

U.S. Bank

CRA Public File

Written Comments and Corporate Responses

State of Iowa Rating Area

Q4 2020

**CRA Public File – Written Comments
Q4 2020
State of Iowa Rating Area**

Social Media Comment

Facebook Public Comment on October 12, 2020

Think it is dumb to close the new sharon Iowa locatiob

U.S. Bank Response on October 12, 2020

We understand that closing a branch is a disruption, but we are dedicated to helping our customers and employees during this transition. Customers' banking preferences and behaviors are changing, influencing how and where we operate. As a result, we are consolidating some of our physical locations. Customers can manage their accounts any time through online banking at [usbank.com](https://www.usbank.com), the U.S. Bank mobile banking app, our Customer Service at 800.872.2657, and at the ATM. If you're looking for a branch, a full list of U.S. Bank branches, and ATMs, can be found at [usbank.com/locations](https://www.usbank.com/locations). [REDACTED]

From: FW: Rock Valley Branch Closure
To: Wednesday, October 7, 2020 9:11:08 AM
Subject:
Date:

I had a conversation [REDACTED]. Personal connection is important to him, I offered to have [REDACTED] the branch manager of Rock Rapids reach out to him for an introduction which [REDACTED] appreciated and asked me to have [REDACTED] call him. [REDACTED] is contacting him today.

Vice President
District Manager - NMLS

From: [REDACTED]
Sent: Wednesday, October 07, 2020 9:27 AM
To: [REDACTED]
Subject: [EXTERNAL] Rock Valley Branch Closure

Goo morning [REDACTED],

Thank for returning my phone call yesterday. Just to summarize our conversation:

1. I and my family have banked at this physical location for most of the last 50+/years.
2. Part of the reason of choosing this bank, is the personal connections/relationships that have developed over the years with employees.
 - a. Also, CD, etc. have higher rates than two other local banks.
3. The ability of those employees to make decisions and respond to needs, as they have risen over the years, is how many of us choose to do our personal, and business banking.
4. Without a physical presence, and more importantly, a "person" to talk to when need arises, puts US bank at a small town disadvantage. And I expect this is why your overall business at this location has declined over the 10-20/years. To summarize, sometimes our business decisions, makes decline happen. This is my perception of US Bank, for quite a few years already.
5. You cannot put me (and other "legacy" customers), on hold for 3-5/minutes, and end up talking to a "call" center, with someone looking at a computer screen. If I want to bank this way, I will look at screen myself.
6. I also understand you lost a couple of key employees of this branch a couple of years ago, because of "restrictive" corporate approval processes (Micro management). They now work at the local competition,

I understand how banking has changed over the years, but you have failed to position US Bank as a market leader. Even as an internet Bank, using the same poor customer service I have experienced on the phone (just trying to get a phone number for yourself), you will have a difficult time being successful.

This really is not about a branch closure, it is about US Bank not being able respond to market and customer service issues in a logical way.

Thanks again for taking time to talk to me.



From:
Sent: Tuesday, October 6, 2020 5:50 AM
To:
Subject:

From:
Sent: Monday, October 5, 2020 6:20 PM
To: Investor Relations Shared [REDACTED]
Subject:

[REDACTED] sent a message using the contact form at [REDACTED]

The sender's name

[REDACTED]

The sender's email

[REDACTED]

Subject

Sibley Branch closing

Message

I am NOT HAPPY AT ALL about you closing the branch office in Sibley, Ia. I am 70 years old and really do NOT cherish the thought of having to drive 18 to 31 miles to get a fast \$40.00. I can't believe you think this is in the best interest of your customers. In fact, I am NOT real sure I will continue to be one!!!! :(

October 16, 2020



200 S 6th St
Minneapolis, MN 55402

usbank.com

Re: Recent correspondence

Dear Ms. [REDACTED]:

Thank you for your email regarding the decision to close the Sibley Branch in Sibley, IA. We appreciate you taking the time to write 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 necessitated a change in our approach. These changes are to allow for reinvestment in new ways to meet the changing needs of our customers.

We understand that the closure of our branch is a disruption for our customers and our employees. We are working to make the transition as smooth as possible for all involved.

If you are looking for a branch, a full list of U.S. Bank branches, and ATMs, can be found at usbank.com/locations. In addition to our branches, U.S. Bank offers many ways to bank:

- **Mobile app:** use your smartphone or mobile device to deposit checks and manage your finances securely. Get more information on mobile at usbank.com/mobile.
- **Online banking:** visiting usbank.com to check your balances, transfer money, pay bills and view statement.
- **Speak with a banker:** contact our 24-Hour Customer Service Department at 800.USBANKS (872.2657) to manage your account or speak to a customer service associate.

Ms. [REDACTED], we are proud to have served our customers at the Sibley Branch, and hope that we can continue to serve the community at one of our other locations in the area. We appreciate and value you as our customer, we hope that you will give the opportunity to maintain our relationship at a new location.

Should you have any additional questions regarding your account or this branch closure, we invite you to contact our dedicated call center at 888.713.9299. We are here to help.

Sincerely,

Executive Communications
U.S. Bancorp

October 15th, 2020

Dear [REDACTED] and Others This May Concern,

My name is [REDACTED], my husband [REDACTED] and I are customers at the US Bank branch in Sibley, IA. We were certainly disappointed and shocked to hear the US Bank has decided to close our local branch.

I was born in Sibley almost 65 years ago, my father was a business man and taught me the values of service as I grew to be an adult. All things change, but service to your community, especially when it is a rural community, makes every difference in the world. Now is certainly a time of uncertainty in the world, communities need to be strong. We are a community that has many elderly people and rely on a personal presence and service for many reasons. We like to have personal relationships with those we do business with, not trying to figure out how to use internet services or trying to listen to a menu of options on the phone and getting confused or having to recited our name, account number and ID ten times to be transferred to the correct person. I do not use my debit card often, but if you remove the ATM machine from our local branch I would have to drive at least 15 miles to get cash or pay a fee to get it cash from my account. If I have a question or an issue I like to resolve it with someone I have a relationship or trust with. Your decision to close our local US Bank branch tells me service and community are not a priority but your bottom line is your priority.

I don't really think you are grateful for our business or care if we remain a client at your bank or not. Our community is struggling as many are to survive. Taking a bank off main street tells me you have no regard for rural America and its farmers and small businesses that have been loyal to you for many years.

I would ask that you would reconsider your decision, but I am sure that my opinion is not even a drop in the bucket. Thank you for your time.

Sincerely,

[REDACTED]

[Faint, illegible text, likely bleed-through from the reverse side of the page]



November 16, 2020

usbank.com

[REDACTED]

Re: Your recent correspondence

Dear [REDACTED]:

Thank you for your letter regarding the decision to close the Sibley branch, in Sibley Iowa. We appreciate you taking the time to write 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 necessitated a change in our approach. These changes are to allow for reinvestment in new ways to meet the changing needs of our customers.

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Sincerely,

[REDACTED]

Executive Communications
U.S. Bancorp