fulfill the Committee's request to provide details of our intent and purpose related to operating our branch to be located at 10933 Weyburn Avenue, specifically: hours of operation, staffing, community use, and City parking requirements.

The Westwood branch will be a unique branch for Wescom, with its primary purpose to support the students of UCLA, in conjunction with our multi-year partnership with UCLA Athletics and dovetail with Wescom's commitment to deliver formal Financial Literacy training to freshmen, junior and senior athletes. The goal of this program is to peak the curiosity of student-athletes with regards to personal finance and educate them with financial basics, so they understand how financial knowledge impacts their ability to pursue careers and live their dreams. To support the students and the community our intention is to remain open until 9pm.

Our typical branch staffing model ranges from 3 to 7 associates, representing the titles of Branch Manager, Assistant Branch Manager, Operations Supervisor, and Member Service Representative. Based on the utilization of the branch, adjustments are made to provide optimal service and deliver a Signature Experience to all of our members. It is our intent to provide this level of staffing for all hours of operation for the new Westwood branch.

The proposed Westwood branch will be located within the west side of the former Jerry's Famous Deli restaurant, taking up about one third of the first floor, which is approximately 2,500 square feet. As presented in the Council meeting the exterior design includes large windows, providing a bright, open and welcoming effect. The preliminary interior design offers about 50% of the space for both members and non-members to utilize with comfortable seating at tables and a bar-height counter. In all of our branches we offer free WiFi. As I mentioned at our meeting, this is a preliminary design, and many additional details will be derived from the focus groups we will be conducting with the UCLA students. Our desire is to understand the students' needs and interests, and to make them feel welcome and comfortable with useful space. We also expect to make our space available to the community with examples ranging from local art exhibits to impromptu small business meetings. We look forward to publicizing and promoting events within the Village and partner with neighboring establishments that benefit our mutual interests.

Specific examples of some of the Wescom events from this past year for other branches included:

- Daylight Savings – Wescom’s surprise Coffee Bean and Tea Leaf customer purchases at 19 stores near our branches.
- Summer Event – Wescom’s free ice cream at our neighbor’s Shave It.
- Tax Day – Wescom’s surprise \$25 Visa Gift Cards to those rushing to nearby post offices.
- Bite Of Reality – Wescom provided free financial literacy programs for neighboring high schools with interactive real-life simulations for the students.
- Mother’s Day – Wescom surprised mothers with free flowers from local shops.
- CicLAvia Pasadena – Wescom hosted free parking and local sprinkles cupcakes for attendees.
- Father’s Day – Wescom surprised and paid for family admission to the Los Angeles Zoo.
- Movie Night – Wescom surprised movie goers with free movie night with Regal Edwards.
- Christmas Tree Give-away – Wescom surprised patrons of 14 tree lots near our branches by purchasing their tree for them.

From a financial perspective, throughout the year we offer evening educational seminars for both members and non-members at our branches with topics including: Life Insurance, Long Term Care, Retirement Income Planning, Living Trusts and Estate Planning, Social Security, and Medicare.

Wescom gives back to the community in many other ways via its WeCare (Wescom Employees Care Appreciate Respect and Encourage) Foundation, an employee operated 501(c)3. Through payroll deductions our employees contribute, with Wescom Credit Union matching dollar for dollar. Cumulatively, WeCare has contributed over \$2 million to local charities since its inception in 1999. The designated 2016 charities include: Peacock Foundation, The ARC, House of Ruth, Thomas House Family Shelter, The Unforgettables Foundation, Free Arts for Abused Children, TAPS, and Foothill Family. Wescom also participates in the two day 100 mile Bike MS Bay to Bay ride to help find the cure for Multiple Sclerosis, as the largest company team (over 100 riders) and with the highest fundraising over \$169,000. We have participated in this event for the past 10 years, raising over \$673,000.

Wescom recognizes the concern and challenges with parking throughout the Village. The owner of the building will be meeting with the City Planning and Building and Safety Departments to determine the exact parking requirements for the build. As one of the tenants of the building, Wescom intends to fulfill its obligations once defined.

If you have any further ideas or considerations for us, we welcome them. We are excited about this new location, and we have a genuine desire to work closely with all members of Westwood Village.

Sincerely,



Timothy M. Dolan
Senior Vice President, Financial Services