

AMENDMENT NO. 1

UW SYSTEM ADMINISTRATION
SYSTEM PROCUREMENT OFFICE
780 REGENT STREET
MADISON, WI 53708

CONTRACT NO. 17-2480
DATE: 02-24-2017

COMMODITY OR SERVICE: Bank Card ID Services for the University of Wisconsin Stevens Point.

CONTRACT TERM : June 1, 2017 through May 31, 2022 with two one year renewals

VENDOR: U.S. Bank National Association
Campus Banking
6940 Mission Road / SL-KS-9255
Prairie Village, KS 66208

FEIN: 31-0841368

REVISIONS:

Revision No.1: This Revision adds the following language to contractual agreement no. 17-2480 Bank Card ID Services as Attachment Number 1 as follows:

Attachment No. 1

Pursuant to the Agreement dated as of June 1, 2017 and as amended thereafter (the "Agreement"). Bank agreed to be the exclusive provider of campus ID card banking services to the University that may be accessed by and through an identification card. (all capitalized terms not defined herein will have the definition given to them in the Agreement)

Pursuant to the Department of Education's release of a new rule amending part 668 of Title 34 of the Code of Federal Regulations, University and Bank want to make this Amendment part of the Agreement to reflect the necessary contractual changes required by the new rule to the current Agreement. The parties agree that the provisions of this Amendment are to supersede any conflicting terms in the Agreement or any amendment thereto.

Therefore, in consideration of the premises, the mutual covenants hereinafter set forth, the payments provided for in this Amendment, and other good and valuable consideration, the parties agree as follows:

BANKING SERVICES

ID Card Selection and Activation. Users will have the option of selecting the standard ID card without banking services (dormant ATM card) or the standard ID card with banking services. All students with open Bank checking accounts are able to activate the ATM/PIN based POS functionality on the standard ID card, for no additional fee.

Account Features. Bank will offer a checking account product with student and workplace benefits, account features and fees are available upon request. Bank reserves the right to amend or enhance such features and

fees from time-to-time, but will never charge additional fees for opening a student checking account, or allow the ID card to be marketed, portrayed or converted into a credit card. Additionally, all Bank-branded ATMs on University's campus will be free of transaction charges to Bank account holders when accessing their account with a Bank ATM/Debit Card or linked ID card throughout the Term of this Agreement and any renewal periods. Additional enhancements to banking services will be subject to further agreement of both parties.

Reporting. Within 60 days following the most recently completed Title IV award year, Bank will provide an annual reporting of the number of students with accounts for any portion of such year under this Agreement, and will include the mean and median of the actual costs incurred by student account holders.

ADDITIONAL TERMINATION RIGHTS Termination rights provided for under this Amendment apply only to the Campus Card ID program and do not give any further termination rights whatsoever to University in connection with any On-Site Bank License/ Lease Agreement, ATM Agreement or any other ancillary agreements, exhibits, or addenda.

Complaints. University will complete and share with Bank a biennial due diligence review of student complaints associated with Bank's accounts provided in connection with this Agreement. After joint review University may terminate this Agreement upon 90 days' notice to Bank if University determines that number of complaints are excessive.

Fees. University will complete and share with Bank a biennial due diligence review of the fees assessed student accounts in connection with this Agreement. After joint review University may terminate this Agreement upon 90 days' notice to Bank if University determines the fees assessed students under this Agreement are not consistent with or are above the prevailing market rates for the banking services.

Termination for Change in Law. Bank may terminate this Agreement at any time with 90 days' notice to University without liability, except for liabilities accrued prior to the termination, upon the issuance of any order, rule or regulation by any regulatory agency, national association, or administrative body or the decision or order of any court of competent jurisdiction that is controlling or binding on Bank prohibiting any or all of the services contemplated in this Agreement, or if such order, rule or regulation restricts the provision of such services so as to make the continued provision thereof unprofitable or undesirable, or will be unduly restrictive to the business of Bank or will require burdensome capital contributions or expenditures.

ACKNOWLEDGEMENT:

Unless this office is informed in writing by the contractor within ten (10) working days of the date of this amendment, the above revisions will become a part of the contract on the effective date shown.

TO BE COMPLETED BY CONTRACTOR:

FIRM NAME: U.S. Bank National Association
FIRM ADDRESS: 6940 Mission Road/ SL-KS-9255
Prairie Village, KS 66208

BY: Amy C. Hurd

SIGNATURE: Amy C. Hurd

DATE: 2/24/2017

PHONE: 702-251-1672

EMAIL: amy.hurd@usbank.com

FOR THE ADMINISTRATION OF THIS CONTRACT AMENDMENT CONTACT:

Paul D. Schlough

Procurement Specialist- Senior

UW System Administration Office of Procurement

Phone: 608-265-0557

E-Mail: pschlough@uwsa.edu



Office of Procurement
 780 Regent Street, Room 105
 Madison, WI 53715
 (608) 263-4584
 (608) 262-8589 Fax
 www.wisconsin.edu/procurement

Request for Proposal No.
 Commodity or Service
 Contract Period
 Possible Extensions

MD-17-2480
Banking, ATM, Card Services
June 1, 2017 to May 31, 2022
2 – One year extensions

CONTRACT NO. 17-2480

1. This contract is entered into by and between the University of Wisconsin System, and the contractor whose name, address, and principal officer appears below;
2. Whereby the University of Wisconsin System agrees to direct the purchases and the contractor agrees to supply the contract requirements cited above in accordance with the terms and conditions of the request for proposal cited above, and in accordance with the contractor's proposal response submitted on this request for bid; which request for proposal is hereby made a part of this contract;
3. In connection with the performance of work under this contract, the contractor agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, developmental disability as defined in s.51.01(5), Wis. Stats., sexual orientation as defined in s.111.32(13m), Wis. Stats., or national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Except with respect to sexual orientation, the contractor further agrees to take affirmative action to ensure equal employment opportunities. The contractor agrees to post in conspicuous places, available for employees and applicants for employment, notices to be provided by the contracting officer setting forth the provisions of the nondiscrimination clause.
4. Contracts estimated to be over twenty-five thousand dollars (\$25,000) require the submission of a written affirmative action plan. Contractors with an annual work force of less than twenty-five (25) employees are exempted from this requirement. Within fifteen (15) working days after the award of the contract, the plan shall be submitted for approval to the contracting agency. Technical assistance regarding this clause is provided by the Wisconsin Office of Contract Compliance, Department of Administration, P.O. Box 7867, Madison, WI 53707-7867, (608) 266-5462.

For: University of Wisconsin System

Name: Richard Lampe

Title: Director of Procurement

Richard Lampe
 Signature

Date: 4/21/17

For: U.S. Bank
 Company Name

800 Nicollet Mall
 Address

Minneapolis, MN 55402-7020
 City, State, Zip

Name: Amy C. Hurd
 EVP, In-Store/On-Site Division

Title: _____
Amy C. Hurd
 Signature

Date: 2/24/2017

This document can be made available in accessible formats to qualified individuals with disabilities.

Neil Davis **COMP COUNSEL - V.P.**
NEIL DAVIS V.S. BANK NATIONAL ASSOCIATION

Universities: Madison, Milwaukee, Eau Claire, Green Bay, La Crosse, Oshkosh, Parkside, Platteville, River Falls, Stevens Point, Stout, Superior, Whitewater
 Colleges: Baraboo/Sauk County, Barron County, Fond du Lac, Fox Valley, Manitowoc, Marathon County, Marinette, Marshfield/Wood County, Richland, Rock County, Sheboygan, Washington County, Waukesha. Extension: Statewide

MD-17-2480

UNIVERSITY OF WISCONSIN SYSTEM



REQUEST FOR PROPOSAL (RFP) MD-17-2480

On-Site Banking, ATM Services and Campus ID Cards

University of Wisconsin-Stevens Point

DATE OF ISSUE: September 19, 2016

BID DUE DATE: October 21, 2016 at 2:00pm

State of Wisconsin
 Wis. Statutes s.16.75
 DOA-3070 (R08/2003)

BIDS MUST BE SEALED AND ADDRESSED TO:

Remove from bidder list for this commodity/service. (Return this page only.)

University of Wisconsin System Administration
 Office of Procurement
 780 Regent Street, Suite 105
 Madison, WI 53715

REQUEST FOR PROPOSAL

On-Site Banking, ATM Services and Campus ID Cards
 For
 University of Wisconsin-Stevens Point

THIS IS NOT AN ORDER

BIDDER

Name:
Address:

Bid envelope must be sealed and plainly marked in lower corner with due date and Request for Bid # MD-17-2480. Late bids will be rejected. Bids MUST be date and time stamped by the soliciting purchasing office on or before the date and time that the bid is due. Bids dated and time stamped in another office will be rejected. Receipt of a bid by the mail system does not constitute receipt of a bid by the purchasing office. Any bid which is inadvertently opened as a result of not being properly and clearly marked is subject to rejection. Bids must be submitted separately, i.e., not included with sample packages or other bids. Bid openings are public unless otherwise specified. Records will be available for public inspection after issuance of the notice of intent to award or the award of the contract. Bidder should contact person named below for an appointment to view the bid record. Bids shall be firm for acceptance for sixty (60) days from date of bid opening, unless otherwise noted. The attached terms and conditions apply to any subsequent award.

Bids MUST be in this office no later than October 21, 2016 at 2:00pm	
Name (Contact for further information) Marcel DuBois – mdubois@uwsa.edu	
Phone (608) 263-4380	Date September 19, 2016
Quote Price and Delivery FOB	
<input type="checkbox"/> Fax bids are accepted <input checked="" type="checkbox"/> Fax bids are not accepted	

Item No.	Quantity and Unit	Description	Price Per Unit	Total
		On-Site Banking, ATM Services and Campus ID Cards for the University of Wisconsin-Stevens Point		
Payment Terms Net 30		Delivery Time		
<input type="checkbox"/> We claim minority bidder preference [Wis. Stats. s. 16.75(3m)]. Under Wisconsin Statutes, a 5% preference may be granted to CERTIFIED Minority Business Enterprises. Bidder must be certified by the Wisconsin Department of Commerce. If you have questions concerning the certification process, contact the Wisconsin Department of Commerce, 5th Floor, 201 W. Washington Ave., Madison, Wisconsin 53702, (608) 267-9550. Does Not Apply to Printing Bids.				
<input type="checkbox"/> We are a work center certified under Wis. Stats. s. 16.752 employing persons with severe disabilities. Questions concerning the certification process should be addressed to the Work Center Program, State Bureau of Procurement, 6th Floor, 101 E. Wilson St., Madison, Wisconsin 53702, (608) 266-2605.				
Wis. Stats. s. 16.754 directs the state to purchase materials which are manufactured to the greatest extent in the United States when all other factors are substantially equal. Materials covered in our bid were manufactured in whole or in substantial part within the United States, or the majority of the component parts thereof were manufactured in whole or in substantial part in the United States. <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown				
In signing this bid we also certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit a bid; that this bid has been independently arrived at without collusion with any other bidder, competitor or potential competitor; that this bid has not been knowingly disclosed prior to the opening of bids to any other bidder or competitor; that the above statement is accurate under penalty of perjury.				
We will comply with all terms, conditions and specifications required by the state in this Request for Bid and all terms of our bid.				
Name of Authorized Company Representative (Type or Print)		Title	Phone ()	Email
Signature of Above		Date	Federal Employer Identification No.	Social Security No. if Sole Proprietor (Voluntary)

This form can be made available in accessible formats upon request to qualified individuals with disabilities.

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1 INTRODUCTION AND PURPOSE

1.1 Purpose of the Request

PURPOSE OF THE REQUEST FOR PROPOSALS: The contractor shall furnish the services and requirements of this contract to University faculty, staff, students and guests in accordance with the provisions embodied herein utilizing space and utility service in the space provided.

ATM Service shall be available to all students, faculty, staff and visitors. It is understood that the Contractor has no control over any restrictions or limits that any individual financial institution may impose upon any person having access to ATMS, including persons who would otherwise be considered eligible users.

University of Wisconsin System Administration (UWSA) Procurement Services, on behalf of the University of Wisconsin-Stevens Point invites your firm to submit a proposal in response to this request for proposal (RFP). The information submitted by all responding will be reviewed and used to determine which proposal will best serve all UW-Stevens Point requirements. This RFP is designed in anticipation that all services will be awarded to one Contractor.

1.2 Reasonable Accommodations

REASONABLE ACCOMMODATIONS: The University of Wisconsin System Administration, Office of Procurement will provide reasonable accommodations, including the provision of informational material in an alternative format, for qualified individuals with disabilities upon request. If you think you need accommodations at a bid opening/vendor conference, contact Marcel DuBois in representation of the University of Wisconsin System Administration - Office of Procurement at 608-263-4380.

1.3 Scope

SCOPE: The University of Wisconsin System Administration and the University of Wisconsin Board of Regents intends to utilize this bid for (this purchase only or all purchases for a year, etc.) the purchase of On-Site Banking, ATM Services, and Campus ID Cards on behalf of the University of Wisconsin-Stevens Point as named in this Bid document.

1.4 Overview of Procuring Agency

OVERVIEW OF PROCURING AGENCY: The University of Wisconsin System Administration performs administrative and executive functions for the University of Wisconsin System and its Institutions.

1.5 Contract Length

CONTRACT LENGTH: It is the intent of the University to commence the resulting contract on or about June 1, 2017. The contract term will be for a five (5) year period from the effective date with two (2) automatic one (1) year extensions. The contract shall be automatically extended unless either party notifies the other in writing one hundred eighty (180) days prior to the anniversary date.

The total maximum contractual length will be seven (7) years

1.6 Parties to the Contract

The contract shall be between the Board of Regents of the University of Wisconsin System doing business as the University of Wisconsin-Stevens Point, hereafter referred to as the "University" and the successful bidder hereafter referred to as the "Contractor".

Laura Ketchum-Ciftci Director, University Centers, shall be the representative of the University responsible for the administration of UW-Stevens Point's contract and referred to herein as "the appropriate Campus Authority or Campus Contract Administrator".

1.7 Cancellation and Termination

CANCELLATION AND TERMINATION: The University of Wisconsin System reserves the right to cancel the resulting contract/agreement on the contract anniversary date, for any reason, by giving written notice to Contractor of such cancellation, at least one hundred eighty (180) days before the contract anniversary date. Contractor shall, in the event of such cancellation, be entitled to receive compensation for any work accepted hereunder in accordance with the University of Wisconsin System's order(s). Contractor may also be compensated for partially completed work in the event of such cancellation. The compensation for such partially completed work shall be no more than the percentage of completion of each work effort, as determined in the sole discretion of the University of Wisconsin System, times the corresponding payment for completion of such work as set forth in the University of Wisconsin System's order(s).

In addition, the University of Wisconsin System reserves the right to terminate the resulting contract/agreement, for reasons of breach of contract, by giving written notice to Contractor of such termination and specifying the effective date thereof, at least ten (10) days before the effective date of such termination. The University shall provide ten (10) calendar days written notice of contract breach and unless within ten (10) calendar days such neglect has ceased and arrangements made to correct, the University may cancel the contract by giving one hundred eighty (180) day notice in writing by registered or certified mail of its intention to cancel this contract. Contractor shall, in the event of such termination, be entitled to receive compensation for any work accepted hereunder in accordance with the University of Wisconsin System's order(s). Contractor shall also be compensated for partially completed work in the event of such termination. The compensation for such partially completed work shall be no more than the percentage of completion of each work effort, as determined in the sole discretion of the University of Wisconsin System, times the corresponding payment for completion of such work as set forth in the University of Wisconsin System's order(s).

Should the University breach any terms or provisions of this contract, the contractor shall serve written notice on the University setting forth the alleged breach and demanding compliance with the contract. Unless within ten (10) calendar days after receiving such notice, the allegation shall be contested or such breach shall cease and arrangements be made for corrections, the contractor may cancel the contract by giving one hundred twenty (120) day notice, in writing, by registered or certified mail of its intention to cancel this contract.

Upon cancellation, termination or other expiration of the resulting contract/agreement, each party shall forthwith return to the other all papers, materials, and other properties of the other held by each for purposes of execution of the contract/agreement. In addition, each party will assist the other party in the orderly termination of this contract/agreement and the transfer of all aspects hereof, tangible or intangible, as may be necessary for the orderly, non-disruptive business continuation of each party.

The University may discontinue this contract, in whole or in part, without penalty at any time due to non-appropriation of funds.

If the contractor fails to maintain and keep in force required insurance, the University shall have the right to cancel and terminate the contract without notice.

1.8 VendorNet Registration

The State of Wisconsin's purchasing information and vendor notification service is available to all businesses and organizations that want to sell to the state including the University of Wisconsin System. Anyone may access VendorNet on the Internet at <http://vendornet.state.wi.us> to get information on state purchasing practices and policies, goods and services that the state buys, and tips on selling to the state. Vendors may use the same Web

site address for inclusion on the bidders list for goods and services that the organization wants to sell to the state. A subscription with notification guarantees the organization will receive an e-mail message each time a state agency, including any campus of the University of Wisconsin System, posts a request for bid or a request for proposal in their designated commodity/service area(s) with an estimated value over \$50,000. Organizations without Internet access receive paper copies in the mail. Increasingly, state agencies also are using VendorNet to post simplified bids valued at \$50,000 or less. Vendors also may receive e-mail notices of these simplified bid opportunities.

2 BID PROCEDURES AND INSTRUCTIONS

2.1 Method of Bid/Submission

Vendors must submit an original, marked as such, and one copy of all materials required for acceptance of their bid by the deadline shown on the Request for Bid form. Vendors must also submit an Electronic Copy of all Materials on a USB Flash Drive. Submission must be made to:

**University of Wisconsin System Administration
Office of Procurement
Attn: Marcel DuBois
Room Number 105
780 Regent Street
Madison, WI 53715**

Bids must be received by the receptionist in the above office. All bids must be time-stamped by the University of Wisconsin System Administration - Office of Procurement prior to the stated opening time. **Bids not so stamped will be considered late, and will not be accepted as a legitimate bid.** Receipt of a bid by the State mail system does not constitute receipt of a bid by the University of Wisconsin System Administration - Office of Procurement, for purposes of this request for bids.

All bids must be packaged, sealed, and have the bid information sheet (found at the end of this document) attached on the outside of the package.

2.2 Calendar of Events

CALENDAR OF EVENTS: Listed below are important dates and times by which actions related to this Request for Bid (RFB) must be completed. In the event that the University of Wisconsin System finds it necessary to change any of these dates and times it will do so by issuing a supplement to this RFB.

EVENT	DATE
Date of issue of the RFP	September 19, 2016
Site Survey & Site Inspection @ UW-Stevens Point	September 26, 2016 @ 9:00am
Supplier Written Questions Due	October 4, 2016 @ 5:00pm
Answers to Questions Issued	October 7, 2016
Bids Due	October 21, 2016 @ 2:00pm
Estimated Contract Award Date	November 15, 2016
Estimated Implementation Period	June 1, 2017 through June 30, 2017
Contract Start Date	June 1, 2017

NOTE: First-Year and Transfer Student Orientation June – Mondays, Tuesdays, Wednesdays and Fridays

2.3 Format of Bid

Vendors responding to this Request for Proposal (RFP) must comply with the following format requirements:

2.3.1 Bid Submittal

Ten (10) hard copies of the completed proposals, including the signed original, may be mailed, delivered by proposer or by a third-party/courier service **in a sealed envelope or package with the RFP number on the outside. One (1) copy of the proposal (technical and cost) must be submitted on a USB Flash Drive.** Proposals must be received and date/time stamped prior to 2:00 p.m. CST on the stated proposal due date. Proposals not so date/time stamped shall be considered late. **Late proposals shall be rejected.**

Proposals must be delivered to:

Marcel DuBois
Purchasing Agent
University of Wisconsin System Administration's Office of Procurement
780 Regent St., Suite 105
Madison, WI 53715

Receipt of a proposal by the University mail system does not constitute receipt of a proposal by the Purchasing Office, for purposes of this RFP.

To ensure confidentiality of the document, all proposals must be packaged, sealed and show the following information on the **outside of the package**:

- Proposer's name and address
- Request for proposal title (RFP: On-Site Banking, ATM Services and Campus ID Cards at UW-Stevens Point)
- Request for proposal number (MD-17-2480)
- Proposal due date October 21, 2016 2:00 PM CST

An original plus 1 copy of the **Cost Proposal (Section C, No. 1)** must be sealed and submitted **as a separate part of the proposal**. The outside of the envelope must be clearly labeled with the words "Cost Proposal, RFP (Name of RFP)" and name of the vendor and due date. The cost proposal is due to the addressee on the due date and time noted above. **One (1) copy of the cost proposal must also be submitted on the USB Flash Drive.**

By submitting a signed proposal, the vendor's signatories certify that in connection with this procurement: (a) the vendor's organization or an agent of the vendor's organization has arrived at the prices/commissions in its bid without consultation, communication or agreement with any other respondent or with any competitor for the purpose of restricting competition, (b) the prices/commissions quoted in the bid have not been knowingly disclosed by the vendor's organization or by any agent of the vendor's organization and will not be knowingly disclosed by same, directly or indirectly, to any other respondent or to any competitor, and (c) no attempt has been made or will be made by the vendor's organization or by any agent of the vendor's organization to induce any other person or firm to submit or not to submit a bid for the purpose of restricting competition

2.3.2 State of Wisconsin Terms and Conditions

These standard and supplemental terms and conditions shall govern this proposal and subsequent award. Vendors **must** accept these terms and conditions **or submit point-by-point exceptions along with proposed alternative or additional language for each point, including any vendor contracts. Submission of any standard vendor contracts as a substitute for language in the terms and conditions is not a sufficient response to this requirement and may result in rejection of the vendor's bid.** The State reserves the right to negotiate contractual

terms and conditions other than those in the State of Wisconsin Contract when it is in the best interest of the State to do so.

2.3.3 Additional Information

Include the completed Vendor Data Sheet and Vendor Reference Data Sheet and any other forms required in the bid. Include all additional information that will be essential to an understanding of the bid. This might include diagrams, excerpts from manuals, or other explanatory documentation that would clarify and/or substantiate the bid document.

2.3.4 Cost Information

Provide cost information on the Request for Bid sheet. All costs for furnishing the product(s) and/or service(s) included in the bid in accordance with the terms and conditions in this RFB must be included.

2.4 Multiple Bids

Multiple bids from a vendor will be permissible however each bid must conform fully to the requirements for bid submission. Each such bid must be separately submitted and labeled as Bid #1, Bid #2, etc. on each page included in the response. Alternate acquisition plans do not constitute multiple bids.

2.5 Incurring Costs

INCURRING COSTS: The State of Wisconsin and University of Wisconsin System (including the Board of Regents of the University of Wisconsin System, its officers, agents and employees) are not liable for any cost incurred by a vendor in the process of responding to this RFP.

2.6 Site Visit/Inspection of Premises

Bidders are invited to attend a site survey meeting on **September 26, 2016** (see Calendar of Events, Section 2.2) to visit and inspect the project site location completely prior to submitting bid in order to determine all requirements associated with the contract. Failure to inspect adequately shall not relieve the contractor from the necessity of furnishing and installing, without additional cost to the University, any materials and equipment or performing any labor that may be required to carry out the intent of the contract.

Bidders are encouraged to invite building contractors they may be using to perform work associated with this contract.

Parking Arrangements:

Parking permits for the day of the site survey will be available by contacting Laura Ketchum-Ciftci, Director, University Centers.

Site Contact

Laura Ketchum-Ciftci,
Director, University Centers
344 D Dreyfus University Center
1015 Reserve Street
UW-Stevens Point
(715) 346-3201
lketchum@uwsp.edu

2.7 Questions

Any questions concerning this RFP must be submitted in writing on or before **October 4, 2016** to:

University of Wisconsin System Administration
Office of Procurement
Attn: Marcel DuBois
Room No. 105
780 Regent Street
Madison, WI 53715
mdubois@uwsa.edu

Vendors are expected to raise any questions, exceptions, or additions they have concerning the RFB document or the attached State of Wisconsin Contract at this point in the RFP process. If a vendor discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFB, the vendor should immediately notify the above named individual of such error and request modification or clarification of the RFB document.

In the event that it becomes necessary to provide additional clarifying data or information, or to revise any part of this RFP, supplements or revisions will be posted on VendorNet.

From the date of release of this RFP, until a Letter of Intent is issued, all contacts with the University of Wisconsin System Personnel regarding this RFP shall be made through this purchasing section in the University of Wisconsin System Administration (UWSA) Office of Procurement. **Violation of this condition may be considered sufficient cause for rejection of a proposal, irrespective of any other considerations.**

Each bid shall stipulate that it is predicated upon the terms and conditions of this RFB and any supplements or revisions thereof.

2.8 News Releases

NEWS RELEASES: News releases pertaining to the RFP or to the acceptance, rejection, or evaluation of bids shall not be made without the prior written approval of the University of Wisconsin System Administration, Office of Procurement.

Each bid shall stipulate that it is predicated upon the terms and conditions of this RFB and any supplements or revisions thereof.

3 BID ACCEPTANCE, EVALUATION, AND AWARD

3.1 Bid Opening

BID OPENING: Bids will be opened on **October 21, 2016 at 2:00pm** at the University of Wisconsin System Administration - Office of Procurement located at 780 Regent Street, Madison, WI 53715 in Room number 105. There will be no public bid opening.

All bids shall **REMAIN FIRM** for a minimum of ninety (90) days from the date of bid opening.

3.2 Bid Acceptance

Bids which do not comply with instruction or are unable to comply with the specifications contained in the RFB may be rejected by the University of Wisconsin System Administration, Office of Procurement. The University of Wisconsin System may request reports on a vendor's financial stability and if financial stability is not substantiated

may reject a vendor's bid. The University of Wisconsin System Administration, Office of Procurement shall be the sole judge as to compliance with the instructions contained in this RFB.

3.3 Bid Evaluation

Bids will be evaluated by the University of Wisconsin System Administration, Office of Procurement to verify that they meet all specified requirements in this RFP. This verification may include requesting reports on the vendor's financial stability, conducting demonstration of the vendor's proposed products(s) and/or service(s), and reviewing results of past awards to the vendor by the State of Wisconsin and the University of Wisconsin System. Failure to meet mandatory requirements will result in rejection of the proposal. In the event that all vendors do not meet one or more of the mandatory requirements, the University reserves the right to continue the evaluation of the proposals and to select the proposal which most closely meets the requirements specified in this RFP.

The University shall determine if the bidder is financially, managerially and operationally capable of providing the required services based on the vendor's response to this bid. Only those vendors determined to be capable of and currently operating On-Site Banking, ATM Services and Campus ID Cards shall be considered. Representatives from the University reserve the right to inspect the bidder's facilities and other operations under the contractor's management prior to award of this bid.

Proposals will be scored using the following criteria:

Category	Points
General Requirements (points)	10
Organizational Capabilities	5
Staffing and Operations	5
Technical Requirements(points)	50
Educational Services	15
Banking Services	10
ATM Services	10
ID Card Services	15
Supplementary Information	20
Advertising, Merchandising and Promotions	15
Other Pertinent Information	5
Cost	20
TOTAL	100

The cost proposal portion shall consist of the combined payments of all portions of Section 10.

