

U.S. Bank
CRA Public File
Written Comments and Corporate Responses
State of Tennessee
2024

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Q2 2024

Written comment received on 4/22/2024:

To whom it may concern:

I am writing due to the recent announcement of the closure of the US Bank branch in Pleasant View, Tennessee scheduled for this summer. I serve as the (redacted information) where Pleasant View is located. Several residents have reached out to (redacted information) to see if anything could be done to have US Bank reconsider its decision.

Customers received a letter outlining the planned closure in what was described as a TDOT road project. The project has been in the planning stages with the State of Tennessee since 2004. Earlier this year, TDOT announced the ten-year spending plan and the Highway 49 project that would include the need for the bank property was not included. I spoke to TDOT Commissioner (redacted name) who said he would work to get the project back on the funding list, however, with a price tag of over \$100 million, he would not make any promises.

I would hate to see the property abandoned and TDOT leave it for at least ten years before the project would move into the construction phase. I respectfully ask that US Bank stay at the location until the time is needed for the property to be needed for the project. In the meantime, US Bank could be looking for a new location in Pleasant View since the bank was the first in Pleasant View as Ashland City Bank & Trust back in the 1970s.

If the US Bank moves forward to shutdown this location, I ask they look to relocate the branch in Pleasant View city limits or at least provide customers with an ATM to conduct their financial business.

If you further questions or anything I can do from (redacted information) to help, please do not hesitate to let me know. Thank you for your consideration.

(Redacted name)

Verbal response to comment on 5/2/2024:

A U.S. Bank Vice President contacted the comment writer and shared that U.S. Bank was able to connect with TDOT and confirm that the project driving the closure has been indefinitely postponed. As a result, U.S. Bank will keep the branch in Pleasant View open.

(Name redacted),

May 15, 2024

In response to your letter of May 3, 2024 regarding the proposed closure of the branch at Hwy 100: no, I don't think you 'truly appreciate me as a client' as you stated in the first sentence, and at the risk of exposing my latent rusticity, I feel compelled to say 'If it ain't broke, don't fix it.'

For some reason large companies at present have come to think that a good business strategy consists of ignoring the desires of their customer base. You have doubtless observed the effects of such poor business decisions with Bud Light, Bed Bath, and Beyond, and many others recently. Bentley Motors, for example, will cease to exist altogether if they go all electric by the end of this decade as they have promised, again against the desires of their customers.

With new banks popping up on every corner it would seem that you'd like to expand rather than contract. There is no such thing as stasis in business. A company is either expanding its customer base or losing it, and public perception has a lot to do with the bottom line. Customer loyalty is earned, and there is always another bank ready to pick up the customers you are about to lose.

1. I chose US Bank based on convenience of location and customer service, (Redacted name) the manager of the Belle Meade branch took care of a bank transfer so I could buy another old car in November 2007. He also transferred money on the spur of the moment on a Friday afternoon to New Orleans so I could buy a clock I liked. But then you moved the Belle Meade branch out of Belle Meade to a high traffic area across the street from St. Thomas Hospital. And (name redacted) left after years. So now I only go to the so-called Belle Meade branch to my lock box two or three times a year. The Publix on Hwy 100 is convenient since I moved into the country 45miles west of Nashville. The newer 'Belle Meade' branch is inconvenient.

2. You used to be open 7 days a week at Hwy 100 Publix. Now you're not. Then with the so-called covid crisis you for some reason decided after it was over that your customers in Dickson would prefer to wait in line for an unpredictable and unspecified amount of time to simply cash a check. Meanwhile the bank next door whose lobby was open as yours should have been, continued with a thriving business.

3. You closed the Charlotte Ave branch around the corner from my Mercedes mechanic in Nashville several years ago. How did that benefit me?

4. There is no such thing as secure digital banking. There are data breaches weekly of immense proportions, so I don't do online banking. Furthermore, on

your printed monthly statements you include the complete account numbers on each page. This is unnecessarily lax security by anyone's standards, and yet it persists. Even my small town bank in Holly Springs, Mississippi has sense enough to only include the last four digits. I also don't want to have to enter my account number on the phone before I can ask a question to some robot in another state. Same for calling with a question about my credit card.

CONVENIENCE

There are many people who commute to Nashville via Hwy 100 every day to work, and although I'm not one of them, I do come to Nashville several times a week, and always stop at the Hwy 100 US Bank to get some money for the day, and then again on the way home for groceries. If you think I'm going to drive to that high traffic nightmare on Hwy 70 and then wait in line to cash a check, or anything else, you're mistaken.

BANKING IS SUPPOSED TO BE A PEOPLE BUSINESS

Of equal significance are the employees at this location. I've seen them come and go over the years and have developed banking relationships, if not friendships with most of them. I enjoy visiting with them when I cash a check or make a credit card payment. If I call them from my house in Holly Springs, Mississippi, Natchez, New Orleans, or anywhere else, they know who I am and I know their names and who they are, and recognize their voices. If your customers as well as your hard working loyal employees are expendable to US Bank, then US Bank is expendable to me.

