



BANK OF AMERICA

Zeroff
328757B

UNIVERSITY AT BAY BRANCH

*Peter
Quigman*

December 31, 1980

Dear Customer:

On February 1, 1981, Bank of America's University at Bay Branch, located at University Avenue in East Palo Alto will consolidate its services and accounts with the Palo Alto Main Office, located at 530 Lytton Avenue in Palo Alto.

Since opening some ten years ago, the officers and staff here at the University at Bay Bank of America have worked diligently to provide you with courteous and personalized service in a safe and pleasant environment. We have tried to accomplish these goals through a variety of methods, ranging from in-house staff training on the latest banking techniques, to actively seeking help and suggestions from East Palo Alto's community leaders and residents on the best means to provide the kind of services that would optimally meet the banking needs of this area.

This kind of community outreach has rewarded this branch with a high degree of customer loyalty.

However, this loyalty cannot combat the serious and threatening problems that have compounded over the years and caused us great concern for your safety and convenience as well as for our continuing ability to provide a high level of service.

The most outstanding of these problems have been the growing rate of crime and assaults on branch customers and the inability of the branch to operate on a sound financial level.

The first problem has already caused a number of our customers to transfer their accounts to other Bank of America branches. The second has been a problem that has existed at the branch for more than a few years and has now created a serious negative impact on our ability to provide a satisfactory level of service. The negative trend is expected to increase significantly within the next few years.



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After much research and deliberation, we have come to the conclusion that the best solution for both customers and the bank is to consolidate this operation with that of Palo Alto Main Office. To ease this transition, the entire teller staff, along with the branch loan officer, will be relocated to the Palo Alto Main Office. This will assure that customers from the University at Bay Branch can continue receiving fast and courteous service from familiar faces.

The Palo Alto Main Office is located only a few minutes southwest of this branch and is easily accessible by either private or public transportation.

We realize that no amount of reasoning can replace convenience of a neighborhood bank and we regret any inconvenience that this consolidation may cause for some of our customers. However, we feel that in the long run, this action will pay off in greater customer safety and better service.

If you have any questions on this action, please give either me or my assistant, Robert Bailey, a call at 329-2782.

Sincerely,

A handwritten signature in dark ink, appearing to read 'G. J. Whyte', written in a cursive style.

G. J. Whyte
Branch Manager

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