The highest cost proposal will receive the maximum allotted points. All other proposals will receive a prorated portion of the points comparing their cost proposal to the winning cost proposal.

Bids from certified Minority Business Enterprises may be provided up to a five percent (5%) preference to these per Wis. Stats. 16.75(3m).

3.4 Notification of Intent to Award

Any vendors who respond to this RFP with a bid, will be notified in writing of the State's intent to award the contract as a result of this RFP.

After notification of the intent to award is made, and under the supervision of University of Wisconsin System Administration Office of Procurement staff, copies of bids will be available for public inspection 8:30 a.m. to 4:30 p.m. at 780 Regent Street, Madison WI 53715 in Room 105. Vendors should schedule reviews with Marcel DuBois at 608-263-4380 to ensure that space is available for the review.

3.5 Appeals Process

The appeals procedure applies to only those requests for bids that are \$25,000 or greater. Notices of intent to protest and protests must be made in writing. Protestors should make their protests as specific as possible and should identify statutes and Wisconsin Administrative Code provisions that are alleged to have been violated.

The written notice of intent to protest the intent to award a contract must be filed with the President of the University System in care of:

Mr. Rich Lampe
Director of UW System, Office of Procurement
780 Regent Street, Suite 105
Madison, WI, 53715

Appeals shall be received in his office by the close of business no later than five (5) working days after the notice of intent to award is issued.

The written protest must be received in his office by the close of business no later than ten (10) working days after the notice of intent to award is issued.

The decision of the Director of UW System Office of Procurement may be appealed to the Secretary of the Department of Administration within five (5) working days of the issuance of that decision with copy to Office of Procurement.

4 SPECIAL TERMS AND CONDITIONS

4.1 Performance Bond or Irrevocable Letter of Credit

The successful bidder, hereafter referred to as "Contractor", shall be required to furnish a performance bond in the amount of twenty-five thousand dollars (\$25,000). Such bond must be furnished upon notification by the University of Wisconsin System, Office of Procurement, hereafter referred to as "System Office of Procurement", and prior to contract award.

In lieu of the performance bond, the Contractor may provide an irrevocable letter of credit naming the University as beneficiary. The irrevocable letter of credit shall be in the amount specified for the performance bond and the format content required by the University. The performance bond or irrevocable letter of credit shall be furnished by a company licensed to do business in the State of Wisconsin.

The performance bond or irrevocable letter of credit shall be for the entire contract period. If an irrevocable letter of credit is used, the period shall extend one month beyond the contract expiration date. The performance bond or letter of credit shall provide that in the event of non-renewal, the Office of Procurement, and the contractor be

notified in writing by the issuer a minimum of sixty (60) days prior to the anniversary of the effective date of the contract.

In the event of non-renewal, the Contractor shall provide the University evidence of the new source of surety within twenty-one (21) calendar days after the University's receipt of the non-renewal notice. Failure to maintain the required surety in force may be cause for contract termination.

Failure to provide the bond or irrevocable letter of credit within twenty-one (21) days of notification of award may result in cancellation of contract award.

4.2 Excused Performance

If, because of riots, war, public emergency or calamity, fire, flood, earthquake, act of God, government restriction, labor disturbance or strike, business operations at the University are interrupted or stopped, performance of this contract, with the exception of monies already due and owing, shall be suspended and excused to the extent commensurate with such interfering occurrence. The expiration date of this contract may be extended for a period of time equal to the time that such default in performance is excused.

4.3 Insurance

The contractor shall bear the full and complete responsibility for all risk of damage or loss of premises, equipment, products or money resulting from any cause whatsoever and shall not penalize the University for any losses incurred related to this contract.

4.3.1 Coverage and Minimum Limits

<u>Coverage</u>	<u>Minimum Limits</u>
<u>Worker's Compensation (WC)</u> Employer's Liability Coverage (B)	Statutory \$100,000/500,000/100,000
<u>Commercial General Liability (CGL)</u>	
General Aggregate incl. prdt/co Each Occurrence	\$2,000,000 \$1,000,000
<u>Automobile Liability (including hired & non-owned)</u> Combined Single Limit	\$1,000,000

Additional Insured Provision

The contractor shall add the Board of Regents of the University of Wisconsin System, University of Wisconsin-Stevens Point, their officers, agents and employees as an additional insured under the commercial general and automobile liability policies.

Remodeling or Renovation

The above insurances are required to be in effect during the course of any remodeling, renovation or construction done by or at the direction of the contractor

4.3.2 Certificate of Insurance

Upon notification of award and prior to issuance of a contract, the contractor shall provide the University a certificate of insurance with the required coverage and limits of insurance issued by an insurance company that has an AM Best rating of A- licensed to do business in the State of Wisconsin and signed by an authorized agent.

Certificate of Insurance

The Contractor awarded the business of On-Site Banking, ATM Services and Campus ID Cards will be required to submit to the University of Wisconsin System Administration Office of Procurement a Certificate of Insurance that includes the following components:

- The insurance coverage limits required in Section 4.4.1 of this RFP Document.
- The University of Wisconsin System location/Institution listed on the Certificate of Insurance.
- The Contract Number (MD-17-2480) listed on the Certificate of Insurance.
- Additional Insured Provision Requirement as documented in Section 4.4.1 must be named on the Certificate of Insurance.
- Certificate of Insurance must be current and on file with the University of Wisconsin System Administration, Office of Procurement at all times during the life of the contract agreement.
- **Any Certificate of Insurance received missing the above named components will place the contract in breach and subject for termination.**

4.3.3 Commercial General Liability

Commercial General Liability includes, but is not limited to consumption or use of products, existence of equipment or machines on location and contractual obligations to customers. The contractor shall bear the full and complete responsibility for all risk of loss of premises, or damage to equipment, products or money resulting from any cause including that of sub-contractors and shall not penalize the University for any losses incurred related to this contract.

4.3.4 Covenant Requiring Notice

These policies shall contain a covenant requiring sixty (60) days written notice by the insurer to University of Wisconsin System - Office of Procurement, 780 Regent Street, Madison, WI 53715, before cancellation, reduction or other modifications of coverage. The insurance certificate shall be for the initial contract period of one (1) year and shall be extended by the contractor for each subsequent renewal period of the contract. The contractor shall advise each insuring agency to automatically renew all policies and coverage in force at the start of and resulting from this contract until specified coverage requirements are revised.

4.3.5 Evidence of New Insurance

In the event of non-renewal, cancellation or expiration of insurance, the vendor shall provide the University System contract manager evidence of the new source(s) of required insurance within twenty-one (21) calendar days after the University's receipt of the sixty (60) day notice. In the event the contractor fails to maintain and keep in force the insurance herein required, the University shall have the right to cancel and terminate the contract without notice.

4.3.6 University Right to Cancel and Terminate

In the event the contractor fails to maintain and keep in force the insurance herein required, the University shall have the right to cancel and terminate the contract without notice. The contractor shall advise each insuring

agency to automatically renew all policies and coverage in force at the start of and resulting from this contract until specified coverage requirements are revised.

4.3.7 Provide Certificate of Insurance

Upon notification of award and prior to issuance of a contract, the contractor (vendor) shall provide the University a Certificate of Insurance with the required kinds and limits of insurance issued by an insurance company licensed to do business in the State of Wisconsin and signed by an authorized agent. Insurance requirements apply to all sub-contractors.

4.3.8 Evidence of New Source(s) of Required Insurance

These policies shall contain a covenant requiring sixty (60) days written notice by the insurer to University of Wisconsin System Office of Procurement, 780 Regent Street, Madison, WI, 53708, before cancellation, reduction or other modifications of coverage. The contractor shall provide the University evidence of the new source(s) of required insurance within twenty-one (21) calendar days after the University's receipt of the sixty (60) day notice. The insurance certificate shall be for the initial contract period of one (1) year and shall be extended by the contractor for each subsequent renewal period of the contract. The contractor shall advise each insuring agencies to automatically renew all policies and coverage levels annually.

4.3.9 Contractor Agrees to Indemnify

The contractor agrees to indemnify, defend and hold harmless the Board of Regents of the University of Wisconsin System, University of Wisconsin-Stevens Point and their officers, employees and agents from and against any and all claims, losses, liability, costs or expenses (hereinafter collectively referred to as "claims") occurring in connection with or in any way incidental to or arising out of the occupancy, use, service, operations or performance of work in connection with this contract, but only to the extent that such claims are caused by the negligence, misconduct or other fault of the contractor, its agents, employees, subcontractors or contractors.

4.3.10 Risk of Damage or Loss

Commercial General Liability includes, but is not limited to: consumption or use of products, existence of equipment or machines on location and contractual obligations to customers. The contractor shall bear the full and complete responsibility for all risk of damage or loss of premises, equipment, products, or money resulting from any cause including that of sub-contractors and shall not penalize the University for any losses incurred related to this contract.

4.4 Process to Adjust Terms

After the initial contract year, the parties upon mutual agreement may adjust the specific terms, commissions or guarantees of this contract where circumstances beyond the control of either party require adjustments. All adjustments shall be proposed in writing by the University to the System Office of Procurement for approval prior to becoming effective. All required contract amendment(s) shall be issued by UWSA Office of Procurement.

4.5 Vendor Financial Responsibilities

The vendor shall be financially responsible for obtaining all required permits, licenses (including parking), and bonds to comply with pertinent Board of Regents/University of Wisconsin System regulations, and municipal,

county, state and federal laws, and shall assume liability for all applicable taxes including but not restricted to sales and property.

4.6 Vendor Required to Furnish

The vendor shall furnish all supplies, equipment, management and labor necessary for the efficient operation of the specified services included in this contract, subsequent extensions and amendments.

4.7 Vendor Use of Premises

The vendor shall occupy and use the premises, as defined by the University, only for On-Site Banking, ATM Services and Campus ID Cards.

Space for parking on campus is limited. All motorists who wish to park vehicles in campus lots must purchase a parking permit or pay at a meter or pay station. Parking permits must be purchase from UW-Stevens Point Parking Services. The 2016-2017 permit costs are as follows:

Annual Parking Permit	\$154.00
Spring Semester	\$92.00
Summer	\$39.00

Pricing is subject to change.

4.8 Minority Business Program

The University of Wisconsin is committed to the promotion of minority business in the State's purchasing program. With this procurement a successful contractor is encouraged to purchase services and supplies from minority businesses certified by the Wisconsin Department of Development, Bureau of Minority Business Development. The UW Purchasing unit shall require from the successful contractor a quarterly report of purchases of such supplies and services necessary for the implementation of the contract. A listing of certified minority businesses, as well as the services and commodities they provide, is available from the Department of Administration, Office of Minority Business Program, (608) 267-7806.

The University requests the cooperation of the contractor in reporting on a regular basis all purchases of services or commodities from certified minority businesses used in the performance of this contract. This report shall be submitted to the University Purchasing Office on an annual basis.

5 PROPOSAL REQUIREMENTS

5.1 Scope

The contractor shall furnish the exclusive services and requirements of on-site banking to University faculty, staff, students and guests in accordance with the provisions embodied herein utilizing space and utility service in the space provided.

The exclusive ATM services shall be available to all students, faculty, staff and visitors. It is understood that the contractor has no control over any restrictions or limits that any individual cardholder's financial institution may impose upon any person having access to ATMS, including persons who would otherwise be considered eligible users.

The contractor shall provide a Campus ID Card solution which will serve as student, faculty and staff identification on campus. It is desired that the card solution will also provide customized transactional FDIC insured demand

deposit account options for students, faculty and staff including: deposit and withdrawal functionality, electronic account access, and other services seen as value-added.

5.2 Mandatory Requirements

5.2.1 Business Ownership

The contractor must currently own the specified business and must have owned and operated the specific business continuously a minimum of five (5) years. Please verify that your business has been in operation for a minimum of five (5) years.

5.2.2 Banking Services

The Contractor must provide at the on-site location the following minimum banking services typically available from financial institutions:

1. Savings and checking accounts (free for current UW-Stevens Point students)
2. Direct deposit services
3. Loan programs
4. Mobile banking app

5.2.3 ATM Services

The Contractor must supply three (3) ATMs which are part of a major ATM national network as approved by the University and handicapped accessible. The location of the machines shall be:

1. Dreyfus University Center (DUC)
2. Health Enhancement Center (HEC)
3. Debot Residence Center

The ATM machines shall provide banking customers with the following minimum services:

1. Cash withdrawal from checking
2. Cash withdrawal from savings accounts
3. Cash advance from credit card
4. Transfer from checking to savings
5. Transfer from savings to checking
6. Balance Inquiry
7. Braille Keypad Access

Each financial institution sharing the equipment shall determine the services available to its customers through the machines according to each financial institution's operating policies.

The contractor shall allow other financial institutions to use the ATM to transact business with their respective customers. The contractor may charge other institutions an appropriate fee for such use, but shall not charge a fee to the user. Equipment sharing arrangements and related fees shall be in compliance with the joint rules of the Office of Commissioner of Banking and the Office of Commissioner of Savings and Loan under Section 221.04(1)(K) 1 of the statutes.

5.2.4 Campus ID Card Services

Contractor must have a minimum of two (2) years integrated ID card experience. As an integrated ID card, the Campus ID Card solution shall include transactional DDA account functionality, in addition to identification features and the existing PointCASH account for students, faculty and staff.

The Campus ID Cards shall contain a magnetic stripe and are issued to all students, faculty and staff of the University. The addition of an EMV data chip would also be acceptable.

5.3 General Requirements

5.3.1 Organizational Capabilities (5 points)

The Contractor shall provide a general history of the company and appropriate qualifications to provide the required On-Site Banking, ATM Services and Campus ID Cards. Please explain in detail the duration and extent of experience with special emphasis on your ability to provide these services to institutions of higher education.

Please demonstrate in writing your ability to deliver the requirements of the contract as documented in this RFP. The written response must clearly demonstrate the capacity to deliver the requirements of this RFP in addition to your current workload.

Include a brief narrative on Contractor's solvency and reliability. Provide evidence to support the narrative in the form of credit ratings (e.g. Dunn & Bradstreet, Bauer Financial), for your financial institution that is no more than 30 days old.

The University at its sole discretion must be satisfied with the financial solvency and integrity of the financial institution awarded this contract. Any plan where the University is concerned that the plan submitter does not achieve a satisfactory degree of financial stability will be rejected without the need to show cause.

5.3.2 Staffing and Operations (5 points)

Please provide a proposed staffing plan that includes both administrative and management staffing necessary to meet the specifications of this contract. Include regional and headquarters support. Indicate experience, qualifications and other requirements expected for unit staff. Indicate the projected number of other full and part-time employees to be hired within the unit.

Please describe the days and hours of service of the on-site banking office and how this schedule will be announced to customers. To ensure the hours of service correspond to the building hours of operations, the initial schedule and any schedule changes must be coordinated through the Contract Administrator, Laura Ketchum-Ciftci. Additionally, reduced services hours during academic calendar breaks, holidays, summers, and/or vacations shall be by mutual consent of the Contract Administrator and Contractor.

Describe your customer service approach and how issues are escalated. Please indicate the availability of on-line support or phone support options for customers along with their hours of service.

5.4 Technical Requirements

5.4.1 Banking Services (10 points)

Please describe additional banking services you would provide in addition to those described in 5.2.1. This includes in-branch services that will be offered to all bank customers and special programs for students, faculty, and staff. This does not include educational programs outside of the branch operation which should be detailed under section 5.4.4.

5.4.2 ATM Services (10 points)

Please describe additional ATM services you would provide in addition to those described in 5.2.2. Include the following:

- Additional locations
- Additional services each machine would feature
- National networks the machines are part of
- All transaction fees associated with each machine

5.4.3 Campus ID Card Services (15 points)

For operational purposes, the University desires to have all students, faculty and staff with the same card for identification purposes. All cards will have the logo of the contractor on the back side. As a result, if re-carding is necessary due to a new contractor being selected, approximately 4,000 cards for students and staff will be required during new student orientation from June 1 to July 15 and approximately 8,200 cards will be created when the current students return to campus in September. The new Contractor shall be required to pay the University \$5,000 for the campus re-carding.

Please propose a campus card solution, which should include a transactional DDA account as a functionality of the ID card. This financial product must be linked to the ATM Debit card and/or VISA/MasterCard/American Express network for worldwide acceptability.

The financial institution selected through this process, would have the ability to establish banking relationships with enrolled students, and employed staff or faculty members at their option. The referenced transactional accounts must be FDIC insured, as well as operational in foreign countries with multiple access locations.

All existing equipment is intended for continued use and may be integrated with any equipment offered or propped by the financial institution selected. The UW Stevens Point Campus Card (PointCard) is tendered on our system by swiping the campus card at one of various on-line transaction units. The various on-line transaction units are as follows:

- Oracle/Micros devices (Micros Registers, Vending, Laundry, and Copy readers)
- Ugyrd-Off Campus Locations
- Cash to Card machines (to deposit money to PointCASH)
- Other magnetic strip readers

5.4.3.1 PointCard

Please describe how you will provide a campus card solution that integrates with the current ID card features and systems (CBORD Odyssey, debit transaction system). This card shall be linked with a bank account against which checks can be written and debit transactions can be initiated through an ATM network.

Please detail how you will provide training in the use of all services, as well as promote the use of the card and associated services.

How will your organization activate the connection for the campus issued PointCard banking functions?

How will your institution provide technical, operational, and financial support throughout the life of the partnership?

Detail your plans to provide customer service support.

Please provide a plan for activation with the current production of cards. The Contract Administrator must approve the card design and use of any University logo. Cards furnished must be compatible with the University's

on-campus debit transaction system. Current card stock is: CR-80, 30 MIL 60/40 PVC/POLY composite w/ 1/2" HICO Mag Stripe (3 Track, 2750 Oersted, Unencoded) Front side to have no print. Back sided to print 193 Red, 2748 Blue, 294 blue, 130 Orange and black, Polish/polish, video image quality, and shrink wrapped.

5.4.3.2 PointCard Desirable Features/Capabilities

Please detail if you will be able to provide functionality for parents and others to electronically send funds to student bankcard accounts and PointCASH accounts from any bank account. This would require integration with the campus CBORD Odyssey transaction system. Prior to the signing of the contract, if this option is proposed and accepted, it is required that the selected contractor will utilize the interface (JSA) for the CBORD system allowing transfer from any bank account to students' PointCASH account. The selected contractor must submit a formal letter of agreement with CBORD attesting to this integration and ability to create account numbers. Please describe if you are able to make the integration to CBORD.

Please describe if your financial institution is able to provide electronic receipts for all internet deposit account activity via email to the recipient of the deposit? If so, please provide a sample of the receipt with the proposal.

It is desired that the selected contractor will work with the University to research and provide information on affinity credit cards for alumni. Please describe if your financial institution is able to provide this service? If so, please also describe your approach to this effort.

5.4.3.3 PointCard Issuance and Account Access

Describe the process for assisting in the issuance of new PointCards to students, faculty and staff members. This will include attending and staffing new student orientation to card new students, and support for re-carding any existing students currently holding PointCards issued with the prior contractor data. On an annual basis during the summer the University will run multiple student orientations. The determination of how existing students will be re-carded can be with a mutually agreed upon plan with the Contract Administrator and contractor.

Will there be specific activation periods for students, faculty or staff? If yes, please provide a detailed plan.

When a campus card is lost or stolen, describe the responsibilities and liabilities of the following parties:

- The cardholder
- The financial institution
- The University

Describe how a cardholder will gain immediate access to their funds until a replacement card can be issued.

What happens when a cardholder ends their relationship (through withdrawals, retirement, etc.) with the University? Can the cardholder retain or continue to use the debit card and banking account? Please provide additional information.

Discuss your organization's privacy practices. Does your organization share any customer information with any affiliates? Describe in detail how your organization complies with federal privacy laws that may apply to customer information collected under this agreement.

5.4.3.4 Additional PointCard Questions

As a potential contractor, explain how your organization will comply with all Federal laws and regulations (e.g. federal banking laws including Regulation E, the Family Educational Rights and Privacy Act of 1974 (FERPA)), that may apply to the services provided under this agreement. If these laws or regulations do not apply, tell us how or why they do not.

During the life of the contract, it is anticipated the contractor will promote the new bankcard and card services by providing both direct and indirect levels of support to the University (funding used to increase the performance of the program). Please describe any services or activities you would be willing to support to, in order to promote the program. Examples of services and activities include: Welcome Week, Athletics program, Scholarships, website development, University marketing, special events, etc.

Please describe what incentives your organization would provide to the institution for having campus individuals (students, faculty, staff, alumni) establish optional banking relationships using the PointCard. (i.e. penetration rates and monetary incentives for student scholarships).

Describe all options for educational, promotional and extraneous activities that may enhance the growth of the University and the community. Would the contractor pay for those activities? Be specific as to the subject matter and frequency of educational and promotional activities.

If the University wishes to be co-branded with the services provided by the contractor including any marketing and website content available to the campus community, explain how this will be accomplished. Also address whether there will be any charges for the co-branding or how this will otherwise be handled.

Describe any other management functions and/or features offered that will support the card production and/or administration of the campus card solution.

5.4.4 University Educational Programs (15 points)

Please describe the various programmatic activities or benefits to UW-Stevens Point faculty, staff, and students that you would provide and the frequency of these activities. Possibilities include seminars on successful financial habits, budget planning, and credit counseling or internships within the banking industry.

5.4.5 Advertising, Merchandising and Promotions (15 points)

Provide a general summary of your proposed plans for advertising, merchandising and promotions during the course of this contract, including marketing programs and schedules for implementation.

5.4.6 Pertinent Information for Consideration (5 points)

Please provide other such information as you deem pertinent for consideration by the University.

6 EQUIPMENT, UTILITIES, AND SPACE USE

6.1 Space Use & Equipment

The University shall provide the contractor with on-site banking space in University Center, 1015 Reserve Street, Stevens Point, WI which is approximately five-hundred seventy-eight (578) square feet, to merchandise services and programs typical of financial institutions.

The University shall provide the contractor with one built-in ATM location in conjunction with the office space and two additional required locations on campus. Additional ATMs may be added at any time during this contract upon mutual agreement of the University and Contractor.

6.2 Furnishings and equipment expenses

The contractor shall furnish and install at its own expense all equipment and furnishings required to perform under this contract whether such equipment and furnishing is permanently affixed or movable. The contractor shall supply such tools of the trade as are necessary for office operations. All repairs to such equipment and furnishings shall be the responsibility of the contractor.

The contractor may provide new or used ATM equipment. Used equipment shall be reconditioned and refurbished to act and appear like a new piece of equipment. Used equipment shall be inspected and approved by the University before installation.

6.3 Space Build Out

The on-site campus banking facility encompasses approximately 578 square feet of functional 'turnkey' space in the Dreyfus University Center. The Contractor may elect to either update or remodel the space from its existing condition. Updates to the space must be completed for opening no later than August 1, 2017.

If the Contractor selects to remodel, any renovation or remodeling needs to be approved by the University and is at the expense of the contractor. The replacement and installation of store fixtures, case work, office furniture, office equipment, cabinets, lighting fixtures, signage, storefront entry system, wall finishes, floor finishes, ceiling finishes, electrical, telephone, and data lines are at the contractor discretion. The use of used fixtures and equipment will be limited to those items in excellent condition and approved by the University prior to installation. The Contractor shall work with the Student Center leadership team immediately after contract award in preparation of the new on-site campus banking facility opening no later than August 20, 2017. Work may begin on June 1, 2017. **Contractor shall provide a preliminary drawing of proposed alterations and finishes with their bid, if applicable.**

All components of the facility improvements shall be made in a professional and workmanlike manner, in accordance with the University and State approved plans and specifications, and in compliance with all applicable statutes, ordinances, rules and regulations. All plans and specifications for the new facility improvements must be approved by the University prior to the commencement of improvements. The University shall require final approval of the project before service can begin.

Submitted drawings are to be considered preliminary only. The contractor is responsible for the submission of all final drawings. If required, these drawings shall be done by licensed architect/engineers and through recognized professional interior design-specialists and approved by the University. Contractor is responsible for obtaining any and all building permits required.

All construction and improvements shall be made at a time mutually agreed upon between the contractor and the University. Every effort shall be made by the parties to minimize disruption of ongoing University operations. The contractor shall designate a project coordinator who will be on-site through all construction phases of the project and be available for meetings with University personnel at least once per week.

The University shall assign a project coordinator to work with the contractor from start to acceptance of the project. Utilities shall be brought from new or existing locations to the equipment by the contractor and the contractor shall be responsible to pay all related costs.

If needed, the University shall provide a temporary space for the Contractor for their required assistance in the new and transfer student orientations starting June 1.

6.4 Utilities

The University shall not guarantee an uninterrupted supply of electricity, water or heating and cooling. The University shall be diligent in restoring service following an interruption. The University shall not be liable for any loss which may result from the interruption or failure of any such utility services. The terms of utility supplies are subject to change by the University dependent upon availability of energy.

6.4.1 Electrical Service

The University shall provide, at its cost, electrical power to or near the banking space and ATM locations. The University will provide (1) 60 AMP power panel in the space for the contractor to wire all their circuits to. The Contractor will be required to provide all conduits and wiring from the power panel to all outlets, lights, and any other point requiring electrical service.

6.4.2 Heating and Cooling

The University shall provide, at its cost, heating and cooling to the banking space which is incorporated into the building HVAC system. If the heating and cooling provided by the University is not sufficient to maintain adequate temperature or if the Contractor wishes to reconfigure the HVAC system as part of remodeling, it shall be the responsibility of the contractor to furnish and install the necessary equipment upon approval of the University.

6.4.3 Telephone and Data Service

The University shall provide access to the existing telephone demarcation panel in the building, approximately 150 feet from the banking space. The Contractor will be required to contract with necessary telecommunications vendors regarding installation of station cable, jacks, telephone numbers, station locations, alarm systems, moves, adds, changes and any other telecommunications needs from this closet.

The contractor's telecommunication related equipment will be independent of the University's telecommunications network.

The contractor shall be responsible for the cost of all communications installation, service, and local and long distance charges for both the banking space and the ATM locations.

The contractor shall provide all communication lines, security and alarm circuits including necessary conduits. This shall include alarm installations from the ATM locations.

6.5 ATM Ownership

Ownership of all ATM equipment shall remain with the contractor. The University agrees to take such measures as may be reasonably required, as defined by the University, for the protection against loss by pilferage or destruction. Required equipment repair expense shall be the contractor's.

ATM equipment not removed from the University upon termination of this contract after five days written notice to the contractor may be placed in storage by the University. The contractor shall assume all costs of removal and storage as well as product and revenue loss.

6.6 Equipment Installation and Test Period

The equipment shall be placed, installed and maintained at the sole expense and risk of the contractor. All installation and alterations to the existing space and facilities shall have prior approval of the Director of University Centers, or designee. The Contractor shall assume the costs of decorating the area including but not limited to painting, carpeting, and wall covering.

6.7 Signage

The University shall permit the contractor to place an interior sign package identifying its operations near the On-Site Branch, as the University shall determine to be reasonable. Exterior and directional signs of such design and dimensions as the University and contractor may agree upon shall be allowed to be maintained in the Building and throughout the Campus for the On-Site Branch. The University, without cost or expense to the University, will reasonably cooperate with the contractor in obtaining all necessary approvals from third parties with respect to such signs. Nothing contained herein shall be construed as a requirement that the University surrender or compromise any of its existing exterior signs in order to accommodate or gain approval for the contractor's signs. All attached signage, whether interior or exterior, must be approved by the University prior to installation and conform in general to building decor and good safety practices.