It will admittedly be inconvenient to move my income dividends, checking, credit card, and monthly online account withdrawals to another bank, but no problem. If something doesn't work for me, it doesn't work period. I can just as easily stop at the Publix in Fairview and one of the smaller banks there who specialize in customer service, like US Bank used to do.

Furthermore, in addition to being inconvenient, I think your decision to close the Hwy 100 Publix bank is short sighted. That part of Nashville is the only part of Nashville which hasn't been fully developed and that's changing quickly as it grows westward. You might as well lose that future business as well while you're at it, in addition to mine. In case you're considering it, a free standing bank costs a lot more to operate than the Publix branch. There is also adequate parking at Publix which often isn't the case with a free standing branch. Hopefully you will reconsider this unfortunate decision.

Warmest personal regards, (redacted name)

Corporate response sent on 6/5/2024:

Dear (redacted name):

Thank you for your email addressed to District Manager, (redacted name), who made multiple attempts to contact you by phone to discuss your concerns regarding our decision to close the Highway 100 Publix branch in Nashville, TN. (Redacted name) was unable to reach you directly and as such, he shared your correspondence with the executive offices of U.S. Bancorp. We appreciate you taking time to write and share your thoughts with us.

We take the closure of a branch very seriously and consider many factors when making the decision. In recent cases, the demand for services necessitated a change in our approach. We understand the closure of a branch is a disruption for our customers and our employees and we assure you we are working to make these transitions as smooth as possible for all involved.

A full list of U.S. Bank branches and ATMs can be found at usbank.com/locations. In addition to our branches, we offer many ways to bank. Customers can also bank via phone by contacting our 24-hour service center at 800-USBANKS (872-2657), as well as through increased options and functionality with secure online and mobile banking. For example, our mobile and digital banking platforms feature mobile check deposit and peer-to-peer money transfer through Zelle®. You can also speak with a banker live over video by sharing your screen through our co-browse feature, which allows you to navigate online and mobile banking together.

Our customers also have access to the MoneyPass® ATM Network, a surcharge-free ATM network, which allows our customers to transact at thousands of additional ATMs across the country. A full list of locations can be found at moneypass.com/atm-locator.html. We also offer checking account options that provide fee-free access to all ATMs.

We are proud to have served our customers at the Highway 100 Publix branch. It is our hope that we can continue to serve the community at one of our locations and through our convenient digital and voice offerings. We appreciate and value you as our customer, we hope that you will give us the opportunity to maintain our relationship.

Should you have any additional questions regarding your account or this branch closure, we invite you to contact (redacted name) at (redacted phone number) or our dedicated call center at 888-713-9299, we are here to help.

Sincerely,
(redacted name)

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**CRA Public File – Written Comments
Q3 2024
State of Tennessee Rating Area**

Social Media Comment

Facebook Public Comment on July 13, 2024

We have been with US Bank for many years and I am very disappointed that many of the branches inside Food City stores have closed. We have to travel up to 10 miles to get to the nearest branch. The new US Bank commercials are disappointing how can customers find US if there not enough branches to find? In the same town where we live I have to navigate to different stores where I know I can get cash back without having to pay a \$2.50 fee.

U.S. Bank Response on July 13, 2024

Thank you for sharing your feedback, (name redacted). We understand the changes in operation are a disruption. We're trying to make the transition as smooth as possible. For your convenience, many transactions can be completed digitally, 24 hours a day. This can be done at any of our ATMs, on our website at <http://usbank.com> or the mobile app, or by calling our 24-Hour Customer Service at 800-872-2657. If you would like to determine where the closest branch or ATM is located, please visit us at <http://usbank.com/locations>. I hope this helps and that you have a great day. Kind regards. (Name redacted)

Facebook Public Comment on August 17, 2024

U.S. Bank no it does not help but thank you anyway the nearest walk in branch is 14 miles from our home

U.S. Bank Response on August 17, 2024

Understood, (name redacted). Please note that for your convenience, many transactions can be completed digitally, 24 hours a day. Aside from using an ATM, this can be done on our website at <http://usbank.com> or the mobile app, or by calling our 24-Hour Customer Service at 800-872-2657. If you would like to discuss the situation in more detail, please feel free to send us a private message with your phone number. All the best, (name redacted)

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**CRA Public File – Written Comments
Q4 2024
State of Tennessee Rating Area**

Social Media Comment

Facebook Private Comment on December 4, 2024

Hello, I recently seen the ATM has been removed from the Decherd TN branch. Are they planning to relocate or open an ATM or branch in Decherd so we don't have to drive to do business. I have used you for over 20 years and this is a problem! Thanks

U.S. Bank Response on December 4, 2024

Hello (name redacted). There are no plans for a new branch at this time. We understand that changes in operation are a disruption. We're trying to make the transition as smooth as possible. For your convenience, many transactions can be completed digitally, 24 hours a day. This can be done at any of our ATMs, on our website at <http://usbank.com> or the mobile app, or by calling our 24-Hour Customer Service at 800.872.2657. If you would like to find a branch near you, please visit us at <http://usbank.com/locations>. I wish you the best, (name redacted).