


U.S. Bank

CRA Public File

Written Comments and Corporate Responses

State of Wisconsin Rating Area

Q2 2020



April 7, 2020

US Bank

Attn: 

401 5<sup>th</sup> St.

Wausau, Wi. 54403

Ref: US Bank Rome Branch closing

Dear ,

I am a US Bank customer that received your March 4, 2020 letter. The decision to close this bank is very disturbing and is far more than an inconvenience. What is equally disturbing is US Bank placing the responsibility for the closing on “customer banking preferences”. There are two other banks in Rome that have to be experiencing the same changes yet they remain here.

I can't help but wonder if US Bank understands the current situation here in Rome. On a personal income basis Rome is one of the wealthiest communities in Adams County. A huge development called Sand Valley has decided to invest millions of dollars right here in Rome. This should be viewed by US Bank as a business opportunity and a reason to have a banking presence in Rome.

Prior to the Corona virus outbreak the US economy was strong along with the banking industry. Rather than blame your loyal Rome customers for your decision to leave be honest and admit that this is a cost saving measure.

As your letter mentions I have been a US Bank Rome customer for 21 years. Over that period I have become friends with every employee at the Rome branch. The fact that they will be out of a job on June 2 is, in my view, completely unnecessary.

I am attaching a petition signed by 169 other Rome US Bank customers that are equally unhappy with the US Bank decision to leave our community.

Sincerely,  




401 Fifth St  
Wausau, WI 54403  
715.845.1125  
715.845.4715 fax

[usbank.com](http://usbank.com)

Date: June 30, 2020

[REDACTED]  
[REDACTED]  
[REDACTED]

Dear [REDACTED],

Thank you for your letter regarding the decision to close the Wisconsin Rapids Adams branch at 1146 County Rd. D in Nekoosa. We appreciate you taking the time to reach out and share your thoughts.

U.S. Bank takes the closure of a branch very seriously. We take many factors into consideration when making the decision, including how the branch is used and the location of other branches. In this case, the demand for services at the Wisconsin Rapids Adams branch necessitated a change in our approach.

We understand that the closure of a branch may create an inconvenience but know that we are dedicated to working with our customers to mitigate the inconvenience as best we can. We are proud to have served our customers at the Wisconsin Rapids Adams branch, and hope that we can continue to serve the community at one of our other locations in the area, including the Wisconsin Rapids 8<sup>th</sup> Street branch at 3520 8<sup>th</sup> Street South that is approximately 10 miles away, and the Wisconsin Rapids Main branch at 311 West Grand Ave. that is approximately 12 miles away. U.S. Bank is also actively exploring long-term alternatives for ATM service in the community for U.S. Bank customers.

In addition to nearby branches, our customers can bank via phone by contacting our 24-hour service center at 800.USBANKS (872.2657) as well as have increased options and functionality with online and mobile banking. For example, our mobile and digital banking platforms feature mobile check deposit and peer-to-peer money transfer through Zelle. U.S. Bank offers step-by-step online tutorials to utilize these tools which are available at [exploreusbank.com](http://exploreusbank.com). Additionally, staff in our branches are able to assist customers one-on-one to show them how to use these tools and answer any questions they may have.

Thank you again for taking the time to reach out, and we thank you for the opportunity to serve you as a customer. We hope that you will give us the opportunity to maintain our relationship at a new location. Should you have any additional questions, please don't hesitate to reach out to me at [REDACTED].

Sincerely,

[REDACTED]

District Manager