6.8 Advertising and Promotion

The contractor shall provide and pay for merchandise, promotion and advertising. The University shall cooperate by providing space for display and for pickup of promotional materials. The University also agrees to include information about On-Site Campus Banking Services and Programs, where appropriate, in its various brochures and publications.

The contractor shall pay all costs of newspaper advertisements, brochure printing, and similar publicity costs of materials developed and mutually agreed upon. Posting or distribution of handbills or other printed matter in or on the University building is subject to existing building rules and regulations.

The Contractor may not use the University of Wisconsin-Stevens Point or UW-Stevens Point logo or other UW-Stevens Point symbols in advertising its goods and/or services or in any way imply sponsorship of the contractor by the University.

The Contractor agrees that use of the facilities does not in any way constitute an endorsement of Contractor's business by the University or the State. The Contractor agrees not to use promotional or marketing material which state expressly or by fair implication that the University endorses either the Contractor or any sponsor of such material.

Contractor agrees to work with the Director of University Centers, to provide access to ATM terminal displays for in house advertising messages. Contractor may at any time preempt these messages to instruct eligible users on how to use ATM equipment. No third party advertising shall be allowed on any ATM covered under this contract. The Dreyfus University Center Marketing Department shall approve all advertising on the ATM terminal. The University acknowledges that the Contractor has no control and is not responsible for any promotional activities by other group financial institution or firms. The University shall provide and assist the Contractor with means of presenting promotional display information to eligible users on ATM equipment. Nothing herein shall limit the right of the Contractor, any financial institution, or network provider to include the designation of ATM equipment on any list of automatic banking facilities distributed or published by such institution.

Equipment bearing UW-Stevens Point marks, logos or other indicia of the UW- Stevens Point must be purchased from University licensees.

6.9 Condition Upon Contract Termination

The University, at its option and at no cost to the University, shall retain intact the lease hold improvements, except the ATM equipment and identification signage, or require that the contractor remove leasehold improvements within fifteen (15) days from termination and deliver up the premises to the University in the same condition that the premises were in at the time the contractor entered the premises hereunder, reasonable use and wear expected. The contractor shall at its expense, repair any damage to the premises caused by the removal of fixtures or furnishings including ATM and signage.

6.10 Additional Equipment

The contractor shall be responsible for all costs connected with the provision and installation of additional equipment. The contractor shall exercise care to keep these additional requirements at a minimum and in conformity with any Federal, State or University guidelines.

6.11 Facility Security/Locks/Keys

The contractor is responsible for control of keys obtained from the University and the security of those areas that are used by its representatives. Designated employees shall have the responsibility for determining that all equipment has been turned off, windows are closed, lights and fans are turned off and doors locked. The contractor shall be responsible for immediately reporting all the facts relating to losses incurred as a result of break-ins to areas of the University. The University shall designate the authority that shall receive these reports and be responsible for key control. The contractor shall not duplicate keys provided by the University without approval of the University. It shall be the contractor's obligation to provide security for the On-Site Branch. The contractor acknowledges that the University is not an insurer of any On-Site Branch, and that the University does not undertake to provide any security for any On-Site Branch, and the contractor hereby releases the University from any claims, loss or damage that it might sustain by virtue of a robbery or anticipated robbery or theft or anticipated theft. The contractor further agrees to indemnify, defend, and hold the University harmless for any claim, loss, action, or charge of expense (including reasonable attorneys' fees) by reason of a robbery or theft of an On-Site Branch or an attempted robbery or theft at any On-Site Branch. Subject to reasonable rules and regulations of the University, the contractor shall have the right to have a licensed security guard who is an employee of the contractor or contracted third party vendor in the building at all times.

6.12 Lock Cylinder/Key Replacement

The University is responsible for the costs of re-keying and replacing lock cylinders, as determined by the University. The contractor shall be responsible for replacement of lost keys and the cost of re-keying and replacement of lock cylinders required as a result of its negligence and/or loss of keys.

6.13 Industry Improvements

Industry improvements on ATM equipment occurring during the life of this contract may be incorporated by the contractor on the originally installed equipment and subsequent installations where it is deemed feasible by the University and mutually agreed by the contractor. Such improvements may include the ability for students to access information or make payments to the University via ATM or University Debit Card use.

The contractor shall keep the University informed of new industry security measures in use. The University may, at its option, institute or execute new measures required to accomplish maximum property, product and revenue security when presented in writing by the contractor.

6.14 Cash Handling

The Contractor agrees to provide appropriate safe-keeping for cash or cash-like items that remain overnight on the premises and shall assume sole responsibility for protection against loss.

6.15 Sanitation/Pest Control

The Contractor shall provide daily housekeeping and cleaning maintenance and the equipment and supplies for all areas used by the Contractor. This shall include floor maintenance, trash removal, pest control, cleaning walls, ceilings, windows and drapes and replacement of lights. The University shall cooperate with the Contractor in the implementation of these services. The University shall provide custodial services in areas near and around ATM's.

6.16 Permits, Licenses, Operating Instructions

The contractor shall provide each ATM location with operating instructions and information on how malfunction reports may be made. The University shall approve the display of all required permits, licenses, price regulation, or other information.

6.17 Preventive Maintenance Programs

The contractor shall institute and maintain a program of preventive maintenance and regular replacement of worn, damaged, or malfunctioning ATM equipment.

6.18 Unanticipated Repairs

The contractor shall provide ATM maintenance and repair service from 7:00am to 6:00pm, Monday through Friday, excluding holidays. Repairs on weekends and holidays must be responded to within twenty four hours. In the event of a major failure or malfunction, when the equipment will be out of service for more than twenty four hours, the contractor shall install replacement equipment or obtain permission from the contract administrator to extend downtime and post notification of alternate ATMS.

7 ACCOUNTING AND PAYMENTS

7.1 ATM Accounting

7.1.1 Record Retention

The contractor shall maintain complete and accurate records of ATM transactions for each machine following accepted industry accounting practices. All financial records and statements of University operations shall be retained for three years from the close of each year's operation.

7.1.2 Transaction Definition

An ATM transaction is defined as a single credit or debit of funds to cardholder's accounts. This includes cash advance from a credit card, balance inquiry, payment to credit card, loan transfer of funds from one account to another and other debit or credit transactions accepted and recorded by the national ATM network specified. The contractor may charge other institutions an appropriate fee for ATM transactions, but shall not charge a fee to the user (cardholder).

7.1.3 Monthly statement

The contractor shall provide the University with a monthly statement showing the number of ATM and balance Inquiry transactions per each ATM for the month and cumulative for the contract year. The contractor shall not be required to provide transaction counts by any method which might result in the disclosure of personal or

proprietary information or would violate any applicable law or regulation, including the joint rules of the Commissioner of Banking and the Commissioner of Savings and Loan.

7.1.4 Malfunction Report

The contractor shall provide the University with a monthly report for each machine listing all system malfunctions. This report shall list the date and time of each malfunction, the time of service restoration, and the nature of the malfunction, and uptime percentage per location.

7.2 Contractor Payments

The contractor shall pay the University for rental of University premises (for both the banking space and ATM locations) a monthly rent advance payment by the twentieth (20th) day of the month. The monthly rental payment recognizes there are periods during the year that service (use of premises) is not required. Payment to be made to "The University of Wisconsin-Stevens Point", and sent to Laura Ketchum-Ciftci, Director of University Centers, 344DDreyfus University Center, 1015 Reserve Street, Stevens Point, WI 54481-3897.

Rental payments not received by the University on the twentieth (20th) day following the first day of the month in which they were earned shall be paid by the contractor plus a minimum interest penalty on the amount due at the prevailing interest percentage conditions the State of Wisconsin uses for delinquent income tax.

7.3 Contractor Losses

All losses incurred by the contractor in the process of operation of On-Site Campus Banking services due to theft, fire, accident, protest, etc., shall be the responsibility of the contractor.

Any profit or loss from the operation of the service after direct costs, contractor's management, and administration costs, and rental payments to the University shall be the contractor's.

7.4 Audit

Any records pertaining to the operations of this service including ATM shall be open for inspection and/or audit by the State and/or University of Wisconsin at any or all reasonable times.

Nothing in this contract shall be construed to require the contractor to provide or perform any service or disclose any information which is illegal or contrary to applicable law or regulation.

7.5 ATM Statement Review

On request of the University the contractor shall meet with the University and review each monthly statement, explain deviations, discuss problems, and mutually agree on courses of action to improve the results of the required services included in this contract. Monthly statement adjustments required because of review and/or audit shall be identified and reflected on the next monthly statement Rental Charge

7.6 Escalation

Commencing on June 1, 2018, and each contract year thereafter, the monthly lease payment shall be escalated by 1.5%. The resulting figure shall be rounded to the nearest dollar.

Example:

Initial lease amount included in bid for 2017-18	\$ 1,500.00 per month
Escalation of 1.5% for 2018-19	\$ 1522.50 per month
Escalation of 1.5% for 2019-20	\$ 1545.34 per month

8 PERSONNEL, EMPLOYMENT PRACTICES, AND STAFFING

8.1 Staff

The Contractor shall at all times maintain on duty for the University an adequate staff of employees for efficient operation. The Contractor shall provide expert administrative, purchasing, equipment consulting and personnel supervision.

An adequate staff of employees, to be approved by the University, shall be on duty to provide efficient and prompt service. The University shall have the right to review the staffing patterns and job schedules, and require the Contractor to increase staff based on the needs of the operation. The University shall be the final approving authority for adequate staffing requirements.

The contractor is responsible for the complete management of the space, including the routine review and inspection of the operation, the filling of staff vacancies as they occur, the consultation on current and future banking programs with the University and, as appropriate, with authorized student committees and University Centers Administration, and the authority to act on all matters pertaining to this contract.

A company management representative shall inspect the service operations at the University a minimum of once per month or as frequently as necessary, as determined by the University. The representative shall be available during normal working hours to consult with the campus administration on request.

8.2 Contractor Contact Personnel

The Contractor shall provide headquarters management staff, made known to the University by name, to routinely review and inspect operations, fill staff vacancies if necessary, consult with the University on current and future banking service programs and to act with full authority on the Contractor's behalf in any and all matters pertaining to the specifications of this contract.

8.3 Personnel Relations

Personnel relations of employees on the Contractor's payroll shall be the Contractor's responsibility. The Contractor shall comply with all applicable government regulations related to the employment, compensation and payment of personnel. All employees of the contractor at the institution shall be bonded. The University may review this list upon request.

Personnel of the contractor shall observe all regulations of the University, failure to do so may be grounds for the University to recommend dismissal.

8.4 Staff Training

The Contractor shall have the resources and staff for continually providing satisfactory training and development programs for their employees at all levels of the organization. The contractor shall be responsible for the expense of such training meetings.

8.5 Employee Identification

All employees of the Contractor shall be dressed appropriately and easily identified by name while on duty at the University. Exceptions shall be determined by mutual agreement of the University and Contractor.

8.6 Report of Child Abuse or Neglect

If, in the course of providing services to University of Wisconsin System Institutions, Contractor (or its agent or employee) observes an incident or threat of child abuse or neglect, or learns of an incident or threat of child abuse or neglect, and the contractor (or its agent or employee) has reasonable cause to believe that child abuse or neglect has occurred or will occur, contractor must make a report of that abuse or neglect to law enforcement or to a county social service agency as provided in University of Wisconsin System Institution's Child Abuse and Neglect Policy. If the suspected child abuse or neglect involves University of Wisconsin System Institution, the Contractor shall also report that abuse to the University of Wisconsin System Institution Office of Equity and Diversity.

8.7 Criminal Background Check

The University requires the contractor to warrant they are supplying employees that have passed background checks. This includes management, full and part-time staff. The contractor also agrees to defend, indemnify and hold harmless the Board of Regents of the University of Wisconsin System, its officers, employees and agents for any claims, suits or proceedings alleging a breach of this warranty.

Vendors or contractors whose employees, affiliates, or volunteers will have routine or unsupervised access to vulnerable populations (i.e., minors or medical patients) in the course of the contract represent that these employees, affiliates, or volunteers have satisfied a criminal background check conducted by a criminal background check vendor selected by the contractor that includes a check of the vendor's proprietary national criminal background check database.

8.8 Hours of Operations

The University will provide the contractor written advance notice of reduced building operating hours a minimum of fifteen (15) days prior to effective date. However, the failure to do so shall not result in University liability for any lost profits or costs incurred by contractor due to the closure of the premises.

Reduced service hours and days of the On-Site Campus Banking Service office during breaks, holidays, summers, and/or vacations in the academic calendar shall be by mutual consent of the University and contractor. See Schedule B for the UWSP Academic Calendar.

On or about June 1 the contractor and the Campus Contract Administrator shall meet to establish, by mutual agreement, a written schedule of hours and days of service for the coming academic year. Schedules for term breaks and holidays shall be determined at the time the University finalizes its schedule for these periods.

9 CHECKLIST

**MD-17-2480
Bid Submittal Checklist**

Bid Submittal Forms

- Section 10 Cost Proposal with Signature (submitted in separate sealed envelope)

Required Documentation & Forms to be submitted along with Bid Submittal Forms:

- Request for Bid Cover Page – DOA-3070 Form – Page 2
- Section 5 Responses to Proposal Requirements on company letterhead
- Section 12 Vendor Information
- Section 13 Vendor Client Reference
- Section 14 DOA-3027 Designation of Confidential and Proprietary Information
- Section 15 Affidavit
- Preliminary drawings (if applicable)

Note: This checklist is to help proposers ensure their submittal packet is complete. This sheet does not need to be returned as part of the submittal. Please do not submit items other than those required by this bid document.

10 COST PROPOSAL

We, the undersigned, in compliance with the Request for Proposal MD-17-2480 for On-Site Banking, ATM services and Campus ID Card dated October 21, 2016, hereby offer the following payments to the University of Wisconsin-Stevens Point for On-Site Banking and ATM services as follows: (In making this proposal we acknowledge that we have read and understood this Request for Proposal (RFP) and hereby submit our proposal in accordance with the terms and conditions of the specifications and agree to fulfill our legal obligations pursuant to the attached contractual provisions.)

10.1 Bank Space Lease Payments

Banking Space Lease - We agree to pay the indicated monthly lease payment. The University requires a minimum lease payment of **1,500.00/month**. The contractor, at its option, may elect to quote a higher level of monthly financial support in the amount of:

\$ _____

10.2 ATM Fee Payments

ATM Fee - We agree to pay the indicated yearly fee for exclusive ATM's services on campus (minimum of 3 machines). The University requires a minimum fee of **\$7,000.00/year** for ATM machines. The contractor, at its option, may elect to quote a higher level of annual financial support in the amount of:

\$ _____

10.3 Advertising, Merchandising and Promotions Fee

Advertising, Merchandising and Promotions Fee - The University requires a minimum fee of **\$20,000.00/year** for University identified Advertising, Merchandising and Promotion of student programs and events. The contractor, at its option, may elect to quote a higher level of annual financial support in the amount of:

\$ _____

10.4 University Educational Programs Fee

University Educational Programs Fee - The University requires a minimum fee of **\$15,000.00/year** for support of University identified Educational Programs. The contractor, at its option, may elect to quote a higher level of annual financial support in the amount of:

\$ _____

10.5 Athletic Sponsorship Fee

Athletic Sponsorship Fee - The Athletic Department will provide marketing/promotional opportunities for an Athletic Sponsorship Fee payable annually in the amount of **\$15,000.00/year**.

The sponsorship and marketing/promotional opportunities will consist of the following opportunities:

- Permanent signage, for the term of the contract, at:
 - Bennet Court at Quant Fieldhouse (Health Enhancement Center – HEC)
 - Berg Gym – HEC

- Multi-Activity Center (MAC) – HEC
- Community Stadium at Goerke Park
- Recognition on Community Stadium and HEC videoboards during all home competitions
- Public address announcements at all home athletic events
- In-game promotions sponsorship at home events
- Website recognition
- Recognition on athletic promotional fliers and posters
- Game Day program advertisement

The contractor, at its option, may elect to quote a higher level of annual financial support in the amount of:

\$ _____

10.6 Monetary Incentives for Penetration Rates - Optional Connection of PointCard to Banking Functions

Monetary Incentives for Penetration Rates- Please list on a separate sheet what incentives your organization would provide to the institution for having campus individuals (students, faculty, staff, alumni) establish optional banking relationships using the PointCard. (i.e. penetration rates and monetary incentives for student scholarships).

10.7 Addenda

THE BELOW ADDENDA HAVE BEEN RECEIVED AND CONSIDERED IN THE PREPARATION OF THIS BID. PLEASE COMPLETE THE ACKNOWLEDGMENT BY INSERTING THE DATE OF THE ADDENDA.

WE ACKNOWLEDGE: ADDENDUM #1 _____ DATE _____
 ADDENDUM #2 _____ DATE _____

10.8 Signature

Company Name _____

Address _____

City, State, Zip _____

Phone _____ Email _____

Fax _____ FEIN _____

Name _____ Title _____

Signature _____ Date _____

11 STANDARD TERMS AND CONDITIONS

Standard Terms and Conditions Form displayed on the following pages of this document. (below)

Standard Terms And Conditions (Request For Bids / Proposals)

1.0 SPECIFICATIONS: The specifications in this request are the minimum acceptable. When specific manufacturer and model numbers are used, they are to establish a design, type of construction, quality, functional capability and/or performance level desired. When alternates are bid/proposed, they must be identified by manufacturer, stock number, and such other information necessary to establish equivalency. The State of Wisconsin shall be the sole judge of equivalency. Bidders/proposers are cautioned to avoid bidding alternates to the specifications which may result in rejection of their bid/proposal.

2.0 DEVIATIONS AND EXCEPTIONS: Deviations and exceptions from original text, terms, conditions, or specifications shall be described fully, on the bidder's/proposer's letterhead, signed, and attached to the request. In the absence of such statement, the bid/proposal shall be accepted as in strict compliance with all terms, conditions, and specifications and the bidders/proposers shall be held liable.

3.0 QUALITY: Unless otherwise indicated in the request, all material shall be first quality. Items which are used, demonstrators, obsolete, seconds, or which have been discontinued are unacceptable without prior written approval by the State of Wisconsin.

4.0 QUANTITIES: The quantities shown on this request are based on estimated needs. The state reserves the right to increase or decrease quantities to meet actual needs.

5.0 DELIVERY: Deliveries shall be F.O.B. destination freight prepaid and included unless otherwise specified.

6.0 PRICING AND DISCOUNT: The State of Wisconsin qualifies for governmental discounts and its educational institutions also qualify for educational discounts. Unit prices shall reflect these discounts.

6.1 Unit prices shown on the bid/proposal or contract shall be the price per unit of sale (e.g., gal., cs., doz., ea.) as stated on the request or contract. For any given item, the quantity multiplied by the unit price shall establish the extended price, the unit price shall govern in the bid/proposal evaluation and contract administration.

6.2 Prices established in continuing agreements and term contracts may be lowered due to general market conditions, but prices shall not be subject to increase for ninety (90) calendar days from the date of award. Any increase proposed shall be submitted to the contracting agency thirty (30) calendar days before the proposed effective date of the price increase, and shall be limited to fully documented cost increases to the contractor which are demonstrated to be industrywide. The conditions under which price increases may be granted shall be expressed in bid/proposal documents and contracts or agreements.

6.3 In determination of award, discounts for early payment will only be considered when all other conditions are equal and when payment terms allow at least fifteen (15) days, providing the discount terms are deemed favorable. All payment terms must allow the option of net thirty (30).

7.0 UNFAIR SALES ACT: Prices quoted to the State of Wisconsin are not governed by the Unfair Sales Act.

8.0 ACCEPTANCE-REJECTION: The State of Wisconsin reserves the right to accept or reject any or all bids/proposals, to waive any technicality in any bid/proposal submitted, and to accept any part of a bid/proposal as deemed to be in the best interests of the State of Wisconsin.

Bids/proposals MUST be date and time stamped by the soliciting purchasing office on or before the date and time that the bid/proposal is due. Bids/proposals date and time stamped in another office will be rejected. Receipt of a bid/proposal by the mail system does not constitute receipt of a bid/proposal by the purchasing office.

9.0 METHOD OF AWARD: Award shall be made to the lowest responsible, responsive bidder unless otherwise specified.

10.0 ORDERING: Purchase orders or releases via purchasing cards shall be placed directly to the contractor by an authorized agency. No other purchase orders are authorized.

11.0 PAYMENT TERMS AND INVOICING: The State of Wisconsin normally will pay properly submitted vendor invoices within thirty (30) days of receipt providing goods and/or services have been delivered, installed (if required), and accepted as specified.

Invoices presented for payment must be submitted in accordance with instructions contained on the purchase order including reference to purchase order number and submittal to the correct address for processing.

A good faith dispute creates an exception to prompt payment.

12.0 TAXES: The State of Wisconsin and its agencies are exempt from payment of all federal tax and Wisconsin state and local taxes on its purchases except Wisconsin excise taxes as described below.

The State of Wisconsin, including all its agencies, is required to pay the Wisconsin excise or occupation tax on its purchase of beer, liquor, wine, cigarettes, tobacco products, motor vehicle fuel and general aviation fuel. However, it is exempt from payment of Wisconsin sales or use tax on its purchases. The State of Wisconsin may be subject to other states' taxes on its purchases in that state depending on the laws of that state. Contractors performing construction activities are required to pay state use tax on the cost of materials.

13.0 GUARANTEED DELIVERY: Failure of the contractor to adhere to delivery schedules as specified or to promptly replace rejected materials shall render the contractor liable for all costs in excess of the contract price when alternate procurement is necessary. Excess costs shall include the administrative costs.

14.0 ENTIRE AGREEMENT: These Standard Terms and Conditions shall apply to any contract or order awarded as a result of this request except where special requirements are stated elsewhere in the request; in such cases, the special requirements shall apply. Further, the written contract and/or order with referenced parts and attachments shall constitute the entire agreement and no other

Standard Terms And Conditions (Request For Bids / Proposals)

terms and conditions in any document, acceptance, or acknowledgment shall be effective or binding unless expressly agreed to in writing by the contracting authority.

- 15.0 **APPLICABLE LAW AND COMPLIANCE:** This contract shall be governed under the laws of the State of Wisconsin. The contractor shall at all times comply with and observe all federal and state laws, local laws, ordinances, and regulations which are in effect during the period of this contract and which in any manner affect the work or its conduct. The State of Wisconsin reserves the right to cancel this contract if the contractor fails to follow the requirements of s. 77.66, Wis. Stats., and related statutes regarding certification for collection of sales and use tax. The State of Wisconsin also reserves the right to cancel this contract with any federally debarred contractor or a contractor that is presently identified on the list of parties excluded from federal procurement and non-procurement contracts.
- 16.0 **ANTITRUST ASSIGNMENT:** The contractor and the State of Wisconsin recognize that in actual economic practice, overcharges resulting from antitrust violations are in fact usually borne by the State of Wisconsin (purchaser). Therefore, the contractor hereby assigns to the State of Wisconsin any and all claims for such overcharges as to goods, materials or services purchased in connection with this contract.
- 17.0 **ASSIGNMENT:** No right or duty in whole or in part of the contractor under this contract may be assigned or delegated without the prior written consent of the State of Wisconsin.
- 18.0 **WORK CENTER CRITERIA:** A work center must be certified under s. 16.752, Wis. Stats., and must ensure that when engaged in the production of materials, supplies or equipment or the performance of contractual services, not less than seventy-five percent (75%) of the total hours of direct labor are performed by severely handicapped individuals.
- 19.0 **NONDISCRIMINATION / AFFIRMATIVE ACTION:** In connection with the performance of work under this contract, the contractor agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, developmental disability as defined in s. 51.01(5), Wis. Stats., sexual orientation as defined in s. 111.32(13m), Wis. Stats., or national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Except with respect to sexual orientation, the contractor further agrees to take affirmative action to ensure equal employment opportunities.
- 19.1 Contracts estimated to be over twenty-five thousand dollars (\$25,000) require the submission of a written affirmative action plan by the contractor. An exemption occurs from this requirement if the contractor has a workforce of less than twenty-five (25) employees. Within fifteen (15) working days after the contract is awarded, the contractor must submit the plan to the contracting state agency for approval. Instructions on preparing the plan and technical assistance regarding this clause are available from the contracting state agency.
- 19.2 The contractor agrees to post in conspicuous places, available for employees and applicants for employment, a notice to be provided by the contracting state agency that sets forth the provisions of the State of Wisconsin's nondiscrimination law.
- 19.3 Failure to comply with the conditions of this clause may result in the contractor's becoming declared an "ineligible" contractor, termination of the contract, or withholding of payment.
- 20.0 **PATENT INFRINGEMENT:** The contractor selling to the State of Wisconsin the articles described herein guarantees the articles were manufactured or produced in accordance with applicable federal labor laws. Further, that the sale or use of the articles described herein will not infringe any United States patent. The contractor covenants that it will at its own expense defend every suit which shall be brought against the State of Wisconsin (provided that such contractor is promptly notified of such suit, and all papers therein are delivered to it) for any alleged infringement of any patent by reason of the sale or use of such articles, and agrees that it will pay all costs, damages, and profits recoverable in any such suit.
- 21.0 **SAFETY REQUIREMENTS:** All materials, equipment, and supplies provided to the State of Wisconsin must comply fully with all safety requirements as set forth by the Wisconsin Administrative Code and all applicable OSHA Standards.
- 22.0 **WARRANTY:** Unless otherwise specifically stated by the bidder/proposer, equipment purchased as a result of this request shall be warranted against defects by the bidder/proposer for one (1) year from date of receipt. The equipment manufacturer's standard warranty shall apply as a minimum and must be honored by the contractor.
- 23.0 **INSURANCE RESPONSIBILITY:** The contractor performing services for the State of Wisconsin shall:
- 23.1 Maintain worker's compensation insurance as required by Wisconsin Statutes, for all employees engaged in the work.
- 23.2 Maintain commercial liability, bodily injury and property damage insurance against any claim(s) which might occur in carrying out this agreement/contract. Minimum coverage shall be one million dollars (\$1,000,000) liability for bodily injury and property damage including products liability and completed operations. Provide motor vehicle insurance for all owned, non-owned and hired vehicles that are used in carrying out this contract. Minimum coverage shall be one million dollars (\$1,000,000) per occurrence combined single limit for automobile liability and property damage.
- 23.3 The state reserves the right to require higher or lower limits where warranted.
- 24.0 **CANCELLATION:** The State of Wisconsin reserves the right to cancel any contract in whole or in part without penalty due to nonappropriation of funds or for failure of the

Standard Terms And Conditions (Request For Bids / Proposals)

contractor to comply with terms, conditions, and specifications of this contract.

Bidders are encouraged to bid products with recycled content which meet specifications.

25.0 VENDOR TAX DELINQUENCY: Vendors who have a delinquent Wisconsin tax liability may have their payments offset by the State of Wisconsin.

30.0 MATERIAL SAFETY DATA SHEET: If any item(s) on an order(s) resulting from this award(s) is a hazardous chemical, as defined under 29CFR 1910.1200, provide one (1) copy of a Material Safety Data Sheet for each item with the shipped container(s) and one (1) copy with the invoice(s).

26.0 PUBLIC RECORDS ACCESS: It is the intention of the state to maintain an open and public process in the solicitation, submission, review, and approval of procurement activities.

31.0 PROMOTIONAL ADVERTISING / NEWS RELEASES: Reference to or use of the State of Wisconsin, any of its departments, agencies or other subunits, or any state official or employee for commercial promotion is prohibited. News releases pertaining to this procurement shall not be made without prior approval of the State of Wisconsin. Release of broadcast e-mails pertaining to this procurement shall not be made without prior written authorization of the contracting agency.

Bid/proposal openings are public unless otherwise specified. Records may not be available for public inspection prior to issuance of the notice of intent to award or the award of the contract.

27.0 PROPRIETARY INFORMATION: Any restrictions on the use of data contained within a request, must be clearly stated in the bid/proposal itself. Proprietary information submitted in response to a request will be handled in accordance with applicable State of Wisconsin procurement regulations and the Wisconsin public records law. Proprietary restrictions normally are not accepted. However, when accepted, it is the vendor's responsibility to defend the determination in the event of an appeal or litigation.

32.0 HOLD HARMLESS: The contractor will indemnify and save harmless the State of Wisconsin and all of its officers, agents and employees from all suits, actions, or claims of any character brought for or on account of any injuries or damages received by any persons or property resulting from the operations of the contractor, or of any of its contractors, in prosecuting work under this agreement.

27.1 Data contained in a bid/proposal, all documentation provided therein, and innovations developed as a result of the contracted commodities or services cannot be copyrighted or patented. All data, documentation, and innovations become the property of the State of Wisconsin.

33.0 FOREIGN CORPORATION: A foreign corporation (any corporation other than a Wisconsin corporation) which becomes a party to this Agreement is required to conform to all the requirements of Chapter 180, Wis. Stats., relating to a foreign corporation and must possess a certificate of authority from the Wisconsin Department of Financial Institutions, unless the corporation is transacting business in interstate commerce or is otherwise exempt from the requirement of obtaining a certificate of authority. Any foreign corporation which desires to apply for a certificate of authority should contact the Department of Financial Institutions, Division of Corporation, P. O. Box 7846, Madison, WI 53707-7846; telephone (608) 261-7577.

27.2 Any material submitted by the vendor in response to this request that the vendor considers confidential and proprietary information and which qualifies as a trade secret, as provided in s. 19.36(5), Wis. Stats., or material which can be kept confidential under the Wisconsin public records law, must be identified on a Designation of Confidential and Proprietary Information form (DOA-3027). Bidders/proposers may request the form if it is not part of the Request for Bid/Request for Proposal package. Bid/proposal prices cannot be held confidential.

34.0 WORK CENTER PROGRAM: The successful bidder/proposer shall agree to implement processes that allow the State agencies, including the University of Wisconsin System, to satisfy the State's obligation to purchase goods and services produced by work centers certified under the State Use Law, s.16.752, Wis. Stat. This shall result in requiring the successful bidder/proposer to include products provided by work centers in its catalog for State agencies and campuses or to block the sale of comparable items to State agencies and campuses.

28.0 DISCLOSURE: If a state public official (s. 19.42, Wis. Stats.), a member of a state public official's immediate family, or any organization in which a state public official or a member of the official's immediate family owns or controls a ten percent (10%) interest, is a party to this agreement, and if this agreement involves payment of more than three thousand dollars (\$3,000) within a twelve (12) month period, this contract is voidable by the state unless appropriate disclosure is made according to s. 19.45(6), Wis. Stats., before signing the contract. Disclosure must be made to the State of Wisconsin Ethics Board, 44 East Mifflin Street, Suite 601, Madison, Wisconsin 53703 (Telephone 608-266-8123).

35.0 FORCE MAJEURE: Neither party shall be in default by reason of any failure in performance of this Agreement in accordance with reasonable control and without fault or negligence on their part. Such causes may include, but are not restricted to, acts of nature or the public enemy, acts of the government in either its sovereign or contractual capacity, fires, floods, epidemics, quarantine restrictions, strikes, freight embargoes and unusually severe weather, but in every case the failure to perform such must be beyond the reasonable control and without the fault or negligence of the party.

State classified and former employees and certain University of Wisconsin faculty/staff are subject to separate disclosure requirements, s. 16.417, Wis. Stats.

29.0 RECYCLED MATERIALS: The State of Wisconsin is required to purchase products incorporating recycled materials whenever technically and economically feasible.

12 VENDOR INFORMATION - DOA 3477

VENDOR INFORMATION

1. Proposing Company Name: _____

Fein: _____ Fax: _____

Phone: _____ Toll Free Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

2. Name of person we may contact in the event there are questions about your Proposal.

Name: _____ Title: _____

Phone: _____ Toll Free Phone: _____

Fax: _____

Address: _____

3. Vendor that is awarded this contract will be required to submit affirmative action information to the University. Please name the person in your company we may contact about this plan.

Name: _____ Title: _____

Phone: _____ Toll Free Phone: _____

Fax: _____

Address: _____

4. Mailing address where state purchase orders are to be mailed.

Name: _____ Title: _____

Phone: _____ Toll Free Phone: _____

Fax: _____

Address: _____

RETURN THIS PAGE WITH BID

13 VENDOR CLIENT REFERENCE - DOA 3478

Vendor Client Reference

Company 1 Name: _____

Address (include Zip + 4): _____

Contact Person: _____ Phone No.: _____

Products and/or Services used: _____

_____ Email: _____

Company 2 Name: _____

Address (include Zip + 4): _____

Contact Person: _____ Phone No.: _____

Products and/or Services used: _____

_____ Email: _____

Company 3 Name: _____

Address (include Zip + 4): _____

Contact Person: _____ Phone No.: _____

Products and/or Services used: _____

Company 4 Name: _____ Email: _____

Address (include Zip + 4): _____

Contact Person: _____ Phone No.: _____

Products and/or Services used: _____

_____ Email: _____

RETURN THIS PAGE WITH BID

14 Designation of Confidential and Proprietary Information DOA 3027

DESIGNATION OF CONFIDENTIAL AND PROPIETARY INFORMATION

THE ATTACHED MATERIAL SUBMITTED IN RESPONSE TO Request for Bid No. PS-15-2298 includes proprietary and confidential information which qualifies as trade secret, as provided in Section 19.36(5), Wis. Stats., or is otherwise material that can be kept confidential under the Wisconsin Open Records Law. As such, we ask that certain pages, as indicated below, of this Proposal/Proposal Response be treated as confidential material and not be released without our written approval. We request that the following pages not be released:

Section	Page#	Topic

IN THE EVENT THE DESIGNATION OF CONFIDENTIALITY OF THIS INFORMATION IS CHALLENGED, THE UNDERSIGNED HEREBY AGREES TO PROVIDE LEGAL COUNSEL OR OTHER NECESSARY ASSISTANCE TO DEFEND THE DESIGNATION OF CONFIDENTIALITY.

This does not apply to Bid or Bid prices. Prices are always open. Other information usually cannot be kept confidential unless it is a trade secret. Trade secret is defined in s.134.90(1)(c), Wis. Stats. As follows: "Trade secret" means information, including a formula, pattern, compilation, program, device, method, technique or process to which all of the following apply: 1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use. 2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances. Failure to include this form in the Proposal/Proposal Response may mean that all information provided as part of the Proposal response will be open to examination and copying. The state considers other markings of confidential in the Proposal document to be insufficient. The undersigned agrees to hold the state harmless for any damages arising out of the release of any materials unless they are specifically identified above.

Name Authorized Representative

Company Name

Signature Authorized Representative

Date

RETURN THIS PAGE WITH BID

15 AFFIDAVIT

University of Wisconsin System
 780 Regent Street
 Madison, WI 53715

This completed affidavit must be submitted with the bid/proposal.
 Proposer Preference: Please indicate below if claiming a proposer preference:

- Minority Business Preference (§ 16.75(3m), Wis. Stats.) – Must be certified by the Wisconsin Department of Administration. If you have questions concerning the certification process, contact the Department of Administration, 101 E Wilson St, 6th floor, PO Box 7970, Madison, WI, 53707 or (608) 267-9550.
- Work Center Preference (§ 16.752, Wis Stats.) Must be certified by the State of Wisconsin Use Board. If you have questions concerning the certification process, contact the Wisconsin State Use Board, 101 East Wilson St, 6th floor, PO Box 7867, Madison WI, 53707 or (608) 266-2553

American-Made Materials: The materials covered in our proposal were manufactured in whole or in substantial part within the United States, or the majority of the component parts thereof were manufactured in whole or in substantial part in the United States.

- Yes No Unknown N/A (Does not apply)

Services Performed in the United States (2009 Wis Act 136): All services provided to the University of Wisconsin System or any of its campuses under this proposal will be performed in the United States.

- Yes No N/A (Does not apply)

Non-Collusion: In signing this proposal we also certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free trade; that no attempt has been made to induce any other person or firm to submit or not to submit a proposal; that this proposal has been independently arrived at without collusion with any other proposer, competitor, or potential competitor; that this proposal has not been knowingly disclosed prior to opening of proposals to any other proposer or competitor; that the above statement is accurate under penalty of perjury.

We will comply with all terms, conditions, and specifications required by the State of Wisconsin in this Announcement of Bid/Proposal and the terms of our Bid/Proposal.

Authorized Representative:		Title:	
	(Type or Print)		
Authorized Representative:		Date:	
	(Signature)		
Company Name:		Telephone:	

16 SCHEDULE A: ATM INFORMATION

Below is a monthly report of transactions from the current ATMs on campus

2013	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
UWSP – Library	152	240	284	286	192	51	60	72	277	292	209	183	2,298
UWSP – HEC	751	1,668	1,608	1,729	1,114	143	109	0	1,003	1,761	1,438	931	12,275
UWSP - DUC	2,263	2,978	2,661	3,660	2,706	1,305	1,339	1,870	4,707	4,089	3,238	2,497	33,313
2014													
UWSP – Library	123	255	270	313	195	67	69	86	278	349	307	234	2,546
UWSP – HEC	665	1,561	1,409	1,633	953	157	170	232	1,672	1,808	1,423	984	12,667
UWSP - DUC	2,349	3,134	2,910	3,630	2,721	1,474	1,454	1,851	4,063	3,634	2,826	2,348	32,394
2015													
UWSP – Library	131	268	255	271	227	73	72	42	245	243	212	189	2,228
UWSP – HEC	876	1,417	1,352	1,666	974	172	146	241	1,596	1,832	1,280	1,136	12,688
UWSP - DUC	2,222	2,795	2,978	3,603	2,329	1,375	1,405	1,641	3,519	3,442	2,730	2,302	30,341

17 SCHEDULE B: CAMPUS INFORMATION

In an effort to provide the potential bidders with pertinent facts about the University, the following information has been collected. Additional information may be requested by the contractor at the time of the bidders survey meeting.

The statistical data provided in this schedule does not constitute terms of the resulting contract. It is included only for informational purposes.

1. University academic calendar: <http://www.uwsp.edu/acadaff/Pages/AcademicCalendar.aspx>
2. Campus map: <http://www.uwsp.edu/landing/Pages/campusMap.aspx>
3. University Centers building hours: <http://www.uwsp.edu/centers/Pages/UWSP-Building-Information.aspx>
4. University Population Graph

Student/Faculty/Staff Information			
Session	Student Head Count	Student Full Time Equivalent	Faculty/Staff
Summer 2014	2,342	745	
Fall 2014	9,321	8,504	1,483
Winterim 2015	1,051	203	
Spring 2015	8,559	7,765	
Summer 2015	2,388	794	
Fall 2015	9,255	8,252	1,403
Winterim 2016	951	191	
Spring 2016	8,174	7,329	

Bidder Information

Name:

Address:

City, State, ZIP:

Phone:

Email:

BID ENCLOSED

MD-17-2480 On-Site Banking, ATM Services and Can
UW Stevens Point

University of Wisconsin System Administration
Office of Procurement
Attn: Marcel DuBois
Room Number 105
780 Regent Street
Madison, WI 53715

Bid Due Date: October 21, 2016 2:00pm



University of Wisconsin-
Stevens Point

REQUEST FOR PROPOSAL (RFP) MD-17-2480

October 21, 2016



October 21, 2016

Mr. Marcel DuBois
University of Wisconsin System Administration-Office of Procurement
780 Regent St., Room Number 105
Madison, WI 53715

Dear Mr. Marcel DuBois / RFP Evaluation Team:

U.S. Bank and our entire Campus Banking team are pleased to submit the Request for Proposal for On-Site Banking, ATM Services and Campus ID Cards to you. The opportunity to build upon our eleven (11+) year relationship and continue serving the students, faculty, and staff at University of Wisconsin-Stevens Point is exciting for everyone at U.S. Bank. We hope our enthusiasm, commitment, and expertise is demonstrated throughout this response.

U.S. Bank and the State of Wisconsin have a significant history together. For over 40 years, the State of Wisconsin and U.S. Bank formed a global banking partnership. Fast forward, in 2008, U.S. Bank proudly partnered with University of Wisconsin-Stevens Point to serve your students with national branch banking services on-site along with a best-in-class Campus ID Card program. Our commitment to serving your students, faculty, and staff has never wavered. U.S. Bank continues to be the largest provider of Campus Banking partners in the country!

U.S. Bank values and rewards long-term partnerships. While we acknowledge you're not interested in upgrading your Campus ID Card today; you will note that our proposal provides you two (2) options. The first option includes the Campus ID Card program that you have historically utilized. In addition, U.S. Bank believes it is important to provide you a proposal that includes the latest innovation in Campus ID Card programs which integrates your PointCard with Visa technology. By continuing to partner with national bank vs. a state credit union, you will always be aware of the latest technology that students across the country will soon request. You can count on U.S. Bank to stay a step ahead!

It is our privilege to be the incumbent on the PointCard for University of Wisconsin-Stevens Point along with the inaugural bank partner for national branch banking services serving your students, faculty, and staff. Just as we have provided valuable products and services in our current role, we look forward to working with you on new initiatives as well. Our new innovations will help us continue to deliver substantial value to you as well as provide our continued top notch customer service for your students. We are confident that you will find our offering robust, innovative, and able to deliver substantial new value to University of Wisconsin-Stevens Point.

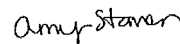
Sincerely,



Meredith Scheuermann
VP, Sr. Business Dev. Manager
U.S. Bank On-Site Banking



Linda Brumm
Sr. Partnership Manager
U.S. Bank Campus Cards



Amy Staven
Sr. Branch Manager
University of Wisconsin-Stevens Point



Activities On-Campus at University of Wisconsin-Stevens Point



State of Wisconsin
 Wis. Statutes s.16.75
 DOA-3070 (R08/2003)

BIDS MUST BE SEALED AND ADDRESSED TO:
 this page only.)

Remove from bidder list for this commodity/service. (Return

University of Wisconsin System Administration
 Office of Procurement
 780 Regent Street, Suite 105
 Madison, WI 53715

REQUEST FOR PROPOSAL

On-Site Banking, ATM Services and Campus ID Cards
 For
 University of Wisconsin-Stevens Point

THIS IS NOT AN ORDER

BIDDER

Name:
 Address:

Bid envelope must be sealed and plainly marked in lower corner with due date and Request for Bid # MD-17-2480. Late bids will be rejected. Bids MUST be date and time stamped by the soliciting purchasing office on or before the date and time that the bid is due. Bids dated and time stamped in another office will be rejected. Receipt of a bid by the mail system does not constitute receipt of a bid by the purchasing office. Any bid which is inadvertently opened as a result of not being properly and clearly marked is subject to rejection. Bids must be submitted separately, i.e., not included with sample packages or other bids. Bid openings are public unless otherwise specified. Records will be available for public inspection after issuance of the notice of intent to award or the award of the contract. Bidder should contact person named below for an appointment to view the bid record. Bids shall be firm for acceptance for sixty (60) days from date of bid opening, unless otherwise noted. The attached terms and conditions apply to any subsequent award.

Bids MUST be in this office no later than October 21, 2016 at 2:00pm	
Name (Contact for further information) Marcel DuBois – mdubois@uwsa.edu	
Phone (608) 263-4380	Date September 19, 2016
Quote Price and Delivery FOB	
<input type="checkbox"/> Fax bids are accepted <input checked="" type="checkbox"/> Fax bids are not accepted	

Item No.	Quantity and Unit	Description	Price Per Unit	Total
		On-Site Banking, ATM Services and Campus ID Cards for the University of Wisconsin-Stevens Point		

Payment Terms Net 30 Delivery Time


We claim minority bidder preference [Wis. Stats. s. 16.75(3m)]. Under Wisconsin Statutes, a 5% preference may be granted to CERTIFIED Minority Business Enterprises. Bidder must be certified by the Wisconsin Department of Commerce. If you have questions concerning the certification process, contact the Wisconsin Department of Commerce, 5th Floor, 201 W. Washington Ave., Madison, Wisconsin 53702, (608) 267-9550. **Does Not Apply to Printing Bids.**

We are a work center certified under Wis. Stats. s. 16.752 employing persons with severe disabilities. Questions concerning the certification process should be addressed to the Work Center Program, State Bureau of Procurement, 6th Floor, 101 E. Wilson St., Madison, Wisconsin 53702, (608) 266-2605.

Wis. Stats. s. 16.754 directs the state to purchase materials which are manufactured to the greatest extent in the United States when all other factors are substantially equal. Materials covered in our bid were manufactured in whole or in substantial part within the United States, or the majority of the component parts thereof were manufactured in whole or in substantial part in the United States.
 Yes No Unknown

In signing this bid we also certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit a bid; that this bid has been independently arrived at without collusion with any other bidder, competitor or potential competitor; that this bid has not been knowingly disclosed prior to the opening of bids to any other bidder or competitor; that the above statement is accurate under penalty of perjury.

We will comply with all terms, conditions and specifications required by the state in this Request for Bid and all terms of our bid.

Name of Authorized Company Representative (Type or Print) Meredith Scheuermann	Title Sr. Business Development Manager		Phone 920-216-0132
			Email meredith.scheuermann@usbank.com
Signature of Above 	Date October 21, 2016	Federal Employer Identification No. 31-0841368	Social Security No. if Sole Proprietor (Voluntary) NA

This form can be made available in accessible formats upon request to qualified individuals with disabilities.

5 PROPOSAL REQUIREMENTS

5.1 Scope

The contractor shall furnish the exclusive services and requirements of on-site banking to University faculty, staff, students and guests in accordance with the provisions embodied herein utilizing space and utility service in the space provided.

The exclusive ATM services shall be available to all students, faculty, staff and visitors. It is understood that the contractor has no control over any restrictions or limits that any individual cardholder's financial institution may impose upon any person having access to ATMS, including persons who would otherwise be considered eligible users.

The contractor shall provide a Campus ID Card solution which will serve as student, faculty and staff identification on campus. It is desired that the card solution will also provide customized transactional FDIC insured demand deposit account options for students, faculty, and staff including: deposit and withdrawal functionality, electronic account access, and other services seen as value-added.

U.S. Bank congratulates University of Wisconsin-Stevens Point for soliciting for a comprehensive Branch Banking, ATM Services, and Campus ID Card RFP. Having one, single exclusive provider of On-Campus Banking services makes the most sense for a seamless and transparent message to students, faculty, and staff. As you review the following information, our hope is that our best-in-class products and services, along with our superior technology and innovation easily differentiates us from UW Credit Union. With over 40 years' experience serving students, no other financial institution has the skill and scale that U.S. Bank does.

5.2 Mandatory Requirements

5.2.1 Business Ownership

The contractor must currently own the specified business and must have owned and operated the specific business continuously a minimum of five (5) years. Please verify that your business has been in operation for a minimum of five (5) years.

Yes, U.S. Bank has operated continuously more than 5 years. In fact, *since 1863*, U.S. Bank has expanded through organic growth and numerous acquisitions, managing through times of prosperity and times of hardship. In the past 150 years, hundreds of fine banks, whose customers, branches, expertise and assets combined with key ancestor banks, helped to make us a strong, sound company. In 2001, Firststar and U.S. Bancorp became the new U.S. Bancorp, building a strong and forward-looking foundation on which to continue our growth.

U.S. Bancorp is headquartered in Minneapolis, MN. We are a diversified financial services holding company with \$429 billion in assets as of March 31, 2016, and the parent company of U.S. Bank National Association, the nation's fifth-largest commercial bank.

Our 67,000 U.S. Bank employees come together to serve 18.6 million consumer, business and institutional customers through our four core lines of business: Payment Services, Consumer and Small Business Banking (which On-Site Banking is a part of), Wholesale Banking and Commercial Real Estate, and Wealth Management and Securities Services. Through these powerful lines of business, we offer a comprehensive suite of banking, brokerage, insurance, investment, mortgage, trust and payments products.

We are a leader in the banking industry.

U.S. Bank continues to outpace peers across all key performance metrics — such as return on assets, return on equity and efficiency ratio — year over year, and in 2015 we also achieved record net income and record diluted earnings per share. In addition, we maintain exceptional capital ratios and remain among the worlds best in debt ratings across the industry.

We are financially strong. U.S. Bank delivers consistent, predictable, repeatable industry-leading financial results year after year. Our solid financial position helps us create value for our shareholders, and it allows us to invest greater resources into customer experience, employee engagement and community revitalization.

Our size, strength, and scale keep us well positioned for future growth. We are committed to invest in delivering innovative and remarkable solutions for our customers, shareholders, employees, and communities as their most trusted financial partner.

We believe in putting people first. At U.S. Bank, our dedication to making ethical decisions and doing the right thing is at the heart of what we do. These efforts haven't gone unnoticed: we are one of two banks in the United States to be named a 2016 World's Most Ethical Company® by an independent organization, Ethisphere, for the second consecutive year.



We are innovators. With consumer behavior changing nearly every day, experience-enhancing innovation drives our decisions about mobile payments, branch modernization and every other customer touch point we have. Likewise, our business and institutional clients throughout the U.S. and across the globe expect more from us as their banking partner: improved technology, more information, enhanced security, faster connectivity, greater flexibility and better collaboration. Our ability to innovate is central to our success, and in fact, Bank Innovation recently called U.S. Bank “arguably the most forward-thinking major financial institution in the United States.”

Together, our commitment to ethical business practices, innovative approach and financial strength create the foundation for our future growth. These principles set us apart from all others, and solidify U.S. Bank as the most trusted choice in the banking industry.

5.2.2 Banking Services

The Contractor must provide at the on-site location the following minimum banking services typically available from financial institutions:

1. Savings and checking accounts (free for current UW-Stevens Point students)
2. Direct deposit services
3. Loan programs
4. Mobile banking app

1. Savings and Checking Accounts

U.S. Bank offers a wide variety of accounts that will meet the needs of students not only when they are in school at the University of Wisconsin-Stevens Point, but upon graduation when they transition into the next steps of their lives. Our long standing presence on campus has given U.S. Bank the opportunity to get to know each and every individual that comes into our bank branch.

U.S. Bank's Student Checking account includes the following great benefits:

- **No Minimum Balance Requirement or Monthly Maintenance Fee**
- **Banking Attached to the PointCard**
- **Four (4) FREE Non-U.S. Bank ATM Withdrawals per Month**
- **Unlimited FREE U.S. Bank ATM Deposit and Withdrawal Transactions**

- Unlimited FREE Signature & PIN Debit Transactions
- FREE First Box of Checks
- Unlimited Check Writing with no Per Check Fees
- FREE Internet Banking with the Ability to View Cancelled Checks and Statements Online
- FREE Internet Bill Pay and Mobile Banking
- FREE Account Alerts via Email or Text Message
- Overdraft Protection Available
- 24-Hour Banking Services via Telephone or Internet
- 24-Hour Customer Service Representatives via Telephone or E-Mail
- Transact Business at Over 1 Million PLUS[®] ATMs Globally
- FDIC Insured
- Free Goal Savings Account

U.S. Bank is a leader in providing banking products and services and we strive to bring the best consumer banking products to students. In addition to the Student Checking account listed above, we have additional checking account options. Therefore, we evaluate and determine the customer's needs prior to recommending the best solution. In addition, our branch staff conducts on-going financial reviews with our student account holders throughout their time at University of Wisconsin-Stevens Point. This is especially important as they near graduation to ensure they are in the proper account that is providing them with the most benefits.

In addition, we have continuous conversations with our student account holders explaining how best to establish credit in a safe way that will pave a path towards future financial freedom.

Workplace Banking

In addition to the special benefits we offer students, U.S. Bank has "packaged" our account offerings for faculty and staff to match their banking needs. This includes discounts and specials for those who utilize more services. Our package account offering is intended to be flexible as the needs of our customers change. Any of our U.S. Bank products can be utilized separately; however, University of Wisconsin-Stevens Point faculty and staff will receive the greatest convenience and value when utilizing several products and services in a single, package account.

As an additional benefit, faculty and staff at University of Wisconsin-Stevens Point will receive additional Workplace Banking benefits along with any of our U.S. Bank Checking or Package accounts. These additional benefits include:

- Up to a \$1,000 U.S. Bank Home Mortgage Discount
- Preferred rates on new loans
- Free first order of U.S. Bank logo checks
- Continuous 50% Discount on Any Size Safe Deposit Box
- Free Single-Signer Travelers' Checks

And, with Workplace Benefits, employees are always eligible for:

- Banking attached to the PointCard
- Free Online and Mobile Banking
- Free email and text alerts
- A U.S. Bank Visa Check Card
- Free U.S. Bank ATM transactions
- Free Personal Financial Consultation



2. Direct Deposit Services

U.S. Bank offers direct deposit for all University of Wisconsin-Stevens Point student, faculty and staff account holders. This service is free and strongly encouraged. Our branch staff helps the University of Wisconsin-Stevens Point community establish direct deposit by completing payroll forms and assisting with the login process to myPoint to complete direct deposit request.

3. Loan Programs

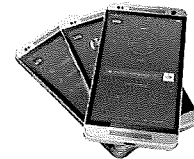
U.S. Bank offers a variety of personal loans and lines of credit any of which can be applied for at the U.S. Bank branch on the University of Wisconsin-Stevens Point campus including the following:

- Home Loans
- Home Equity Loans and Lines of Credit
- Auto Loans
- Boat Loans
- RV Loans
- Unsecured Personal Loans and Lines of Credit

4. Mobile Banking App

U.S. Bank is constantly striving to find new ways to make our customer's lives more convenient. In addition, U.S. Bank understands the needs of college students and we understand the value they place on the convenience and overall customer experience provided by mobile devices. All students (and customers) can download the free U.S. Bank Mobile application onto any of their mobile devices or can log in to m.usbank.com.

- Mobile App – A mobile app is available at no cost for Android™ smartphones, iPhone®, and iPad®
- Mobile Web – Our U.S. Bank website designed for all mobile devices (including tablets). It's great if your phone can't run apps.



Utilizing U.S. Bank Mobile Banking, our customers can manage their account with their mobile device in the following ways:

- Account Alerts – Our customers can choose and customize their own text and email alerts. They can set up alerts for:
 - Large transactions for deposits, withdrawals or charges over a specific dollar amount
 - Negative balance
 - Low balances that fall below a specific dollar amount
 - Checking overdrafts and Overdraft Protection transfers
 - Credit card payments that are due or overdue
 - Availability of new statements and other online documents
- Text Banking – Send a text and get answers instantly. A great mobile banking option for any phone, especially phones that can't run applications.
- Pay Bills – Our customers can organize and pay bills conveniently from one place. They can even add biller details to their Bill Pay list – all by taking a picture with their mobile device.
- Deposit Checks – Our customers can deposit checks anytime with the U.S. Bank Mobile app. It's as simple as snapping a photo.

- **Send Money – With U.S. Bank Mobile Banking, it's easy for our customers to send money to friends and family for everyday things – paying rent, splitting bills, buying tickets to the big game – with nothing more than an email or mobile phone number. Parents can even send month to their student abroad.**

The U.S. Bank branch staff discusses the mobile app with all customers when opening a new account. If the customer does not have smartphone, we encouraged them to sign up for Text Banking to receive up-to-the-minute account information via text messages.

5.2.3 ATM Services

The Contractor must supply three (3) ATMs which are part of a major ATM national network as approved by the University and handicapped accessible. The location of the machines shall be:

1. Dreyfus University Center (DUC)
2. Health Enhancement Center (HEC)
3. Debot Residence Center

Agreed. U.S. Bank has three (3) ATMs on campus at two of the above locations. Upon approval of the proposal, U.S. Bank will relocate the third ATM to the Debot Residence Center.

The ATM machines shall provide banking customers with the following minimum services:

1. Cash withdrawal from checking
2. Cash withdrawal from savings accounts
3. Cash advance from credit card
4. Transfer from checking to savings
5. Transfer from savings to checking
6. Balance Inquiry
7. Braille Keypad Access

ATM Operations

U.S. Bank ATMs offer a variety of services for all customers including, but not limited to:

- **Cash withdrawals from checking and savings accounts**
- **Cash advances from credit cards**
- **Balance inquiries**
- **Postage Stamp Sales (capable but not required)**
- **Multilingual Support (English, Spanish, Chinese, and Japanese)**
- **Voice Guidance (for visually impaired – includes Braille keypad)**

Additional services available to U.S. Bank Account Holders include:

- **PIN Change**
- **Bank Statement Purchase**
- **Check Reorder**
- **Check Copy Order**
- **Accounts Transfers**

Each financial institution sharing the equipment shall determine the services available to its customers through the machines according to each financial institution's operating policies.

The contractor shall allow other financial institutions to use the ATM to transact business with their respective customers. The contractor may charge other institutions an appropriate fee for such use, but shall not charge a fee to the user. Equipment sharing arrangements and related fees shall be in compliance with the joint rules of the

Office of Commissioner of Banking and the Office of Commissioner of Savings and Loan under Section 221.04(1)(K) one (1) of the statutes.

ATM, Debit and Credit Cards from any financial institutions that participate in all major networks will be accepted at all U.S. Bank ATMs. Major networks include Visa, MasterCard, Cirrus, Plus, Fastbank, Pulse, Maestro, American Express, Discover and Quest. ATM users will be able to transact at all three of the ATMs on campus fee free.

U.S. Bank adheres strictly to all regulatory requirements and network rules in the processing of ATM transactions and the protection of consumer privacy when using the ATM.

U.S. Bank has made substantial investments over the years to ensure that every ATM maintains compliance with the Department of Justice's ADA regulations and will continue to do so for every ATM in the fleet

5.2.4 Campus ID Card Services

Contractor must have a minimum of two (2) years integrated ID card experience. As an integrated ID card, the Campus ID Card solution shall include transactional DDA account functionality, in addition to identification features and the existing PointCASH account for students, faculty, and staff.

Unmatched Experience

Understood. U.S. Bank has >40 years Campus Banking experience. Below are two (2) easily identifiable tenants that tell our story:

U.S. Bank has partnered with our nation's colleges and universities for over 40 years, providing a variety of banking services to hundreds of thousands of students, faculty and staff through On-Site branches and campus ID cards. Our approach has always been one of accepting a shared responsibility and investment in the success of each program, with the ultimate goal of being able to establish lifelong relationships. We approach each campus with the clear and transparent intention to simply add value and ensure the best possible experience for everyone involved.

As a result, our solutions have never stopped evolving and improving. Changing trends and innovations (oftentimes suggested by our campus partners) have fueled great advancements in efficiency, and we have been happy to be the conduit for those changes. Business is not as usual.

In 1976, we opened our first on-campus bank branch at the University of Washington. 40 years later, we are still there and in fact, we have opened a second branch on campus. In 1996, we helped pioneer the concept of banking services attached to the campus ID card. Iowa State University and Xavier University were two of our first such 'banking/campus card' relationships and both remain very strong partners still today. In 2007, UW-Eau Claire added our *Maxx* card solution adding more flexibility and Visa-branded, worldwide transaction access.

In addition, U.S. Bank has been a member of the National Association of Campus Card Users (NACCU) for more than 15 years. We attend NACCU's annual conference every year to stay abreast of the latest trends in the campus card industry and learn new ideas and best practices.

U.S. Bank acknowledges and understands the size and scope of the services requested by the University of Wisconsin-Stevens Point. In addition, we understand our obligations in order to continue providing the solutions outlined in our response. We already have protocols and technology development in place that makes the University of Wisconsin-Stevens Point PointCard work in global financial networks for U.S. Bank customers.

We view our campus partnerships as a valuable long-term customer acquisition strategy for the Bank; one where hopefully we are able to provide such great services, that our student customers remain with us as life-long clients. See section 5.3.1 – *Organizational Capabilities* below for a complete list of our 67 campus relationships and the year each began.

Proven Results & Convenience

Since we implemented our campus card program at University of Wisconsin-Stevens Point in 2005, we have successfully provided optional banking services for thousands of University of Wisconsin-Stevens Point students. Currently U.S. Bank has the privilege of providing service and convenience to more than 7,650 University of Wisconsin-Stevens Point students and alumni from all over the world. U.S. Bank, with our national presence, has been able to meet the needs of those individuals and allow them the ability to use their accounts throughout the United States.

Students are looking for a banking solution that is convenient and simple. U.S. Bank has been able to provide that to University of Wisconsin-Stevens Point students with a full-service branch and three ATMs on the University of Wisconsin-Stevens Point campus. In addition, University of Wisconsin-Stevens Point students have the choice of making their PointCard their ATM Card. This allows them to carry one card on campus that is both their student ID as well as their U.S. Bank ATM/Debit Card.

The Campus ID Cards shall contain a magnetic stripe and are issued to all students, faculty and staff of the University. The addition of an EMV data chip would also be acceptable.

Acknowledged. U.S. Bank is currently integrated on track two of the PointCard’s magnetic stripe to allow University of Wisconsin-Stevens Point students, faculty and staff the ability to link their Campus ID Card to access a U.S. Bank account. Currently, U.S. Bank has no intention of adding an EMV data chip to the PointCard.

5.3 General Requirements

5.3.1 Organizational Capabilities (5 points)

The Contractor shall provide a general history of the company and appropriate qualifications to provide the required On-Site Banking, ATM Services and Campus ID Cards. Please explain in detail the duration and extent of experience with special emphasis on your ability to provide these services to institutions of higher education.

U.S. Bank is a leader in providing customized Campus Banking services to Higher Education since 1976. With more partnerships than any other financial institution, (67), our size, skill and scale set us apart.

Below is a comprehensive listing of our Campus ID Card programs and On-Site Branch partnerships.

Campus Partner	Year	Campus Card	On-Site Branch
1. University of Washington	1976		✓
2. Seattle Pacific University	1983		✓
3. Iowa State University	1996	✓	
4. Xavier University	1996	✓	✓
5. Marquette University	2000		✓
6. Drury University	2001	✓	
7. Morehead State University	2001	✓	
8. Saint Louis University	2001	✓	✓
9. Gonzaga University	2002		✓
10. Minnesota State University Moorhead	2003	✓	
11. Northwest Missouri State University	2003	✓	

Campus Partner	Year	Campus Card	On-Site Branch
12. San Diego State University	2003	✓	✓
13. Creighton University	2004	✓	
14. John Carroll University	2004	✓	
15. Northern Kentucky University	2004	✓	✓
16. Northwestern University	2004	✓	✓
17. Missouri Western State University	2005	✓	
18. North Dakota State University	2005	✓	✓
19. University of Wisconsin-Eau Claire	2005	✓	✓
20. University of Wisconsin-Stevens Point	2005	✓	✓
21. Austin Peay State University	2006	✓	
22. Wisconsin Lutheran College	2006	✓	
23. California State University, Fullerton	2007	✓	✓
24. Central Washington University	2007	✓	✓
25. Pacific University	2007	✓	
26. University of Central Missouri	2007	✓	✓
27. University of Missouri-St. Louis	2007		✓
28. University of Nevada Las Vegas	2007	✓	✓
29. Washington State University	2007	✓	✓
30. Kirkwood Community College	2008	✓	✓
31. University of San Diego	2008	✓	✓
32. Benedictine University	2009	✓	
33. Carroll University	2009	✓	
34. Johnson County Community College	2009	✓	✓
35. Milwaukee Area Technical College	2009	✓	✓
36. St. Cloud Technical & Community College	2009	✓	
37. Thomas More College	2009	✓	
38. University of Wisconsin-Madison	2009		✓
39. Waukesha County Technical College	2009	✓	
40. California State University, East Bay	2010	✓	✓
41. California State University, San Bernardino	2010	✓	
42. Colorado State University-Pueblo	2010	✓	
43. Missouri Baptist University	2010	✓	
44. Ohio State University	2010		✓
45. San Jose State University	2010	✓	✓
46. Seattle University	2010	✓	
47. Southwest Minnesota State University	2010	✓	
48. University of Missouri	2010		✓
49. Bethel University	2011	✓	
50. Concordia University Chicago	2011	✓	
51. Normandale Community College	2011	✓	✓
52. University of Minnesota	2011		✓
53. University of Missouri-Kansas City	2011	✓	✓
54. Hamline University	2012	✓	
55. Triton College	2012		✓
56. University of Denver	2012	✓	✓
57. College of DuPage	2013		✓
58. Mount Hood Community College	2013		✓

Campus Partner	Year	Campus Card	On-Site Branch
59. Southeast Missouri State University	2013		✓
60. Washburn University	2013	✓	
61. Webster University	2013	✓	
62. Eastern Illinois University	2014		✓
63. Joliet Junior College	2014		✓
64. San Francisco State University	2014	✓	✓
65. Western Kentucky University	2014		✓
66. De Anza College	2015		✓
67. University of Oregon	2015		✓

In addition, we believe that highlighting our ATM Services and what sets us apart is important. We heard from you that having surcharge free ATM's remains a priority. Our proposal continues to provide this option for your students. Should you choose to allow a standard \$3.00 surcharge for non-U.S. Bank customers, our financial offer will change. Below, please review our best-in-class ATM Services.

ATM Services

U.S. Bank has over 150 years of banking experience and we bring over 40 years of ATM experience and industry knowledge to you. U.S. Bank has been installing and operating on its own network of ATMs since 1971. The company is a *founding and proprietary* member of the PLUS national network, and is currently a member of all major ATM networks and several regional networks, including Visa, Cirrus, Plus, Pulse, MasterCard, Maestro, American Express, Discover, and Quest.

We are proud to operate one of the largest bank owned ATM networks in the nation, driving over 4,800 of our own U.S. Bank Branded ATMs and more than 1,700 unbranded ATMs. We also provide ATM processing for over 30,000 ATMs. We manage thousands of ATMs for some of the largest clients in the world.

Approximately 30% of the ATMs U.S. Bank deploys are in non-bank locations including universities, convenience stores, airports, corporate offices, manufacturing facilities, shopping centers, major retailers, supermarkets and hospitals. Currently, U.S. Bank provides ATM services for over 100 *different* institutions of higher education. U.S. Bank has extensive experience developing ATM programs for virtually any type of opportunity and a long history of managing all facets of this high growth business including network systems, telecommunications, ATM installations, servicing, and ATM sales and customer service.

U.S. Bank owns all of its ATM network operations. The scope and growth of our business has resulted in well-developed systems for the management and control of a large ATM network and for the implementation of new ATM programs for a wide variety of locations and clients. Dedicated account management, customer service, operations, accounting, reporting, and product management teams are all available to our ATM clients. The many teams involved in running our ATM business come from various departments and locations throughout the company as well as the sales and service units of our vendor partners. All parties are dedicated to providing convenient, reliable, and efficient ATM services to U.S. Bank customers and the millions of visitors at locations where our ATMs are available.

Please demonstrate in writing your ability to deliver the requirements of the contract as documented in this RFP. The written response must clearly demonstrate the capacity to deliver the requirements of this RFP in addition to your current workload.

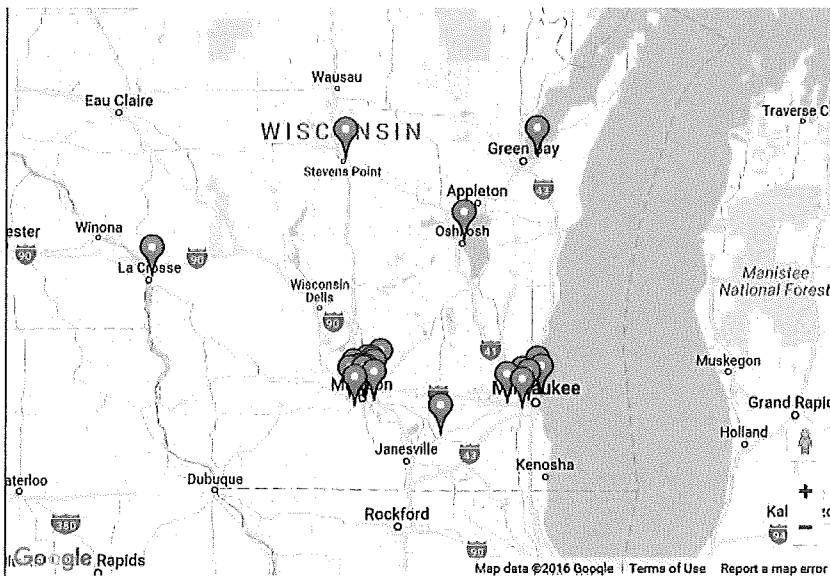
U.S. Bank exceeds the minimum qualifications required. In addition to managing this partnership, U.S. Bank has a dedicated business line who only services college and university partnerships. We are confident our dedicated Campus Banking leadership differentiates us from others. This leadership coupled with our vast presence in markets all across Wisconsin and the other 3500+ branches across the country-*we are here to serve you!*

Please review the coverage maps below.

129 U.S. Bank Branches in Wisconsin



24 UW Credit Union Branches



Include a brief narrative on Contractor’s solvency and reliability. Provide evidence to support the narrative in the form of credit ratings (e.g. Dunn & Bradstreet, Bauer Financial), for your financial institution that is no more than 30 days old.

The debt ratings established for U.S. Bancorp by Moody’s, Standard & Poor’s are listed below and reflect the rating agencies’ recognition of the strong, consistent financial performance of U.S. Bank and the quality of our balance sheet. U.S. Bank is not capital constrained and has a strong balance sheet and credit ratings.

Please see the U.S. Bank Profile below:

U.S. Bank Profile

Profile			
U.S. Rank	Company	Moody's	S&P
1	U.S. Bancorp	A1	A+
2	Wells Fargo	A2	A+ (on)
3	BB&T	A2	A-
4	JPMorgan Chase	A3	A (on)
5	PNC	A3	A-
6	Keycorp	Baa1	BBB+
7	Fifth Third	Baa1	BBB+
8	SunTrust	Baa1	BBB+
9	Bank of America	Baa2	A- (on)
10	Regions	Ba1	BBB

Credit Rating	
Assets:	\$419B
Deposits:	\$297B
Loans:	\$249B
Market Cap:	\$74B
Branches:	3,164
Customers:	18.5MM

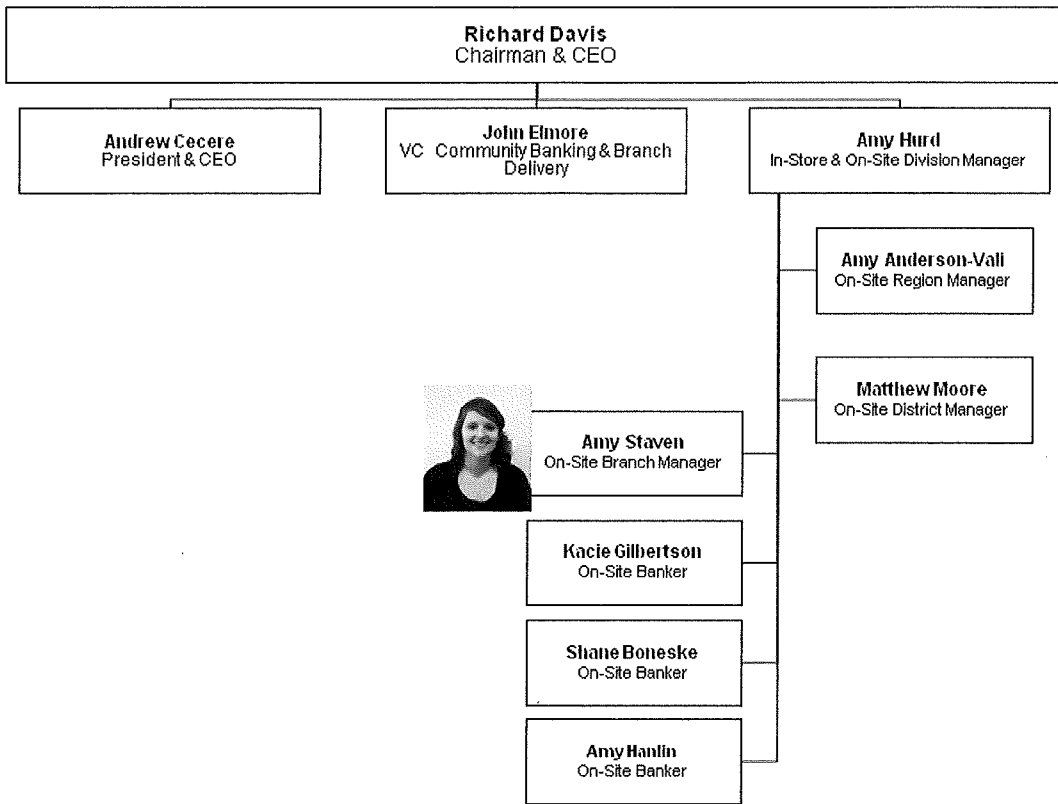
The University at its sole discretion must be satisfied with the financial solvency and integrity of the financial institution awarded this contract. Any plan where the University is concerned that the plan submitter does not achieve a satisfactory degree of financial stability will be rejected without the need to show cause.

Understood

5.3.2 Staffing and Operations (5 points)

Please provide a proposed staffing plan that includes both administrative and management staffing necessary to meet the specifications of this contract. Include regional and headquarters support. Indicate experience, qualifications and other requirements expected for unit staff. Indicate the projected number of other full and part-time employees to be hired within the unit.

Please see the organizational chart along with Job Description for the four (4) FTE U.S. Bank currently employs at the On-Campus Branch at University of Wisconsin-Stevens Point.



Bio

Amy Staven, Branch Manager – University of Wisconsin Stevens Point

Amy is a graduate of University of Wisconsin – Stevens Point with a bachelor’s degree in Communications; with an emphasis in Interpersonal and Organization Communication and minor in Business Administration. Amy has been working with U.S. Bank for 10+ years and specifically at the University of Wisconsin-Stevens Point location since her graduation in 2008. Amy has built strong relations with not only the students she serves, but faculty and staff on campus. She continues to collaborate and seek new opportunities to expand our partnership within University of Wisconsin-Stevens Point (through various office and departments throughout campus) over the upcoming years. Amy has been selected for numerous sales and service acknowledgements. This recognition is given to only the top 10% in our company!

Job Descriptions

Campus Branch Manager

Responsible for personally demonstrating and ensuring all employees on his/her staff provide excellent customer experience in accordance with the U.S. Bank Service Values. Responsible for overall management of all functions of an On-Site branch including the leadership for sales, customer experience, regulatory, policy and compliance, and facility management. Responsible for establishing and actively managing a relationship with the site host in order to market and promote U.S. Bank products and services. The On-Site Branch Manager

regularly and customarily directs the work of all branch staff to include at least two (2) FTEs in the branch and exercises discretion and independent judgment in performing his/her duties. Duties may include people management, developing a customer-centered branch environment, expert product/service knowledge, partnership with other areas of the company and host site management. Actively participates in community, host site and/or campus activities including tabling events. The manger is accountable for on-going branch balance sheet, financial statements, and branch profit and loss.

Campus Branch Banker

Responsible for demonstrating excellent customer service in accordance with the U.S. Bank Service Advantage Core Values. Responsible for sales and service activities at corporate and university sites. Represents Bank at offsite events including tabling events, financial wellness seminars, and workplace banking events. Opens accounts, handles teller transactions, sells/cross-sells bank products and services, and resolves customer service issues. Our bankers will refer customers to other areas of U.S. Bank as appropriate and convert service opportunities into sales events.

Please describe the days and hours of service of the on-site banking office and how this schedule will be announced to customers. To ensure the hours of service correspond to the building hours of operations, the initial schedule and any schedule changes must be coordinated through the Contract Administrator, Laura Ketchum-Ciftci. Additionally, reduced services hours during academic calendar breaks, holidays, summers, and/or vacations shall be by mutual consent of the Contract Administrator and Contractor.

U.S. Bank will continue to be flexible on our bank branch hours based on the needs of UW-Stevens Point. Please see our most recent hours below:

Academic Calendar	
Monday—Friday	9:00 – 5:00
Academic Breaks	
Monday—Friday	9:00 – 4:00

Describe your customer service approach and how issues are escalated. Please indicate the availability of on-line support or phone support options for customers along with their hours of service.

U.S. Bank’s customer experience mission at University of Wisconsin-Stevens Point is to provide convenient products, services, and financial solutions for the students, faculty and staff on campus. We pride ourselves in being able to not only provide a great customer experience in our Campus branch, but to also be an integral part of the entire University of Wisconsin-Stevens Point community.

The service we provide during a customer’s visit to our branch is only the beginning of the overall experience. We strive to help each customer through their entire financial journey, from the opening of their first bank account, to establishing credit, and all the way towards preparing for retirement.

We have the opportunity to share our knowledge by offering a comprehensive selection of financial literacy courses to all customers, including managing your account, budgeting, paying bills online, learning to save, establishing credit, purchasing a home, investments/retirement, and post-graduation next steps.

Ultimately, we want to be there for every customer from the time they arrive on campus until they leave, and earn the opportunity to become their bank for the long term. Our branch staff is proud, not only working for U.S. Bank, but also representing the University of Wisconsin - Stevens Point.

Below is a detailed overview of the customer service U.S. Bank provides to the University of Wisconsin-Stevens Point community:

Service Values

U.S. Bank knows that when it comes to standing the test of time and delivering consistent results, a solid foundation is essential. Thanks to our Service Values, we have a foundation that is rock solid. These six values are what we believe in. They drive our actions and keep us focused on what's most important. They blend integrity with continuous improvement — a combination that delivers a consistently outstanding experience for our customers.

- We inspire confidence in the banking industry and in U.S. Bank by behaving with the highest ethical standards and providing transparency.
- We take ownership of our actions and perform with a sense of urgency and commitment.
- We appreciate the important role we play in our customers' and coworkers' lives and we leverage the value of people's differences and perspectives.
- We seek to understand the needs of each person and deepen relationships with our customers and coworkers in a way that makes them feel special and helps them achieve their goals.
- We share industry knowledge and work together for the good of our customers, coworkers, shareholders and communities.
- We constantly push for improvement that leads to remarkable experiences, and we find new ways to help our customers maximize their financial well-being and the quality of their lives.

CUSTOMERS VALUE THE FACT THAT WE KNOW THEM, THEIR NEEDS, AND FINANCIAL GOALS

- *"U.S. Bank does something different than the other banks... they make you feel like you are a member of the family."*
- *"The personal attention we receive from U.S. Bank makes us feel like we are an important client to the bank."*
- *"I look forward to bringing our deposits to U.S. Bank. It may be business oriented, but it is a personal experience."*
- *"They know my name. I am not just an account number to them, I am an individual."*

In fact, a better measure for U.S. Bank is to self-evaluate our customer experience. We have put considerable resources into our Branch Customer Experience Program through the Gallup organization who regularly measures the customer experience at all of our branches. U.S. Bank is proud to highlight some actual customer feedback collected above.

And to help ensure a consistently high level of customer service, we have initiated a series of internal programs to give our employees both the incentive and the opportunity to be recognized for top-tier service.

Service Recognition

At every level of our company, in every line of business, we are building deeper and longer lasting relationships with our customers. We're getting to know them better so we can provide the superior service and experience they need and deserve.

As part of the Exceptional Service Bonus program, we recognize and reward our individual employees for their exemplary service efforts. To show employees how important their individual contributions can be in delivering the highest level of quality service for our customers, select employees are recognized with the prestigious Circle of Service Excellence award. And as an even greater incentive, the Bank's highest award, the 'Pinnacle' is also awarded, but only to individuals who have attained the absolute highest achievements and recognition from the customers they serve.

PointCard Cardholder Customer Service

PointCard cardholder customer service is provided 24/7 and 365 days a year via the Web, a toll-free automated IVR, mobile device and email, AND by live, English/Spanish-speaking customer service representatives.

- Web – unlimited free access
- IVR – unlimited free access
- Live CSR – unlimited free access
- Email and mobile alerts – fee-free event notifications

For Non-English or Spanish Speaking Cardholders

Whenever a Customer Service Representative encounters a caller that requires translation services, all they have to do is place the caller on hold and ‘conference in’ an interpreter. With our contracted partner – Language Line Services, our customer service representatives consistently receive a professional interpreter with the following skills and qualities:

- Proficiency in both languages – English and the requested language (over 170 covered)
- General knowledge and familiarity with both cultures
- Ability to express thoughts clearly and concisely in both languages
- General knowledge of the subject to be interpreted – card related issues
- Excellent note-taking and follow-up skills

Hearing Impaired

Deaf and hearing impaired cardholders are able to call our regular toll-free access line and receive the same services as non-deaf or non-hearing impaired cardholders.

Local U.S. Bank Offices

In addition to the branch located on campus, U.S. Bank has an additional full-service branch location in Stevens Point, WI to service the University of Wisconsin-Stevens Point community. Each location is listed below along with their hours of operation and distance from the campus.

University of Wisconsin-Stevens Point Office 1015 Reserve St Stevens Point, WI 54481 715-343-2210 Distance – 0.0 miles	Stevens Point Office 5673 US Highway 10 E Stevens Point, WI 54481 715-342-8000 Distance – 3.5 miles
Hours: Mon - Fri: 9:00 a.m. to 5:00 p.m. Saturday: Closed Sunday: Closed	Hours: Mon - Fri: 9:00 a.m. to 5:00 p.m. Saturday: 9:00 a.m. to 12:00 p.m. Sunday: Closed

5.4 Technical Requirements

5.4.1 Banking Services (10 points)

Please describe additional banking services you would provide in addition to those described in 5.2.1. This includes in-branch services that will be offered to all bank customers and special programs for students, faculty, and staff. This does not include educational programs outside of the branch operation which should be detailed under section 5.4.4.

The full service U.S. Bank branch on the University of Wisconsin-Stevens Point campus has the standard banking services one would expect from a traditional bank branch. However, we take a personal approach with our

customers by providing our undivided attention and making each interaction personal. The U.S. Bank staff at University of Wisconsin-Stevens Point thrives on going above and beyond with each and every customer.

Below is a list of branch services and the unique attention we provide to students, faculty and staff on the University of Wisconsin-Stevens Point campus.

- **Checking and Savings Accounts**
- **Deposits and Withdrawals**
 - **PointCash: Deposit assistance through PointCard website and Cash-To-Card Machines**
 - **Direct Deposit enrollment through myPoint**
 - **Assist students with eCheck electronic payments through myPoint for tuition, registration deposits, housing deposits**
- **Currency and Coin Supplies**
 - **Provide change and quarters to clients and non-clients**
- **Transfer Money Between Accounts**
 - **Assist with Mobile application questions**
- **Cash Checks**
 - **Cashing of University of Wisconsin-Stevens Point Reimbursement Checks (clients and non-clients, green checks) without a fee**
- **Visa Credit & Debit Card**
- **Cash Advance from a Credit Card**
- **Overdraft Protection**
 - **Explain in detail how this service benefits customers**
- **International and Domestic Wire Transfers**
- **Personal or Home Equity Loans**
- **Financial Advice**
- **Checkbook Balancing Assistance**
 - **Mobile application assistance**
- **Money Orders and Official Checks**
- **Business Banking**
- **Foreign Currency Exchange**
- **Free Notary Services**
 - **Promoted through University of Wisconsin-Stevens Point Human Resources & Transportation Services**

5.4.2 ATM Services (10 points)

Please describe additional ATM services you would provide in addition to those described in 5.2.2. Include the following:

- Additional locations

U.S. Bank will provide ATMs at the three requested locations:

- **Dreyfus University Center (DUC)**
- **Health Enhancement Center (HEC)**
- **Debot Residence Center**

- Additional services each machine would feature

In addition to the services outlined in section 5.2.3, the ATMs located at the Dreyfus University Center and the Health Enhancement Center will also accept deposit transactions.

- National networks the machines are part of

ATM, Debit and Credit Cards that participate in all major networks will be accepted at all U.S. Bank ATMs. Major networks include Visa, MasterCard, Cirrus, Plus, Fastbank, Pulse, Maestro, American Express, Discover and Quest.

- All transaction fees associated with each machine

Users will be able to transact at all three U.S. Bank ATMs on campus at no charge.

5.4.3 Campus ID Card Services (15 points)

For operational purposes, the University desires to have all students, faculty, and staff with the same card for identification purposes. All cards will have the logo of the contractor on the back side. As a result, if re-carding is necessary due to a new contractor being selected, approximately 4,000 cards for students and staff will be required during new student orientation from June 1 to July 15 and approximately 8,200 cards will be created when the current students return to campus in September. The new Contractor shall be required to pay the University \$5,000 for the campus re-carding.

Upon being selected to continue to provide the banking services on the PointCard, it will not be necessary to re-issue the PointCard to the existing population of University of Wisconsin-Stevens Point cardholders. Therefore, the \$5,000 re-carding fee will not be necessary. In addition, this will save University of Wisconsin-Stevens Point the time and hassle of re-issuing PointCards to the entire University of Wisconsin-Stevens Point community.

Please propose a campus card solution, which should include a transactional DDA account as a functionality of the ID card. This financial product must be linked to the ATM Debit card and/or VISA/MasterCard/American Express network for worldwide acceptability.

We are currently integrated with the PointCard to allow University of Wisconsin-Stevens Point students, faculty and staff the ability to access their U.S. Bank account with their ID Card. Upon being selected to provide this service, no changes to either your system or our system would be required.

However, see 5.4.6 - *Pertinent Information for Consideration* to learn more about our proposed Visa Maxx Card solution.

The financial institution selected through this process, would have the ability to establish banking relationships with enrolled students, and employed staff or faculty members at their option. The referenced transactional accounts must be FDIC insured, as well as operational in foreign countries with multiple access locations.

U.S. Bank's Campus Card program is designed as an 'opt-in' personal choice for students, faculty and staff. And if a choice is made to activate banking services, we will work directly with the individual. All U.S. Bank checking accounts, savings accounts, money market accounts, and certificate of deposit accounts (cDs) are FDIC insured. See the FDIC Deposit Insurance section below for more details. All U.S. Bank checking and savings accounts can be accessed in foreign countries. See the Nationwide and Worldwide Access section below for more details. U.S. Bank's checking accounts offer terrific benefits to the entire University of Wisconsin-Stevens Point community. See section 5.2.2 & 5.4.1 – *Banking Services* to view the benefits of our Student Checking and Workplace Banking products.

FDIC Deposit Insurance

FDIC deposit insurance covers the balance of each depositor’s account, dollar-for-dollar, up to the Standard Maximum Deposit Insurance Amount (SMDIA). The SMDIA is \$250,000 per depositor, per insured bank. Insurance coverage is based on the concept of ownership rights and capacities. Funds held in different ownership categories are insured separately from each other. Therefore, it is possible for a customer to have deposits of more than \$250,000 at one insured bank and be fully insured.

Types of Accounts Insured:

1. Checking accounts, savings accounts, NOW accounts

Note: NOW accounts are accounts in which the bank reserves the right to require advanced notice of intended withdrawal.

2. Certificates of deposit accounts, money market deposit accounts
3. Retirement accounts (i.e., IRAs, Keoghs)

Nationwide and Worldwide Access

All University of Wisconsin-Stevens Point students, faculty, and staff that link their PointCard to their U.S. Bank checking account will have the following access to their account.

- Multi-channel customer service – available 24x7x365 via automated technologies (ATM balance inquiry, online, IVR, email and mobile device) and by live CSRs – a friendly, helpful person.
- Free PIN-based purchases at over 1.9 million U.S. merchants that accept Interlink PIN-based debit – many of which provide “cash back” functionality at the point of sale. The Interlink network is comprised of the most familiar retail names – Home Depot, Costco, Wal-Mart, Walgreens, Target, etc.
- Cash access via any Visa/PLUS branded ATM — 1.3 million worldwide and 420,000 throughout the United States.
- Totally-free cash access (no service fee or surcharge) at any U.S. Bank branded ATM in the nation — 5,000+ total locations. Including 3 convenient locations on the University of Wisconsin-Stevens Point campus. These are Visa/PLUS ATMs that carry the U.S. Bank brand.
- Totally-free cash access (no service fee or surcharge) up to four times a month at any MoneyPass branded ATM in the nation — 27,000+ total locations. These are Visa/PLUS ATMs that carry the additional MoneyPass brand.



All University of Wisconsin-Stevens Point students, faculty, and staff that link their PointCard to their U.S. Bank Checking Account are also eligible for a Visa check card at no additional charge. In addition to the benefits listed above, all U.S. Bank customers with a Visa check card will have the following access to their account.

- Free signature-based purchases at over 25 million Visa merchant locations worldwide – 6.3 million in the United States.
- Free cardholder purchase and fraud protection.



All existing equipment is intended for continued use and may be integrated with any equipment offered or propped by the financial institution selected. The UW-Stevens Point Campus Card (PointCard) is tendered on our system by swiping the campus card at one of various on-line transaction units. The various on-line transaction units are as follows:

- Oracle/Micros devices (Micros Registers, Vending, Laundry, and Copy readers)
- Off-Campus Locations
- Cash to Card machines (to deposit money to PointCASH)
- Other magnetic strip readers

Acknowledged. U.S. Bank is currently integrated on track two of the PointCard's magnetic stripe to allow University of Wisconsin-Stevens Point students, faculty and staff the ability to link their Campus ID Card to access a U.S. Bank account. The current operation of the PointCard with U.S. Bank ATM/PIN debit functionality is operating smoothly and would require no changes to your current system.

5.4.3.1 PointCard

Please describe how you will provide a campus card solution that integrates with the current ID card features and systems (CBORD Odyssey, debit transaction system). This card shall be linked with a bank account against which checks can be written and debit transactions can be initiated through an ATM network.

To enable the PointCard to work as a U.S. Bank ATM and PIN-based debit card using University of Wisconsin-Stevens Point's IIN number, the following steps previously occurred:

- **University of Wisconsin-Stevens Point provided your IIN to U.S. Bank for loading into our financial systems.**
- **U.S. Bank provided University of Wisconsin-Stevens Point with the encoding format for track 2 of the PointCard magnetic stripe designated for banking transactions.**
- **Prior to 'go live', University of Wisconsin-Stevens Point provided U.S. Bank with physical test plastics and we conducted testing to ensure the cards function properly across all applicable networks.**

When a cardholder elects to bank with U.S. Bank, they simply provide us with the 16-digit number printed on the front of their PointCard and we activate that card for ATM and PIN-Based Debit functions in our system.

As the incumbent provider of banking service on the PointCard, the technology behind making the PointCard work as a U.S. Bank ATM and PIN-Based Debit card is already been built in. It will not be necessary to make any changes to the process we have in place.

Please detail how you will provide training in the use of all services, as well as promote the use of the card and associated services.

Since the PointCard staff is familiar with our current operations, there should be no additional training required to continue our partnership. U.S. Bank will continue to act as a consultant to ensure that the information encoded on the track 2 of the magnetic stripe on the PointCard is compatible with ABA standards. The University of Wisconsin-Stevens Point will maintain complete ownership of the card issuance process.

Amy Staven, On-Site Branch Manager, will continue to meet with Dining Services and the PointCard staff to discuss the delivery process of the PointCard. In addition, Amy will continue to train the new and existing branch staff on all the latest features and functionality of the PointCard.

See section 5.4.5 - Advertising, Merchandising and Promotions for more information about our plans to promote the use of the card and its associated services.

How will your organization activate the connection for the campus issued PointCard banking functions?

There are multiple ways for cardholders to open an account, as well as, link and activate the PointCard for banking services.

- **In the branch** — if the student, faculty or staff member presents their PointCard to be linked to their U.S. Bank Checking account at any U.S. Bank branch, the card will be activated immediately and ready to use. At that point, all the cardholder will need to do is establish a unique PIN for use at a U.S. Bank ATM.
- **At a tabling event** — if the student, faculty or staff member presents their PointCard at one of our ‘peak period’ tabling events on campus, we will link it for them. But we ask them to wait 24 hours before changing the PIN. That allows time for U.S. Bank employees to take the information back to the branch and manually update our systems.
- **Online** — students will always have the ability to open accounts online — a customized website that details our partnership as well the great U.S. Bank account offerings has been created. To view the customized website created for University of Wisconsin-Stevens Point, visit www.usbank.com/uwsp. Students at University of Wisconsin-Stevens Point can visit this site and open their accounts online through our Fast App process. Students will then return to take advantage of online banking.

No matter how or where the University of Wisconsin-Stevens Point students, faculty or staff members open their account and link their PointCard, the PointCard will be assigned a default Personal Identification Number (PIN) when activated in the U.S. Bank system. Detailed instructions for changing the PIN will be provided to all customers upon account opening.

How will your institution provide technical, operational, and financial support throughout the life of the partnership?

U.S. Bank has a dedicated team of individuals that coordinate the on-going growth of the campus card program throughout the life of the contract. We will continue to utilize Vince Roos, Operations & Regulatory Manager, Linda Brumm, the Campus Cards Partnership Manager, and Amy Staven, On-Site Branch Manager, to support University of Wisconsin-Stevens Point.

U.S. Bank is in close contact with the University’s PointCard Office should any technical issues arise with the PointCard. In addition, we provide staffing to the PointCard Office to explain the features and benefits of the card. U.S. Bank staff is also available during all orientation events to assist the PointCard Office staff.

Based upon our current partnership with University of Wisconsin-Stevens Point, our hope is that the University feels that this process is effectively organized. The University of Wisconsin-Stevens Point can feel comfortable knowing that your PointCard is in the hands of an experienced partner with U.S. Bank.

U.S. Bank will provide financial support throughout the life of the contract in a variety of ways. Specific financial support will be outlined in section 5.4.3.4 – *Additional PointCard Questions* and section 10.6 of the Cost Proposal.

Detail your plans to provide customer service support.

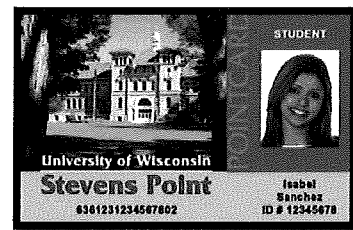
We detail the PointCard Cardholder Customer Service options for University of Wisconsin-Stevens Point below. See section 5.3.2 – *Staffing and Operations* for additional information about U.S. Bank customer service for the University of Wisconsin-Stevens Point community.

PointCard cardholder customer service is provided 24/7 and 365 days a year via the web, a toll-free automated IVR, mobile device and email, AND by live, English/Spanish-speaking customer service representatives.

- Web – unlimited free access
- IVR – unlimited free access
- Live CSR – unlimited free access
- Email and mobile alerts – fee-free event notifications

Please provide a plan for activation with the current production of cards. The Contract Administrator must approve the card design and use of any University logo. Cards furnished must be compatible with the University's on-campus debit transaction system. Current card stock is: CR-80, 30 MIL 60/40 PVC/POLY composite w/ 1/2" HICO Mag Stripe (3 Track, 2750 Oersted, Unencoded) Front side to have no print. Back sided to print 193 Red, 2748 Blue, 294 Blue, 130 Orange and Black, Polish/polish, video image quality, and shrink wrapped.

U.S. Bank is currently integrated with the PointCard to allow University of Wisconsin-Stevens Point students, faculty and staff the ability to link their PointCard to access a U.S. Bank account. Therefore, it will not be necessary for University of Wisconsin-Stevens Point to make any changes to the design of the PointCard.



However, should University of Wisconsin-Stevens Point decide to redesign their PointCard at some point in the future, U.S. Bank has a graphic design team that can provide alternative card images for consideration to the University. In addition, U.S. Bank has the following requirements for the back of the PointCard.

- U.S. Bank logo must appear on the back of the card, **no smaller than 1.125" wide x 0.25" tall**.
- U.S. Bank logo can be printed in color or black & white.
- The following text (or an approved variance) must appear on the back of your card:
U.S. Bank Customers: For 24-hour customer service or to report a lost or stolen ID card, call 1-800-US BANKS (872-2657) or visit usbank.com.

5.4.3.2 PointCard Desirable Features/Capabilities

Please detail if you will be able to provide functionality for parents and others to electronically send funds to student bankcard accounts and PointCASH accounts from any bank account. This would require integration with the campus CBORD Odyssey transaction system. Prior to the signing of the contract, if this option is proposed and accepted, it is required that the selected contractor will utilize the interface (JSA) for the CBORD system allowing transfer from any bank account to students' PointCASH account. The selected contractor must submit a formal letter of agreement with CBORD attesting to this integration and ability to create account numbers. Please describe if you are able to make the integration to CBORD.

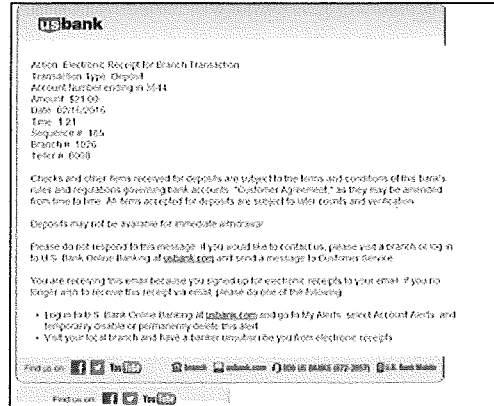
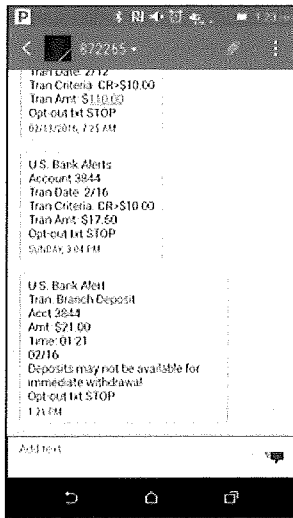
University of Wisconsin-Stevens Point currently has an online card office where students and parents can deposit funds into the PointCASH account. U.S. Bank recommends maintaining that current system to facilitate this functionality.

Students that choose to bank with U.S. Bank have a variety of ways to receive funds into their account. Once the funds have been deposited into their U.S. Bank account, they can simply use the existing transfer infrastructure to deposit those funds into their PointCASH account.

Please describe if your financial institution is able to provide electronic receipts for all internet deposit account activity via email to the recipient of the deposit? If so, please provide a sample of the receipt with the proposal.

U.S. Bank can provide electronic receipts for a variety of transaction activity on a customer's account. For in-branch transactions, customers have the option of receiving eReceipts through a message in the Online Banking Secure Message Center and/or by email or text. For transactions conducted online, customers have the option of setting up an email and/or text alert for transaction activity based on their designated parameters.

Below are sample text and email receipts.



It is desired that the selected contractor will work with the University to research and provide information on affinity credit cards for alumni. Please describe if your financial institution is able to provide this service? If so, please also describe your approach to this effort.

U.S. Bank focuses our efforts and resources for University partnerships around providing services through campus ID card programs. Our long-term strategy for the bank through campus programs is to acquire "core" customers which we have defined as checking account customers not credit card customers. Therefore, we are not currently offering an alumni affinity card product and are diverting the funds from that program to continue supporting our campus card partnerships. Our approach is to provide a wide variety of banking services options for University of Wisconsin-Stevens Point students as they graduate and have expanded banking needs but these are not specifically targeted to be affinity credit cards.

5.4.3.3 PointCard Issuance and Account Access

Describe the process for assisting in the issuance of new PointCards to students, faculty and staff members. This will include attending and staffing new student orientation to card new students, and support for re-carding any existing students currently holding PointCards issued with the prior contractor data. On an annual basis during the summer the University will run multiple student orientations. The determination of how existing students will be re-carded can be with a mutually agreed upon plan with the Contract Administrator and contractor.

Being a part of the University of Wisconsin-Stevens Point community, U.S. Bank will continue to assist with the issuance of new PointCards to student, faculty and staff members in any way possible. Detailed below are events and activities that have been conducted in the past or are still being conducted today. U.S. Bank is open

to suggestions on ways we can better assist with the issuance of PointCards to the University of Wisconsin-Stevens Point community.

- **Orientation Check-In** – U.S. Bank staff assists the Director of Orientation and their staff with the welcoming of new students and their guests to University of Wisconsin-Stevens Point. At this point, we collect the new account applications from students that have made the decision to establish a bank account with U.S. Bank. We also help direct these students to the next location. During this event, we staff an employee outside of the PointCard Office to answer questions students or their guests may have about the PointCard.
- **Resource Fairs** – U.S. Bank is an active participant in First Year, Transfer, Faculty and International (ESL and University) Student Orientations. At these events, U.S. Bank staff explains the features and benefits of the U.S. Bank account as well as the PointCard. In addition, we explain how the University of Wisconsin-Stevens Point community has the option to link their U.S. Bank account to their PointCard. At this event, U.S. Bank staff works closely with the PointCard Office and other entities on campus to show the benefits of banking on campus.
- **Post Orientation** – U.S. Bank staffs a table in the concourse following the conclusion of all orientation events. In the past, University of Wisconsin-Stevens Point allowed U.S. Bank to distribute the PointCard at this event. Currently we are not able to distribute the PointCard, but we do use this last contact with students to ensure they are aware of the benefits U.S. Bank makes available to them on campus.

Throughout all Orientation events, U.S. Bank ensures that we are properly staffed to assist University of Wisconsin-Stevens Point with the tasks listed above as well as provide additional support to the University as needed. Greeting students, providing directions, and taking students where they need to go are just a few of the additional responsibilities U.S. Bank strives to take on.

As a reminder, since U.S. Bank is the incumbent provider of banking service on the PointCard, it will not be necessary to re-issue the PointCard to the existing population of University of Wisconsin-Stevens Point cardholders.

Will there be specific activation periods for students, faculty or staff? If yes, please provide a detailed plan.

Students, faculty and staff can enroll in the U.S. Bank account at any time. There are no specific enrollment periods. However, orientation and move-in are two of the busiest activation periods for U.S. Bank.

Because U.S. Bank has the ability to conduct offsite tabling events, we are able to accept applications for new bank accounts from the University of Wisconsin-Stevens Point community anywhere on campus. Account numbers, instant issue debit cards, and all required disclosures are provided to the students when the application is accepted. When an application is accepted offsite, all accounts will be opened and PointCards will be linked and ready for use within 24 hours.

In addition, U.S. Bank has a portable laptop to assist with offsite tabling events or meetings in locations other than the Dreyfus University Center (i.e.: loan closings, professor meetings in lounges, etc.).

When a campus card is lost or stolen, describe the responsibilities and liabilities of the following parties:

- The cardholder
- The financial institution
- The University

It is the responsibility of the cardholder to report a lost or stolen card to University of Wisconsin Stevens Point and to U.S. Bank. These cardholders have three easy and convenient ways to report a lost or stolen card to U.S. Bank:

- **Report a card lost or stolen 24 hours a day / 365 days a year through our toll-free customer service line, 1-800-USBANKS. The customer service representative will immediately deactivate the banking function on the card.**
- **Customers can also stop by or call any of our branch banks during regular business hours and report their card lost or stolen. The banker will deactivate the card immediately.**
- **Customers can also report their card lost or stolen online 24-hours a day / 365 days a year at usbank.com. They simply contact our customer service department and U.S. Bank will deactivate the card upon authentication of the request.**

For security reasons, our preferred method is over the phone through our 24-hour customer service number or in person at one of our branch facilities (i.e. on campus) so we can verify the accuracy of the card number and the identity of the cardholder, deactivate the card instantly and verify past transactions for validity.

Should a student, faculty or staff member have any fraudulent activity on their account as the result of a lost or stolen PointCard, they will be covered by Visa's Zero Liability Policy as long as they report the unauthorized activity to U.S. Bank within 60 business days. Since the PointCard transactions require a PIN, U.S. Bank has received very few claims of unauthorized activity as the result of a lost or stolen PointCard from the University of Wisconsin-Stevens Point community since this programs inception in 2005. Important to remember is that University of Wisconsin-Stevens Point will have no liability for fraudulent use related to the PointCard or the checking account linked to it.

Describe how a cardholder will gain immediate access to their funds until a replacement card can be issued.

With a U.S. Bank branch conveniently located inside the Dreyfus University Center, students can access their funds and be issued an instant issue debit card right on campus. In addition, they can call 1-800-USBANKS and request a secondary debit card until a replacement PointCard can be issued. Customers can also pay bills using our free internet bill pay without having their PointCard present.

What happens when a cardholder ends their relationship (through withdrawals, retirement, etc.) with the University? Can the cardholder retain or continue to use the debit card and banking account? Please provide additional information.

Upon graduation or any other reason for leaving University of Wisconsin-Stevens Point, the cardholder can maintain their banking privileges with U.S. Bank as long as they wish. We are the fifth largest commercial bank in the United States and one of the largest to operate on a single platform for all branches and ATMs. This means that students who open an account through the University of Wisconsin-Stevens Point relationship will be able to walk into any of our 3,100 branches and conduct daily banking transactions in person, or online, just as they have become accustomed to while at University of Wisconsin-Stevens Point.

The banking functionality on the PointCard does not have an expiration date, so it will remain linked to their checking account until the account closes or the cardholder requests that it be deactivated.

Discuss your organization's privacy practices. Does your organization share any customer information with any affiliates? Describe in detail how your organization complies with federal privacy laws that may apply to customer information collected under this agreement.

Our campus banking agreements to not contemplate the sharing or collection of any customer information between the University and U.S. Bank. We have a confidentiality provision to cover any inadvertent sharing, but

all customer information is provided directly to U.S. Bank from the students, not the University. The University is not asked to share student information with U.S. Bank.

In 2015, U.S. Bank was the proud recipient of top honors in the 11th Annual Privacy Trust Study for Retail Banking, conducted by independent privacy and information security research firm, the Ponemon Institute. First conducted in 2004, the study examines how issues related to consumer privacy and data security and the ways retail banking institutions address those issues translate to consumers' trust.

U.S. Bank is the only bank to be ranked in the top five for all 11 years and has been number one for the past nine years.

"Security and trust are key to building strong customer relationships and loyalty," said Dan Burks, U.S. Bank's chief privacy officer. "Customers want to know that their bank is looking out for them and the safety of their financial information. We take that role seriously, and are pleased to consistently be recognized by the renowned Ponemon Institute for successfully delivering on that trust."

Below is a link to U.S. Bank's Consumer Privacy Policy. This includes information our Consumer Privacy Pledge and our Online Privacy and Security.

<https://www.usbank.com/privacy/>

Customers entrust U.S. Bank with two things: their money and confidential information. In an effort to protect our customers' information and ultimately, their identity, all employees are required to pass Gramm-Leach-Bliley Act (GLBA) certification. U.S. Bank employees meet their GLBA responsibilities by becoming directly engaged in enhancing their understanding of GLBA and safeguarding customer information. This means U.S. Bank employees know where to go for detailed policies and updates that govern how you must safeguard customer information. A comprehensive library of information security policies and procedures can be utilized by all of our employees on the U.S. Bank intranet system.

5.4.3.4 Additional PointCard Questions

As a potential contractor, explain how your organization will comply with all Federal laws and regulations (e.g. federal banking laws including Regulation E, the Family Educational Rights and Privacy Act of 1974 (FERPA)), that may apply to the services provided under this agreement. If these laws or regulations do not apply, tell us how or why they do not.

U.S. Bank National Association is a national bank that is regulated by several federal agencies including, but not limited to the OCC and the CFPB that ensure banking institutions comply with all federal laws applicable to them.

The Electronic Fund Transfer Act ("EFTA") and its implementing regulation, Regulation E, contain detailed rules governing what an error is in relation to an electronic fund transfer ("EFT"), how consumers must give notice of errors, and what the Bank needs to do in order to resolve an error. U.S. Bank will comply with applicable laws and regulations governing the services provided under this agreement including Regulation E.

The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. It does not apply to financial institutions such as U.S. Bank.

In addition, U.S. Bank will assist the University of Wisconsin Stevens Point in complying with certain aspects of the regulation pursuant to the Department of Education's release of a new rule part 668 of Title 34 of the Code of Federal Regulations amending, The Higher Education Act of 1965. Below is a link to this regulation.

<https://www.gpo.gov/fdsys/pkg/FR-2015-10-30/pdf/2015-27145.pdf>

During the life of the contract, it is anticipated the contractor will promote the new bankcard and card services by providing both direct and indirect levels of support to the University (funding used to increase the performance of the program). Please describe any services or activities you would be willing to support to, in order to promote the program. Examples of services and activities include: Welcome Week, Athletics program, Scholarships, website development, University marketing, special events, etc.

U.S. Bank is pleased to contribute to the programs listed in Section 10 – Cost Proposal including the Advertising, Merchandising, and Promotions program, the University Educational Program, the Athletic Sponsorship, as well as the Monetary Incentives for the PointCard. See Section 10 – Cost Proposal for our proposed financial support.

In addition to the items listed above, U.S. Bank would like to continue to support the following programs:

- **Welcome Week Sponsorship – Participated in DUC HouseParty, Vendors Fair, Ball Drop Donations, & Screen on the Green**
- **University of Wisconsin-Stevens Point International Club – International Club Dinner Sponsor**
- **Faculty & Staff Resource Guide – In 2016, U.S. Bank was added to the Faculty and Staff Resource Guide for incoming faculty and staff members.**
- **Diversity & College Access – Past sponsor of the Ice Cream Social.**
- **University of Wisconsin-Stevens Point Men's Hockey – Large sponsor of the NCAA National Championship Banner Raising Celebration**
- **School of Business & Economics – Golf Outing Donations**
- **University of Wisconsin-Stevens Point Bookstore – Beginning of the year giveaway bash donations.**
- **U.S. Bank Website – U.S. Bank hosts and maintains a custom University of Wisconsin-Stevens Point website at usbank.com/uwsp where students can learn about their PointCard and apply for a U.S. Bank account online.**

U.S. Bank is dedicated to University of Wisconsin-Stevens Point and its community. All donations from U.S. Bank are used to support University of Wisconsin-Stevens Point, its students, staff and faculty. We are willing to consider any and all opportunities to further support the University of Wisconsin-Stevens Point community that are presented to us.

See section 5.4.5 – *Advertising, Merchandising and Promotions* for more information about our plans to promote the use of the PointCard and its associated services.

Please describe what incentives your organization would provide to the institution for having campus individuals (students, faculty, staff, and alumni) establish optional banking relationships using the PointCard. (i.e. penetration rates and monetary incentives for student scholarships).

U.S. Bank views the partnership between the University of Wisconsin-Stevens Point and U.S. Bank as a derivative of community involvement. It is our desire to provide monetary incentive through the campus card

program in a way that is responsible to our customers and University of Wisconsin-Stevens Point. Throughout the partnership, U.S. Bank is committed to the involvement required to make the program a success.

With the added scrutiny around campus ID card arrangements in the media, by the CFPB, and the Department of Education over the past few years, U.S. Bank believes it's no longer appropriate to offer "pay-to-play" financial arrangements. Therefore, we are proposing a simple, easy to budget for fixed PointCard operations payment for the life of the agreement. In addition, as the incumbent provider of banking service on the PointCard, it will not be necessary to make any changes to the PointCard. Therefore, saving University of Wisconsin-Stevens Point the time and hassle of re-issuing PointCards to the entire University of Wisconsin-Stevens Point community.

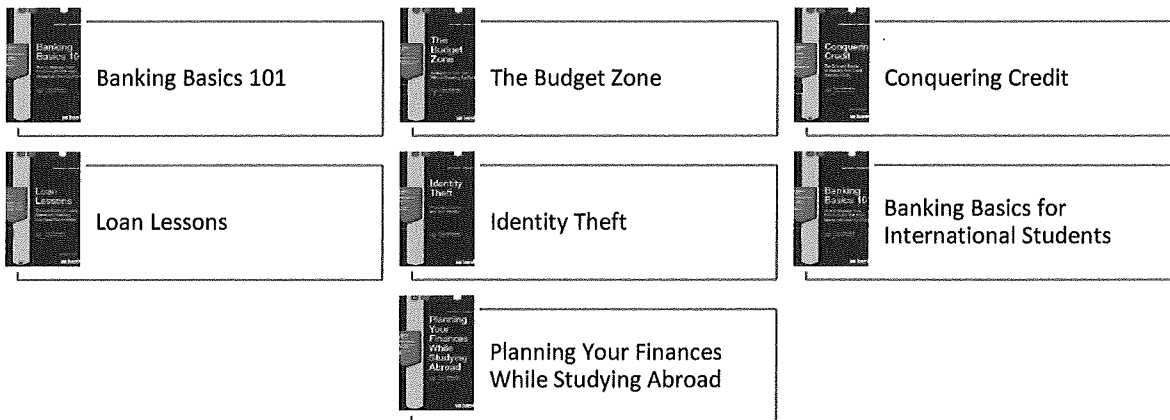
See attachment A to Section 10 – Cost Proposal for U.S. Bank's monetary incentive for the PointCard and a comprehensive summary of our entire Cost Proposal.

Describe all options for educational, promotional and extraneous activities that may enhance the growth of the University and the community. Would the contractor pay for those activities? Be specific as to the subject matter and frequency of educational and promotional activities.

U.S. Bank looks forward to continuing to support the University of Wisconsin-Stevens Point community through participation in on-campus events, activities and educational seminars. Our continued commitment to the university will be to provide these services at no cost to University of Wisconsin-Stevens Point. We will continue to explore new, mutually agreeable opportunities and avenues to grow our partnership and provide support to the University of Wisconsin-Stevens Point community.

U.S. Bank offers a variety of educational activities to University of Wisconsin-Stevens Point students, faculty and staff. These activities are conducted through our on-campus bank branch and through U.S. Bank's robust digital channel. Four (4) examples of our Best-in-Class Financial Education Programs are listed below:

1. **U.S. Bank Financial Education Seminars** – This highly-developed U.S. Bank curriculum covers everything from simple financial concepts (basics) to how students should plan financially for studying abroad. These seminars can be tailored in terms of content, delivery techniques and frequency.



In addition to the Financial Wellness Seminars we have developed for students, U.S. Bank can provide content experts to cover an almost unlimited number of specialties for the University of Wisconsin-Stevens Point faculty and staff.

Examples of additional available seminars include:

- **First Time Home Buyer’s Seminar**
- **Retirement Planning & Investment Strategies**
- **Long Term Care Insurance**
- **Saving for Your Child’s Education**

2. **U.S. Bank Financial Genius** – Online training modules are offered through U.S. Bank’s Financial Genius website. This website offers credible information around using money wisely. Topics vary from Financial Basics, Saving Money, Keeping your Money Safe, Building your Credit, Buying a Home, Paying for College, and Planning for Retirement. Preview our offerings at usbank.com/financialeducation.



Social Media engagement - where students are encouraged to share and ask financial questions through Facebook, Twitter, Instagram and You Tube.



U.S. Bank Scholarship Program: scholarship opportunities to students who complete online lessons about personal finance.



Parent Toolbox: This site provides tools and resources for parents and caregivers to help better prepare students to make financial decisions



Individual Development Account: (IDAs) are restricted savings accounts designed to help people with no (or minimal) assets accumulate savings toward a predefined goal within a set period of time.

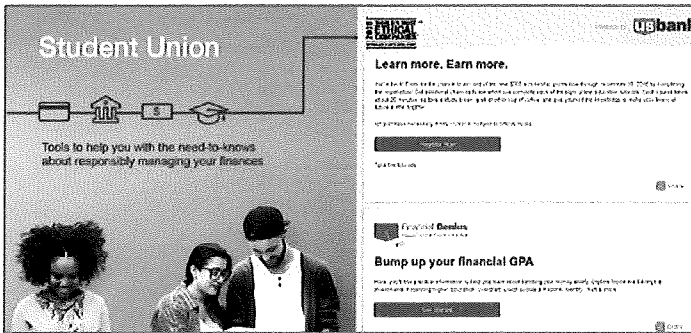


Financial Smarts for seniors: Provide you with tools and information to navigate safely through these financial challenges to enjoy those golden years.



Military Financial Education: Financial Genius is committed to supporting members of the armed forces and their family members, and we understand that service in the U.S. Military can mean a life of mobility

3. **U.S. Bank Student Union Website** – Additional online educational programs can be found at the innovative U.S. Bank Student Union website. This website includes advice, tools, and resources for students and parents. Learn more at usbank.com/studentunion.



4. **U.S. Bank Credit Wellness Center** – This website was built to be a single, one stop shop for students and other consumers to learn about credit. The credit wellness website is fluid, interactive and easy to

understand. Users can click through the site to better understand a good vs. bad credit score, scroll over images to get instant explanations and play a credit simulator to see how life decisions affect credit scores. Learn more at creditwellness.usbank.com.

See Section 5.4.4 – *University Educational Programs* for more details on specific Financial Education events held on the University of Wisconsin-Stevens Point campus over the past few years.

If the University wishes to be co-branded with the services provided by the contractor including any marketing and website content available to the campus community, explain how this will be accomplished. Also address whether there will be any charges for the co-branding or how this will otherwise be handled.

U.S. Bank has a marketing department dedicated to the needs of our campus card partner schools. In addition, U.S. Bank partnered with one of our marketing vendors to create an internal web page where your Partnership Manager, Linda Brumm, can create custom co-branded marketing materials for University of Wisconsin-Stevens Point. All co-branded marketing materials that U.S. Bank creates will be subject to University of Wisconsin-Stevens Point review and approval. See section 5.4.5 – *Advertising, Merchandising and Promotions* for more information about our plans to promote the use of the PointCard and to see examples of some recently created co-branded marketing materials.

In addition, U.S. Bank currently hosts and maintains a custom website at usbank.com/uwsp where students can learn about their PointCard and apply for a U.S. Bank account online.

U.S. Bank will continue create all marketing materials and maintain the custom University of Wisconsin-Stevens Point website at no cost to University of Wisconsin-Stevens Point.

Describe any other management functions and/or features offered that will support the card production and/or administration of the campus card solution.

In addition to your dedicated On-Site Branch Manager, Amy Staven, and Partnership Manager, Linda Brumm, U.S. Bank has a dedicated debit integration and support team that is available to handle any technical or operational issues that may occur as a result of the banking functionality on the PointCard. Fortunately, we had a smooth implementation process and have not experienced any technical issues with the PointCard in the past. We anticipate the program to continue running smoothly in the future.

5.4.4 University Educational Programs (15 points)

Please describe the various programmatic activities or benefits to UW-Stevens Point faculty, staff, and students that you would provide and the frequency of these activities. Possibilities include seminars on successful financial habits, budget planning, and credit counseling or internships within the banking industry.

As mentioned in our response to the question about educational, promotional and extraneous activities in 5.4.3.4 – *Additional PointCard Questions*, U.S. Bank has a variety of educational programs available to the University of Wisconsin-Stevens Point community. Throughout the course of our 11 year partnership with University of Wisconsin-Stevens Point, U.S. Bank has been committed to participating in these types of educational programs on-campus and in the community. The following are specific examples:

- **International Programs – We have provided presentation assistance for all outgoing International Programs for students traveling abroad where we provided tips and suggestions for traveling internationally.**

- **International Students & Scholars Office Partnership** – We provide ISSO with various programming for different groups arriving to campus (ESL, University, Fulbright Scholars) multiple times per year.
- **International Student Programming** – We provide programs on Banking in the United States, Electronic Banking, etc... We work with Brad VanDenElzen, Ginny Bondeson, Cherie Hadra, Melissa Murray, Telitha Bean-Thompson multiple times per year to customized sessions to meet the student's needs when arriving and as they are adjusting to life in the United States.
- **The Cupboard** – We've provided tips on Finances and Budgeting.
- **Mortgage Lender/Investments 'In the House'** – We provide first time home buyers and investment seminars for faculty and staff when requested.
- **Lawton Grant** – In the Spring of 2016 we provided a Budgeting and Money Management Seminar for Lawton Grant scholarship recipients.
- **Internship Opportunities** – The past two years, U.S. Bank hired and trained student interns from University of Wisconsin-Stevens Point to enhance our partnership. The intern we hired in 2016 was an international student from the Kingdom of Bahrain who speaks four languages. This helped us further assist the international students that arrived on campus in the fall of 2016.
- **Residential Living Seminars** – We provide multiple Money 101 and Budgeting seminars as requested throughout the semester.
- **Pre-graduation Seminar** – We provide financial advice to the students as to what to expect after graduation – i.e. student loan repayment, savings accounts, and investments.

U.S. Bank will continue to explore new, mutually agreeable opportunities and avenues to grow our partnership and provide support to the University of Wisconsin-Stevens Point community. In addition, we are open to conducting seminars that are being presented on campus to the University of Wisconsin-Stevens Point community by other financial institutions.

5.4.5 Advertising, Merchandising and Promotions (15 points)

Provide a general summary of your proposed plans for advertising, merchandising and promotions during the course of this contract, including marketing programs and schedules for implementation.

U.S. Bank looks forward to the continued partnership with University of Wisconsin-Stevens Point as we share our value-added services on campus. As you can imagine our schedules and implementations of activities change from year to year. What is key to understand is that U.S. Bank is adaptable and has the skill and scale to be flexible and change with the times.

Today, U.S. Bank communicates through various channels and promotions including: University of Wisconsin-Stevens Point Portal, flyers, mail drops to different departments, in-person meetings, tabling events, yard signs, banners, and partnerships with on-campus organizations. Below is a snapshot of our current outreach, along with items we look forward to partnering with you on in the future.

Informational Letter to Parents and Students— U.S. Bank will continue to create letters to incoming students and parents explaining the benefits of card usage and banking privileges of our checking accounts for students. These letters can be included with other University of Wisconsin-Stevens Point distributed mailings or independent.

Tabling Events— Throughout the year, U.S. Bank will continue to provide staffing and materials at all carding events including orientation, and will help to create a festive environment. U.S. Bank employees will participate in Student Orientations, social events, and other relevant opportunities to advance the opening of new bank accounts.

See section 5.4.3.3 – **PointCard Issuance and Account Access** for more details of the events we have been involved in over the past few years.

Customized PointCard Marketing Materials — U.S. Bank will continue to create customized PointCard buckslips and flyers. They will promote all functions on the PointCard, not simply the banking function. This provides efficiencies and allows the PointCard office to decrease marketing expenses.

Marketing Materials for the PointCard Office — U.S. Bank will continue to provide buckslips, flyers, posters, banners, table tents and more for the PointCard office to promote the partnership on an on-going basis.

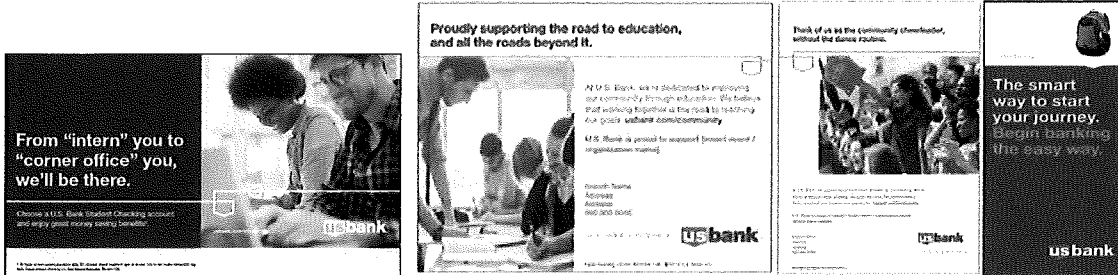
Examples of recent PointCard collateral:

International Student Marketing – As a targeted outreach to your International Students, we now offer "How to Open" information for International Students supporting them with the required documentation and detailed explanation of benefits for account opening. This information supports and underscores our specific teachings to international students on "How to Navigate and Understand the U.S. Banking System."

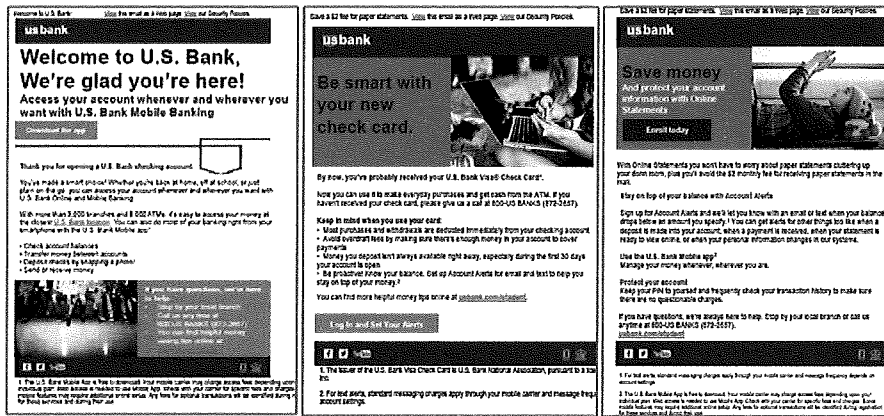
Promotional Items – U.S. Bank promotes new checking account acquisition through promotional items. In 2016, we offered a state of the art Bluetooth Earphone. These promotional items are great giveaways for students who open a U.S. Bank Student Checking account.



Additional Outreach – U.S. Bank also participates in specific marketing outreach that features various concepts focused on sports, the arts, financial education, community events, galas, digital marketing, and business events. We are open to all types of marketing outreach to reach the University of Wisconsin-Stevens Point community.



Welcome Emails – U.S. Bank sends welcome emails to all new Student Checking customers. This marketing strategy supports and engages students to better understand their new checking account, its features, and benefits.



Nearing Graduation – As your students near graduation, continued engagement is extremely important to ensure they are in the proper checking account product that will fit their future needs. We provide specific “Because You’ve Earned It” product advertising to upgrade your students from Student Checking into Gold & Platinum Checking Packages.

Pandora Marketing – As a new recommendation, U.S. Bank would like to pilot mass media outreach and advertise through media channels such as Pandora. (All mass media opportunities are pending final internal U.S. Bank approval at this time.) U.S. Bank does look forward to discussing this with you further.

5.4.6 Pertinent Information for Consideration (5 points)

Please provide other such information as you deem pertinent for consideration by the University.

1. U.S. Bank Maxx Card – A great way to make the PointCard “All-In-One”

The U.S. Bank Maxx Card program is a comprehensive portfolio or ‘menu’ of financial services that can be selected to meet the exact needs of the institution and its stakeholders. For students at University of

Wisconsin-Stevens Point, we can enhance the functionality of the integrated campus card to create a primary debit card and ID all in one piece of plastic – a *true lifestyle enhancement*.

Campus Card with a Financial IQ

U.S. Bank's *Maxx* card combines your student ID with a Visa[®] Check Card, preserving all of the current and familiar 'on-campus' utilities such as building access (and others) as they exist today, and adding a whole new dimension of financial transaction capabilities. By combining the student ID with a U.S. Bank student checking account, cardholders can use their enhanced PointCard to make signature and PIN purchases as well as cash withdrawals all over the world. And when they decide to sign up, the card is requested from the PointCard Office, and then issued and enabled for immediate use at the U.S. Bank branch on campus.

Prepared Cardstock

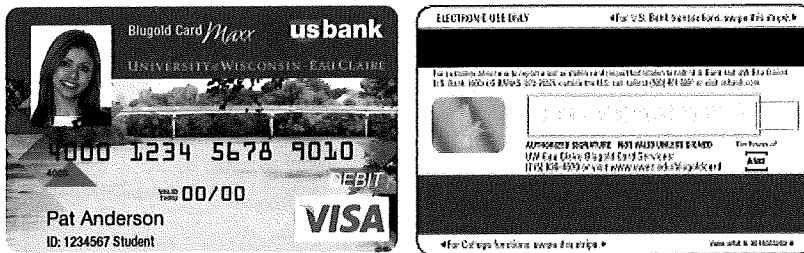
We will arrange for shipments of *Maxx* card plastics to the on-campus U.S. Bank branch at various times throughout the year to match your issuance needs. The cards will be pre-printed on the University's chosen plastic design with all preliminary markings and logos — front and back. Magnetic stripe encoding, photo, name and ID number, will occur in the PointCard Office. The University will continue to regulate and maintain its own access control technology.

Two magnetic stripes — clever, simple & flexible

For the PointCard *Maxx*, there will be two magnetic stripes — top and bottom. The bottom (closed loop) magnetic stripe will be colored blue or red to designate it as the 'University of Wisconsin-Stevens Point campus stripe'. It can be set up as a two or three-track stripe depending upon your needs. The top black two-track magnetic stripe will then be reserved for the U.S. Bank / Visa debit functionality. Students, faculty and staff will be instructed to swipe the blue or red magnetic stripe to access campus services and the top (black) magnetic stripe for Visa debit card purchases and ATM transactions.

This allows the new card to function as a bank debit card while still maintaining complete integrity and autonomy with any existing campus card functionality. The 16-digit ISO number, student photo and other information on the front of the card are each a flat print (non-embossed) process that allows the PointCard Office to retain complete control over the issuance process.

Separation of the bank transaction functionality from school functionality also eliminates your responsibility for maintaining PCI compliance relative to any bank-driven transactions. So long as the open loop point of sale and ATM transactions are limited to the top magnetic stripe only, the University will have no potential PCI compliance issues today or in the future.



Card Design

Your current PointCard design will stay the same if you wish. However, U.S. Bank will provide professional creative services on your behalf to develop a customized (and compliant) PointCard *Maxx* design. Visa has approved a *Maxx* card template allowing the University to choose the background image used on the card, and we do have flexibility in the creation of your design. Any final design choice must be approved by the University, U.S. Bank, and Visa.

Carding Example — *new or existing student experience*

The opening of accounts and the linking of the PointCard *Maxx* is easy! New accounts can be opened at the on-campus branch, at any tabling event held on campus, online at www.usbank.com/uwsp, or at any one of our 3,100 branches nationwide. The PointCard *Maxx* can be linked to any U.S. Bank checking account, including our Student Checking account.

Students will visit the PointCard Office and indicate their desire for a PointCard *Maxx*. Office personnel will take the student's photo and add it to their name and all other necessary data to be printed on the enhanced Visa branded cardstock which is housed in the locked hopper of a the University-owned printer located in the U.S. Bank branch. When finished in the PointCard Office, students will then be directed to proceed to the nearby branch to complete the issuance of their card and establish their banking privileges. Students choosing the standard PointCard (only) will finish the issuance process while still in the PointCard Office — no need to visit the U.S. Bank branch.

With this simple configuration and system, there will be no direct connectivity between the University and the U.S. Bank branch; only a 'University-networked' card printer installed in a secure location of the bank branch. The University will not need to collect and 'share' any confidential information, thus protecting the privacy of all students, faculty and staff. U.S. Bank will collect all necessary personal information directly from the cardholder at the branch at the time the bank account is opened and the card is linked to the account.

In the branch, students will identify themselves to a banker as a new *Maxx* cardholder and either;

- Verify their already-existing U.S. Bank checking account information, or
- Open a new account at that time, whichever is the case.

The card (already printed and encoded) will be removed from the printer and verified by branch personnel for accuracy, then linked to the new or existing checking account using the U.S. Bank system platform. This process could take as little as 30 seconds if the account has already been set up. When finished, the student will leave the U.S. Bank branch with a fully functional PointCard and U.S. Bank Visa check card, all in one — the PointCard *Maxx*.

Important Note on Card Issuance

We believe issuance and control of the carding process belongs with the PointCard Office, and that adding financial services to the card should be a simple process that does not substantially increase the time it takes to print and issue cards. Nor should it complicate or confuse the process in any way.

Another key point is that the *Maxx* Card program will be totally optional for University students, faculty and staff. *Maxx* Card participants will make an individual choice to enhance their standard PointCard with banking capabilities, and that choice will be an informed and responsible decision based solely upon their own competitive analysis of the services being offered. In other words, U.S. Bank fully expects to introduce, educate and market the *Maxx* Card value proposition in a variety of ways and through multiple channels in an effort to 'earn and keep' each customer relationship.

Maxx Card Printer, Card Stock, and Card Operations Payment

Should University of Wisconsin-Stevens Point allow U.S. Bank to offer the PointCard *Maxx* as an additional option for students, faculty and staff, U.S. Bank will pay for the following:

- The University-owned printer that will need to be installed in the U.S. Bank branch on campus.
- All *Maxx* Card stock required over the life of the agreement, thus reducing the quantity of 'standard' PointCard card stock needed by University of Wisconsin-Stevens Point.

In addition, U.S. Bank will offer a higher Card Operations Payment to University of Wisconsin-Stevens Point for the PointCard *Maxx*. We feel this card will be more widely accepted by the University of Wisconsin-Stevens Point community than the 'standard' PointCard. See Section 10 – Cost Proposal for our proposed financial support.

2. State-of-the-Art Features & Services

U.S. Bank is proud of the technical innovations and enhancements that we have implemented over the past few years. We have an Innovations department dedicated to exploring new opportunities for the advancement of our banking products and services. As a leading user of new technology, students will especially benefit from these new innovations.

Below are some state-of-the-art features/services that U.S. Bank offers, in addition to some technological innovations and enhancements that we have implemented.

U.S. Bank PhotoBanking – U.S. Bank PhotoBanking allows customers to deposit checks and add biller details to their Bill Pay list – all by taking a picture with their mobile device.

- *Deposit checks anytime, day or night.* With DepositPoint™ in the U.S. Bank Mobile app, customers can deposit checks from their mobile device whenever it's right for them. They simply sign the check and mark it "For Deposit Only," take a photo, verify the information and tap Submit. That's it! It's faster than a trip to the bank or ATM.
- *Picture an easier way to pay bills.* Paying bills is as easy as a few taps and swipes with Photo Bill Pay. To add a new biller, just take a photo of the bill's payment stub – we'll capture the information. And for peace of mind, customers can set up recurring payments – that's one less thing to remember each month.

Mobile Payments – U.S. Bank has been a leader in mobile payments and one of the first banks to offer Apple Pay, Android Pay, and Samsung Pay to our customers. All three allow U.S. Bank customers with eligible consumer Visa credit or debit cards to use their mobile phone to make fast, simple and secure payments in-store—all without pulling out a wallet.

clearXchange – In 2015, U.S. Bank became a member and co-owner of clearXchange, the largest bank-focused digital payments network in the United States. With the addition of U.S. Bank, the clearXchange network now includes 5 of the largest banks in the United States, along with multiple regional financial institutions, who together serve over 100 million online banking and 50 million mobile banking customers.

Through clearXchange, it is even easier for U.S. Bank customers to send payments to anyone with a United States bank account from the security and convenience of their U.S. Bank online and mobile banking experience. The only information the sender needs is the receiver's mobile number or email address, eliminating the need to share sensitive account information.

Free Credit Score – U.S. Bank offers all online banking customers – including students – free access to their credit score, plus an online simulator that tells them how the financial choices they make today may affect their score and their ability to access credit in the future. This service is called CreditView and is provided by TransUnion.

Financial Genius Scholarship – In 2016, U.S. Bank continued to demonstrate its commitment to financial education by offering current and prospective college students the opportunity to earn up to \$20,000 in scholarships through the U.S. Bank Financial Genius Scholarship Program. To participate, applicants were required to register online at usbank.com/studentunion. Applicants received additional chances to win when they completed each of the eight online education tutorials.

U.S. Bank has awarded more than \$500,000 in scholarships over the past 20 years. By incorporating financial education into the scholarship process, U.S. Bank helps ensure students are successful both inside and outside of the classroom.

Dynamic Dozen – Back in 2009, U.S. Bank formed the “Dynamic Dozen,” a group of millennials chosen by the company’s senior leaders to provide their perspectives on how to make U.S. Bank the bank of choice for customers and employees in this age group. These individuals represent their respective business line in a year-long program that includes panels for input on company products and initiatives, professional development activities and a collective capstone project.

12 VENDOR INFORMATION - DOA 3477

VENDOR INFORMATION

1. Proposing Company Name: U.S. Bank National Association
Fein: 31-0841368 Fax: N/A
Phone: 920-424-4118 Toll Free Phone: 1-800-USBANKS
Address: 800 Nicollet Mall
City: Minneapolis State: Minnesota Zip: 55402

2. Name of person we may contact in the event there are questions about your Proposal.
Name: Meredith Scheuermann Title: VP, Senior Business Development Manager
Phone: 920-424-4118 Toll Free Phone: 1-800-USBANKS
Fax: 920-424-4216
Address: 111 N Main Street, Oshkosh, WI 54901-2448

3. Vendor that is awarded this contract will be required to submit affirmative action information to the University. Please name the person in your company we may contact about this plan.
Name: Janet Wright Title: EEO/AA Manager
Phone: 651-325-0939 Toll Free Phone: N/A
Fax: N/A
Address: 9996 W. Hollandale Drive Boise, ID 83709

4. Mailing address where state purchase orders are to be mailed.
Name: Meredith Scheuermann Title: VP, Senior Business Development Manager
Phone: 920-424-4118 Toll Free Phone: 1-800-USBANKS
Fax: 920-424-4216
Address: 111 N Main Street. Oshkosh, WI 54901-2448

RETURN THIS PAGE WITH BID

13 VENDOR CLIENT REFERENCE - DOA 3478

Vendor Client Reference

Company 1 Name: University of Wisconsin – Eau Claire

Address (include Zip + 4): 77 Roosevelt Road, Eau Claire, WI 54701-4004

Contact Person: Charles Farrell Phone No.: 715-836-5904

Products and/or Services used: Campus Card 05/2005 (Maxx, 04/2007), Branch 08/2012, (2) ATM's

Email: Farrelcf@uwec.edu

Company 2 Name: Northern Kentucky University

Address (include Zip + 4): 100 Nunn Drive, Highland Heights, KY 41099-0001

Contact Person: Andy Meeks Phone No.: 859-572-5575

Products and/or Services used: Campus Card 08/2005, Branch 01/2006, (2) ATM's

Email: Meeksa@nku.edu

Company 3 Name: University of Missouri – Kansas City

Address (include Zip + 4): 5100 Cherry Street, Kansas City, MO 64110-0001

Contact Person: Jody Jeffries Phone No.: 816-235-1086

Products and/or Services used: Campus Card 05/2011, Branch 09/2011, (1) ATM

Email: jeffriesjd@umkc.edu

Company 4 Name: University of Central Missouri

Address (include Zip + 4): Elliott Union 301, Warrensburg, MO 64093-7443

Contact Person: Deb Hobson Phone No.: 660-543-4342

Products and/or Services used: Campus Card (Maxx) 11/2008, Branch 11/2008, 3 ATM's

Email: hobson@ucmo.edu

RETURN THIS PAGE WITH BID

14 Designation of Confidential and Proprietary Information DOA 3027

DESIGNATION OF CONFIDENTIAL AND PROPIETARY INFORMATION

THE ATTACHED MATERIAL SUBMITTED IN RESPONSE TO Request for Bid No. PS-15-2298 includes proprietary and confidential information which qualifies as trade secret, as provided in Section 19.36(5), Wis. Stats., or is otherwise material that can be kept confidential under the Wisconsin Open Records Law. As such, we ask that certain pages, as indicated below, of this Proposal/Proposal Response be treated as confidential material and not be released without our written approval. We request that the following pages not be released:

Section	Page#	Topic
N/A		

IN THE EVENT THE DESIGNATION OF CONFIDENTIALITY OF THIS INFORMATION IS CHALLENGED, THE UNDERSIGNED HEREBY AGREES TO PROVIDE LEGAL COUNSEL OR OTHER NECESSARY ASSISTANCE TO DEFEND THE DESIGNATION OF CONFIDENTIALITY.

This does not apply to Bid or Bid prices. Prices are always open. Other information usually cannot be kept confidential unless it is a trade secret. Trade secret is defined in s.134.90 (1) (c), Wis. Stats. As follows: "Trade secret" means information, including a formula, pattern, compilation, program, device, method, technique or process to which all of the following apply: 1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use. 2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances. Failure to include this form in the Proposal/Proposal Response may mean that all information provided as part of the Proposal response will be open to examination and copying. The state considers other markings of confidential in the Proposal document to be insufficient. The undersigned agrees to hold the state harmless for any damages arising out of the release of any materials unless they are specifically identified above.

Meredith Scheuermann
Name Authorized Representative

U.S. Bank National Association
Company Name


Signature Authorized Representative

October 21, 2016
Date

RETURN THIS PAGE WITH BID

15 AFFIDAVIT

University of Wisconsin System
 780 Regent Street
 Madison, WI 53715

This completed affidavit must be submitted with the bid/proposal.
 Proposer Preference: Please indicate below if claiming a proposer preference:

- Minority Business Preference (§ 16.75(3m), Wis. Stats.) – Must be certified by the Wisconsin Department of Administration. If you have questions concerning the certification process, contact the Department of Administration, 101 E Wilson St, 6th floor, PO Box 7970, Madison, WI, 53707 or (608) 267-9550.
- Work Center Preference (§ 16.752, Wis Stats.) Must be certified by the State of Wisconsin Use Board. If you have questions concerning the certification process, contact the Wisconsin State Use Board, 101 East Wilson St, 6th floor, PO Box 7867, Madison WI, 53707 or (608) 266-2553

American-Made Materials: The materials covered in our proposal were manufactured in whole or in substantial part within the United States, or the majority of the component parts thereof were manufactured in whole or in substantial part in the United States.


- Yes No Unknown N/A (Does not apply)


Services Performed in the United States (2009 Wis Act 136): All services provided to the University of Wisconsin System or any of its campuses under this proposal will be performed in the United States.

- Yes No N/A (Does not apply)

Non-Collusion: In signing this proposal we also certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free trade; that no attempt has been made to induce any other person or firm to submit or not to submit a proposal; that this proposal has been independently arrived at without collusion with any other proposer, competitor, or potential competitor; that this proposal has not been knowingly disclosed prior to opening of proposals to any other proposer or competitor; that the above statement is accurate under penalty of perjury.

We will comply with all terms, conditions, and specifications required by the State of Wisconsin in this Announcement of Bid/Proposal and the terms of our Bid/Proposal.

Authorized Representative:	Meredith Scheuermann (Type or Print)	Title:	VP, Senior Business Development Manager
Authorized Representative:	 (Signature)	Date:	October 21, 2016
Company Name:	U.S. Bank National Association	Telephone:	920-424-4118



Dear Mr. Marcel DuBois / RFP Evaluation Team:

In closing, I would like to personally thank you for the opportunity to present our proposal to be your continued partner for On-Site Banking, ATM Services and Campus ID Cards for the next seven (7) years. We know you have a choice.....but we believe our global expertise matches your vision and mission at serving students at a higher level. With our track record of serving your University of Wisconsin-Stevens Point students since 2005, our hope is this proposal provides you a snapshot of our differentiating capabilities of serving students.

To summarize, here is why you should continue choose U.S. Bank as Banking Services Provider:

- **Proud University of Wisconsin-Stevens Point Partner**-11+ Years of experience successfully serving the University of Wisconsin-Stevens Point community
- **National Experience**-Largest campus partnerships (67) nationwide with 40 years' experience
- **Vast Branch Network**-3,500 U.S. Bank branches vs. 24 University of Wisconsin Credit Union branches
- **Vast ATM Network**-5,000+ U.S. Bank ATM's vs 77 University of Wisconsin Credit Union ATM's
- **Campus Commitment**-U.S. Bank supports 60+ organizations on campus today
- **Emerging Programs**-U.S. Bank looks forward to discussion of internship/mentorship programs
- **Technological Advances**-U.S. Bank to introduce Next Gen Banking to our customers
- **Significant Bank Accolades**-Ranked #1 Most Admired Superregional Bank* and Most Trusted Company for Retail Banking**

As you review this proposal, please do not hesitate to contact me if I may answer any questions. U.S. Bank looks forward to partnering with University of Wisconsin-Stevens Point for the next seven (7+) years serving your students, faculty, and staff.

Sincerely,



Meredith Scheuermann
Vice President, Senior Business Development Manager
U.S. Bank On-Site Banking
(920) 216-0132

*Fortune, March 2016

**Ponemon Institute, June 2015





University of Wisconsin-
Stevens Point

REQUEST FOR PROPOSAL (RFP) MD-17-2480

COST PROPOSAL BID #1

October 21, 2016



10 COST PROPOSAL – BID #1 – POINTCARD

We, the undersigned, in compliance with the Request for Proposal MD-17-2480 for On-Site Banking, ATM services and Campus ID Card dated October 21, 2016, hereby offer the following payments to the University of Wisconsin-Stevens Point for On-Site Banking and ATM services as follows: (In making this proposal we acknowledge that we have read and understood this Request for Proposal (RFP) and hereby submit our proposal in accordance with the terms and conditions of the specifications and agree to fulfill our legal obligations pursuant to the attached contractual provisions.)

10.1 Bank Space Lease Payments

Banking Space Lease - We agree to pay the indicated monthly lease payment. The University requires a minimum lease payment of **1,500.00/month**. The contractor, at its option, may elect to quote a higher level of monthly financial support in the amount of:

\$1,500.00/month

10.2 ATM Fee Payments

ATM Fee - We agree to pay the indicated yearly fee for exclusive ATM's services on campus (minimum of 3 machines). The University requires a minimum fee of **\$7,000.00/year** for ATM machines. The contractor, at its option, may elect to quote a higher level of annual financial support in the amount of:

\$7,000.00/year

10.3 Advertising, Merchandising and Promotions Fee

Advertising, Merchandising and Promotions Fee - The University requires a minimum fee of **\$20,000.00/year** for University identified Advertising, Merchandising and Promotion of student programs and events. The contractor, at its option, may elect to quote a higher level of annual financial support in the amount of:

\$20,000.00/year

10.4 University Educational Programs Fee

University Educational Programs Fee - The University requires a minimum fee of **\$15,000.00/year** for support of University identified Educational Programs. The contractor, at its option, may elect to quote a higher level of annual financial support in the amount of:

\$15,000.00/year

10.5 Athletic Sponsorship Fee

Athletic Sponsorship Fee - The Athletic Department will provide marketing/promotional opportunities for an Athletic Sponsorship Fee payable annually in the amount of **\$15,000.00/year**.

The sponsorship and marketing/promotional opportunities will consist of the following opportunities:

- Permanent signage, for the term of the contract, at:
 - Bennet Court at Quant Fieldhouse (Health Enhancement Center – HEC)

Attachment A

U.S. Bank views the partnership between the University of Wisconsin-Stevens Point and U.S. Bank as a derivative of community involvement. It is our desire to provide monetary incentive through the campus card program in a way that is responsible to our customers and to the University. Throughout the partnership, U.S. Bank is committed to the involvement required to make the program a success.

With the added scrutiny around campus ID card arrangements in the media, by the CFPB, and the Department of Education over the past few years, U.S. Bank believes it's no longer appropriate to offer "pay-to-play" financial arrangements. Therefore, we are proposing a simple, easy to budget for fixed PointCard operations payment for the life of the agreement. In addition, as the incumbent provider of banking service on the PointCard, it will not be necessary to make any changes to the PointCard. Therefore, saving UWSP the time and hassle of re-issuing PointCards to the entire UWSP community.

Should U.S. Bank execute an agreement with UWSP, the monetary incentive for the PointCard program will be as follows:

- U.S. Bank will pay UWSP an operations payment in the amount of \$25,000 per year.
- As the incumbent provider of banking service on the PointCard, it will not be necessary to re-issue the PointCard to the existing population of UWSP cardholders. Therefore, the \$5,000 re-carding fee is not necessary.

Below is a comprehensive summary of our entire Cost Proposal, Option #1 – PointCard for the life of the 7 year contract.

University of Wisconsin-Stevens Point
REVENUE SUMMARY - 7 YEARS
OPTION #1 - Cost Proposal for Branch, ATMs, and PointCard Program

	Annual Royalty	Term Royalty 7 Years
Branch Space Lease Payment ⁽¹⁾⁽²⁾	\$18,000	\$131,814
ATM Fee Payment ⁽¹⁾	\$7,000	\$49,000
Advertising, Merchandising and Promotion Fee ⁽³⁾	\$20,000	\$140,000
University Educational Programs Fee ⁽³⁾	\$15,000	\$105,000
Athletic Sponsorship Fee ⁽³⁾	\$15,000	\$105,000
PointCard Operations Payment ⁽³⁾	\$25,000	\$175,000
Total		\$705,814

TOTAL U.S. Bank Expenditure	\$705,814
------------------------------------	------------------

(1) Branch Space Lease Payment and ATM Fee Payment are paid monthly beginning in July of 2017.

(2) Includes annual Branch Space Lease Payment escalation of 1.5% beginning in July of 2018.

(3) University Educational Programs Fee, Athletic Sponsorship Fee, and PointCard Operations Payment is paid annually beginning in July of 2018.

U.S. Bank is prepared to execute an agreement with UWSP for five (5) years with two (2) mutually agreed upon one-year options thereafter. This proposal assumes that U.S. Bank will be the exclusive provider for a Student Banking account on the PointCard. This proposal also assumes exclusive access to all student orientation events, major carding events and other relevant promotional opportunities around campus.

All payments quoted above are conditioned upon U.S. Bank's receipt of internal Capital Expenditure and regulatory approval.



University of Wisconsin-
Stevens Point

REQUEST FOR PROPOSAL (RFP) MD-17-2480

COST PROPOSAL BID #2

October 21, 2016



10 COST PROPOSAL – BID #2 – POINTCARD MAXX

We, the undersigned, in compliance with the Request for Proposal MD-17-2480 for On-Site Banking, ATM services and Campus ID Card dated October 21, 2016, hereby offer the following payments to the University of Wisconsin-Stevens Point for On-Site Banking and ATM services as follows: (In making this proposal we acknowledge that we have read and understood this Request for Proposal (RFP) and hereby submit our proposal in accordance with the terms and conditions of the specifications and agree to fulfill our legal obligations pursuant to the attached contractual provisions.)

10.1 Bank Space Lease Payments

Banking Space Lease - We agree to pay the indicated monthly lease payment. The University requires a minimum lease payment of **1,500.00/month**. The contractor, at its option, may elect to quote a higher level of monthly financial support in the amount of:

\$1,500.00/month

10.2 ATM Fee Payments

ATM Fee - We agree to pay the indicated yearly fee for exclusive ATM's services on campus (minimum of 3 machines). The University requires a minimum fee of **\$7,000.00/year** for ATM machines. The contractor, at its option, may elect to quote a higher level of annual financial support in the amount of:

\$7,000.00/year

10.3 Advertising, Merchandising and Promotions Fee

Advertising, Merchandising and Promotions Fee - The University requires a minimum fee of **\$20,000.00/year** for University identified Advertising, Merchandising and Promotion of student programs and events. The contractor, at its option, may elect to quote a higher level of annual financial support in the amount of:

\$20,000.00/year

10.4 University Educational Programs Fee

University Educational Programs Fee - The University requires a minimum fee of **\$15,000.00/year** for support of University identified Educational Programs. The contractor, at its option, may elect to quote a higher level of annual financial support in the amount of:

\$15,000.00/year

10.5 Athletic Sponsorship Fee

Athletic Sponsorship Fee - The Athletic Department will provide marketing/promotional opportunities for an Athletic Sponsorship Fee payable annually in the amount of **\$15,000.00/year**.

The sponsorship and marketing/promotional opportunities will consist of the following opportunities:

- Permanent signage, for the term of the contract, at:
 - Bennet Court at Quant Fieldhouse (Health Enhancement Center – HEC)



Attachment A

U.S. Bank views the partnership between the University of Wisconsin-Stevens Point and U.S. Bank as a derivative of community involvement. It is our desire to provide monetary incentive through the campus card program in a way that is responsible to our customers and to the University. Throughout the partnership, U.S. Bank is committed to the involvement required to make the program a success.

With the added scrutiny around campus ID card arrangements in the media, by the CFPB, and the Department of Education over the past few years, U.S. Bank believes it's no longer appropriate to offer "pay-to-play" financial arrangements. Therefore, we are proposing a simple, easy to budget for fixed PointCard operations payment for the life of the agreement. In addition, as the incumbent provider of banking service on the PointCard, it will not be necessary to make any changes to the PointCard. Therefore, saving UWSP the time and hassle of re-issuing PointCards to the entire UWSP community.

Should U.S. Bank execute an agreement with UWSP, the monetary incentive for the proposed PointCard *Maxx* program will be as follows:

- U.S. Bank will pay UWSP an operations payment in the amount of \$40,000 per year.**
- As the incumbent provider of banking service on the PointCard, it will not be necessary to re-issue the PointCard to the existing population of UWSP cardholders. Therefore, the \$5,000 re-carding fee is not necessary.**
- U.S. Bank will make a one-time payment of \$5,000 to UWSP for a University-owned printer that will be housed in the U.S. Bank branch on campus for the purposes of creating the PointCard *Maxx*. The University will be responsible for all maintenance and ribbon expenses for the printer.**
- U.S. Bank will pay for all PointCard *Maxx* cardstock. This assumes the *Maxx* Card Visa-branded cardstock is standard CR80 cardstock with two magnetic stripes and no contactless or chip technology (e.g. prox, iClass, etc.). Purchase of contactless or chip *Maxx* cards will be the responsibility of the University to Bank specifications.**

Below is a comprehensive summary of our entire Cost Proposal, Option #2 – PointCard *Maxx* for the life of the 7 year contract.

University of Wisconsin-Stevens Point
REVENUE SUMMARY - 7 YEARS
OPTION #2 - Cost Proposal for Branch, ATMs, and PointCard Maxx Program

	Annual Royalty	Term Royalty 7 Years
Branch Space Lease Payment ⁽¹⁾⁽²⁾	\$18,000	\$131,814
ATM Fee Payment ⁽¹⁾	\$7,000	\$49,000
Advertising, Merchandising and Promotion Fee ⁽³⁾	\$20,000	\$140,000
University Educational Programs Fee ⁽³⁾	\$15,000	\$105,000
Athletic Sponsorship Fee ⁽³⁾	\$15,000	\$105,000
PointCard Maxx Operations Payment ⁽³⁾	\$40,000	\$280,000
University-Owned PointCard Maxx Printer ⁽⁴⁾	\$5,000	\$5,000
Total		\$815,814

TOTAL U.S. Bank Expenditure	\$815,814
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(1) Branch Space Lease Payment and ATM Fee Payment are paid monthly beginning in July of 2017.

(2) Includes annual Branch Space Lease Payment escalation of 1.5% beginning in July of 2018.

(3) University Educational Programs Fee, Athletic Sponsorship Fee, and PointCard Operations Payment is paid annually beginning in July of 2018.

(4) The University-Owned PointCard Maxx Printer is paid within 60 days of an executed contract.

U.S. Bank is prepared to execute an agreement with UWSP for five (5) years with two (2) mutually agreed upon one-year options thereafter. This proposal assumes that U.S. Bank will be the exclusive provider for a Student Banking account on the PointCard. This proposal also assumes exclusive access to all student orientation events, major carding events and other relevant promotional opportunities around campus.

All payments quoted above are conditioned upon U.S. Bank's receipt of internal Capital Expenditure and regulatory approval.



University of Wisconsin-
Stevens Point

REQUEST FOR PROPOSAL (RFP) MD-17-2480

COST PROPOSAL BID #1

October 21, 2016



10 COST PROPOSAL – BID #1 – POINTCARD

We, the undersigned, in compliance with the Request for Proposal MD-17-2480 for On-Site Banking, ATM services and Campus ID Card dated October 21, 2016, hereby offer the following payments to the University of Wisconsin-Stevens Point for On-Site Banking and ATM services as follows: (In making this proposal we acknowledge that we have read and understood this Request for Proposal (RFP) and hereby submit our proposal in accordance with the terms and conditions of the specifications and agree to fulfill our legal obligations pursuant to the attached contractual provisions.)

10.1 Bank Space Lease Payments

Banking Space Lease - We agree to pay the indicated monthly lease payment. The University requires a minimum lease payment of **1,500.00/month**. The contractor, at its option, may elect to quote a higher level of monthly financial support in the amount of:

\$1,500.00/month

10.2 ATM Fee Payments

ATM Fee - We agree to pay the indicated yearly fee for exclusive ATM's services on campus (minimum of 3 machines). The University requires a minimum fee of **\$7,000.00/year** for ATM machines. The contractor, at its option, may elect to quote a higher level of annual financial support in the amount of:

\$7,000.00/year

10.3 Advertising, Merchandising and Promotions Fee

Advertising, Merchandising and Promotions Fee - The University requires a minimum fee of **\$20,000.00/year** for University identified Advertising, Merchandising and Promotion of student programs and events. The contractor, at its option, may elect to quote a higher level of annual financial support in the amount of:

\$20,000.00/year

10.4 University Educational Programs Fee

University Educational Programs Fee - The University requires a minimum fee of **\$15,000.00/year** for support of University identified Educational Programs. The contractor, at its option, may elect to quote a higher level of annual financial support in the amount of:

\$15,000.00/year

10.5 Athletic Sponsorship Fee

Athletic Sponsorship Fee - The Athletic Department will provide marketing/promotional opportunities for an Athletic Sponsorship Fee payable annually in the amount of **\$15,000.00/year**.

The sponsorship and marketing/promotional opportunities will consist of the following opportunities:

- Permanent signage, for the term of the contract, at:
 - Bennet Court at Quant Fieldhouse (Health Enhancement Center – HEC)

Attachment A

U.S. Bank views the partnership between the University of Wisconsin-Stevens Point and U.S. Bank as a derivative of community involvement. It is our desire to provide monetary incentive through the campus card program in a way that is responsible to our customers and to the University. Throughout the partnership, U.S. Bank is committed to the involvement required to make the program a success.

With the added scrutiny around campus ID card arrangements in the media, by the CFPB, and the Department of Education over the past few years, U.S. Bank believes it's no longer appropriate to offer "pay-to-play" financial arrangements. Therefore, we are proposing a simple, easy to budget for fixed PointCard operations payment for the life of the agreement. In addition, as the incumbent provider of banking service on the PointCard, it will not be necessary to make any changes to the PointCard. Therefore, saving UWSP the time and hassle of re-issuing PointCards to the entire UWSP community.

Should U.S. Bank execute an agreement with UWSP, the monetary incentive for the PointCard program will be as follows:

- U.S. Bank will pay UWSP an operations payment in the amount of \$25,000 per year.
- As the incumbent provider of banking service on the PointCard, it will not be necessary to re-issue the PointCard to the existing population of UWSP cardholders. Therefore, the \$5,000 re-carding fee is not necessary.

Below is a comprehensive summary of our entire Cost Proposal, Option #1 – PointCard for the life of the 7 year contract.

University of Wisconsin-Stevens Point
REVENUE SUMMARY - 7 YEARS
OPTION #1 - Cost Proposal for Branch, ATMs, and PointCard Program

	Annual Royalty	Term Royalty 7 Years
Branch Space Lease Payment ⁽¹⁾⁽²⁾	\$18,000	\$131,814
ATM Fee Payment ⁽¹⁾	\$7,000	\$49,000
Advertising, Merchandising and Promotion Fee ⁽³⁾	\$20,000	\$140,000
University Educational Programs Fee ⁽³⁾	\$15,000	\$105,000
Athletic Sponsorship Fee ⁽³⁾	\$15,000	\$105,000
PointCard Operations Payment ⁽³⁾	\$25,000	\$175,000
Total		\$705,814

TOTAL U.S. Bank Expenditure	\$705,814
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(1) Branch Space Lease Payment and ATM Fee Payment are paid monthly beginning in July of 2017.

(2) Includes annual Branch Space Lease Payment escalation of 1.5% beginning in July of 2018.

(3) Advertising, Merchandising and Promotion Fee, University Educational Programs Fee, Athletic Sponsorship Fee, and PointCard Operations Payment is paid annually beginning in January of 2018.

U.S. Bank is prepared to execute an agreement with UWSP for five (5) years with two (2) mutually agreed upon one-year options thereafter. This proposal assumes that U.S. Bank will be the exclusive provider for a Student Banking account on the PointCard. This proposal also assumes exclusive access to all student orientation events, major carding events and other relevant promotional opportunities around campus.

All payments quoted above are conditioned upon U.S. Bank's receipt of internal Capital Expenditure and regulatory approval.



University of Wisconsin-
Stevens Point

REQUEST FOR PROPOSAL (RFP) MD-17-2480

COST PROPOSAL BID #2

October 21, 2016



10 COST PROPOSAL – BID #2 – POINTCARD MAXX

We, the undersigned, in compliance with the Request for Proposal MD-17-2480 for On-Site Banking, ATM services and Campus ID Card dated October 21, 2016, hereby offer the following payments to the University of Wisconsin-Stevens Point for On-Site Banking and ATM services as follows: (In making this proposal we acknowledge that we have read and understood this Request for Proposal (RFP) and hereby submit our proposal in accordance with the terms and conditions of the specifications and agree to fulfill our legal obligations pursuant to the attached contractual provisions.)

10.1 Bank Space Lease Payments

Banking Space Lease - We agree to pay the indicated monthly lease payment. The University requires a minimum lease payment of **1,500.00/month**. The contractor, at its option, may elect to quote a higher level of monthly financial support in the amount of:

\$1,500.00/month

10.2 ATM Fee Payments

ATM Fee - We agree to pay the indicated yearly fee for exclusive ATM's services on campus (minimum of 3 machines). The University requires a minimum fee of **\$7,000.00/year** for ATM machines. The contractor, at its option, may elect to quote a higher level of annual financial support in the amount of:

\$7,000.00/year

10.3 Advertising, Merchandising and Promotions Fee

Advertising, Merchandising and Promotions Fee - The University requires a minimum fee of **\$20,000.00/year** for University identified Advertising, Merchandising and Promotion of student programs and events. The contractor, at its option, may elect to quote a higher level of annual financial support in the amount of:

\$20,000.00/year

10.4 University Educational Programs Fee

University Educational Programs Fee - The University requires a minimum fee of **\$15,000.00/year** for support of University identified Educational Programs. The contractor, at its option, may elect to quote a higher level of annual financial support in the amount of:

\$15,000.00/year

10.5 Athletic Sponsorship Fee

Athletic Sponsorship Fee - The Athletic Department will provide marketing/promotional opportunities for an Athletic Sponsorship Fee payable annually in the amount of **\$15,000.00/year**.

The sponsorship and marketing/promotional opportunities will consist of the following opportunities:

- Permanent signage, for the term of the contract, at:
 - Bennet Court at Quant Fieldhouse (Health Enhancement Center – HEC)



Attachment A

U.S. Bank views the partnership between the University of Wisconsin-Stevens Point and U.S. Bank as a derivative of community involvement. It is our desire to provide monetary incentive through the campus card program in a way that is responsible to our customers and to the University. Throughout the partnership, U.S. Bank is committed to the involvement required to make the program a success.

With the added scrutiny around campus ID card arrangements in the media, by the CFPB, and the Department of Education over the past few years, U.S. