

U.S. Bank

CRA Public File

Written Comments and Corporate Responses

State of Wisconsin Rating Area

Q1 2020

From: [REDACTED]
To: [Community Reinvestment Act Written Comments Shared](#)
Subject: [EXTERNAL] closing my branch
Date: Thursday, February 13, 2020 9:25:38 AM

To Whom It Will Concern:

I have been a loyal US Bank customer for over a decade. I like this bank. I like the people I get to interact with at the bank. And I am saddened to think that you are going to close down the local, easy to reach branch on Cottage Grove Road in Madison Wisconsin.

Please reconsider. There are hundreds of us who will find it difficult to visit other faraway branches. I ran a business for many years and always felt (as I had read in a business article) that any letter sent in to me about something either complaining or praising, should be taken as symptomatic of at least 100 others who would agree but don't take the time or energy to write.

Consider then that at least 100 of us don't want this branch closed down.

Thank you for your consideration.

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: Fwd: U.S. Bank Cottage Grove location
Date: Tuesday, March 3, 2020 3:06:39 PM

[REDACTED]
Vice President I District Manager NMLS
[REDACTED]

U.S. Bank
Elkhorn
101 E Walworth St, Elkhorn, WI 53121
MK-WI-2237 | usbank.com

From: [REDACTED]
Sent: Tuesday, February 25, 2020 3:27:17 PM
To: [REDACTED]
Subject: U.S. Bank Cottage Grove location

Dear [REDACTED],

We have received your email regarding the decision to close the Cottage Grove Road Madison branch at 3461 County Road BB in Madison. 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 Cottage Grove Road Madison branch necessitated a change in our approach.

We understand that the closure of branch may create an inconvenience but please 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 Cottage Grove Road Madison branch, and hope that we can continue to serve the community at one of our other locations in the area, including the East Towne Madison branch at 4602 E Towne Blvd that is 5 miles away and the Capitol Square Madison branch at 1 S Pinckney Street that is 7 miles away.

In addition to our nearby branch and ATMs, 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. 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 for taking the time to share your positive experiences with our Cottage Grove Road Madison branch team. We pride ourselves on exceptional customer service, and our team in the branch plays a critical role in the delivery of a positive experience. Know that we are committed to a making the transition as smooth as possible for our employees, including every effort to help impacted employees find new roles at nearby locations should they wish to stay with U.S. Bank.

Thank you again for taking a moment to reach out, and we thank you for the opportunity to serve you as a customer over the years. We hope that you will give us the opportunity to maintain our relationship at a new location.

[REDACTED]
Vice President | District Manager NMLS

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