



NEWS RELEASE

# Mastercard Expands Efforts to Help Over 500 Cities Build More Inclusive and Sustainable Communities

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City Possible Co-Creation Framework Adds London, Los Angeles and New York City as Members

PURCHASE, N.Y.--(BUSINESS WIRE)-- Mastercard today announced the expansion of its City Possible™ network and capabilities, whose unique solutions now reach over 500 communities in over 50 countries worldwide. The partnership framework focuses on building more inclusive and sustainable cities by increasing access to city services, expanding urban mobility solutions, and informing an inclusive recovery through data driven insights.

Since debuting with just 16 founding members in November 2018, City Possible has now expanded to 220 city members and candidate cities. City Possible welcomed Los Angeles, New York City, London, and Hamilton, CAN to the growing community, with an additional 320 cities leveraging best in class transit solutions. The network also welcomed **Digital Main Street**, a Canadian organization that partners with over 500 cities across Canada to help main street small businesses in those communities achieve digital transformation.

## City Insights: A marketplace for cities and partners

The network will feature a reimagined digital marketplace that provides access to different tools and partner solutions in a unique new store-like experience. These data-driven insights tools were designed for cities with input from cities, partners and Mastercard data scientists. A new feature is specific sentiment analysis data provided by **ZenCity**, a City Possible partner and graduate of Mastercard's Start Path program. Access to data driven insights has proven critical for informing response to the pandemic, with our data tools currently supporting over 50 state and local governments through **Mastercard's Recovery Insights** initiative.

“COVID-19 has accelerated the demand for an enhanced digital experience that would provide network members access to multiple data sources, insights services, and tools,” commented Miguel Gamiño, Executive Vice President and Head of Global Cities at Mastercard. “As we continue to grow our network, we will continue to scale our capabilities, leveraging the insights from city leaders to build solutions that enable them to better serve their communities in an inclusive way.”

## City Key: Expanding Access to City Services

Originally launched in 2019, **Mastercard City Key™** is now live in over 25 communities. This solution allows each municipality to combine identification, access to city services and payment functionalities into one tool. As a result, residents can have one digital solution to pay bills, access city services and pay for public transit.

Recent deployments include:

- In Honolulu (USA), Mastercard is helping the City disburse **COVID-19 financial relief** to 13,000 residents in need and will collaborate to increase functionality over the coming months in partnership with MoCaFi.
- In Los Angeles (USA), Mastercard also partnered with **MoCaFi** to expand the functionalities of the Angeleno Card, a program which leverages City Key and which has initially distributed more than \$36 million to help over 100,000 L.A. residents hardest hit by the pandemic. The platform will evolve to eventually be used to streamline utility payments, build credit, and digitize additional city services.
- In Kolin (Czech Republic), a unique partnership between the city government and a local school helped students access services such as public transportation, library services, and other resources with one card that increased convenience, safety and efficiency to the school's ecosystem. In 2020, the program has expanded to all schools in Kolin city.

“We are thrilled to be partnering with City Possible and city leaders in the network to expand the functionalities of City Key,” said Wole Coaxum, Founder and Chief Executive Officer of Mobility Capital Finance. “It’s an innovative way of turning financial services into infrastructure for cities. City Key makes financial services a part of the “plumbing” that drives efficiency, drives safety, drives security, and drives inclusion.”

Mastercard plans to further evolve the initiative beyond the City Possible network by providing “converged card” solutions to state departments of motor vehicles in the United States in partnership with **IDEMIA**. IDEMIA's Converged Card solution combines a state-issued driver's license or ID with a payment card and drives financial inclusion for un and underbanked communities.

## Transit Partner Program & Integrated Mobility: Keeping Cities Moving for Everyone

Leveraging the **Transit Partner Program**, Mastercard has expanded best in class transit solutions to over 330 cities worldwide by working with transit operators, service providers and technology partners across the globe to expedite and scale solutions faster than ever before.

As cities evolve public transit systems due to ongoing health concerns, Mastercard continues to develop digital solutions focused on meeting the increased demand for contactless payments, mobile ticketing and integrated transit apps, allowing cities to gain insight into ridership and utilization which helps with managing demand. In Sydney, Mastercard **recently announced** the expansion of their partnership with Transport for New South Wales to pilot a digitized Opal Card, enabling a seamless payment experience across modes of transportation.

For more information on City Possible, visit [www.citypossible.com](http://www.citypossible.com) and join the inaugural **City Possible Summit** happening virtually from November 10th – 11th to experience the superpower of collaboration by visiting the City Possible Digital Plaza.

## From Our Partners:

- “In a society that increasingly relies on technology, we need to keep an eye on the broader social and economic impacts – and make sure we’re building and deploying new tools in ways that shrink gaps, rather than expand them. Co-creation networks, like City Possible, make it easier for us to share, to learn from one another, and to build on top of what has already been accomplished. New York City can share what has worked for us and can access insights, resources, and technologies to ultimately make the city more livable for more people.” – John Paul Farmer, Chief Technology Officer, City of New York
- “Now, more than ever, residents and businesses need access to essential city services, telehealth, and the ability to work and learn online. By partnering with Mastercard's City Possible, we can promote digital inclusion and financial equity across our city, connect our most vulnerable residents to financial services, and reach our ultimate goal -- building a more fair, inclusive, and equitable Los Angeles.” – Jeanne Holm, Deputy Mayor for Budget and Innovation, City of Los Angeles
- “Ontario’s small businesses are the backbone of our economy, and their recovery is critical to Ontario’s recovery. As thousands of small businesses across the province have had to close their doors and halt business during periods of the COVID-19 outbreak, many have struggled to shift sales or services online. I am very pleased, that with partners like Mastercard, Ontario and our federal partners’ investment into Digital Main Street is providing small businesses with the tools they need to recover and rebuild.” - Prabmeet Sarkaria, Associate Minister of Small Business and Red Tape Reduction
- “Hamilton is excited to be joining the City Possible Global Network to collaborate with, and learn from, leading cities across the globe as we together work to tackle pressing urban issues. Hamilton businesses have already



benefited from access to the Digital Main Street program and continue to benefit from access to thought leadership via participation in Technology and Entrepreneurship Center at Harvard University (TECH).” - Fred Eisenberger, Mayor, City of Hamilton

- “Since the inception of Digital Main Street our goal has always been to support out Small Main Street Business community through the adoption of digital tools and technologies. This Bricks and Clicks approach leads to vibrant main streets and helps resilient cities thrive and grow. We are thrilled to be expanding our partnership with Mastercard to join the City Possible program today, as part of the next evolution of Digital Main Street’s mission. We look forward to connecting with and growing alongside City and Industry leaders across the globe.” – John Kiru, Executive Director TABIA Founder, Digital Main Street
- “With IDEMIA and Mastercard in partnership, we believe the capabilities of a multi-functional card with combined payment and identifications will increase in importance due to the demand to get funds into consumers’ hands quickly and easily without compromising security. We’re talking to multiple state leaders interested in the opportunity to provide this type of solution to their residents.” - Matt Thompson, Senior Vice President, Civil Identity for North America, IDEMIA.

## About Mastercard (NYSE:MA)

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

**[www.mastercard.com](http://www.mastercard.com)**

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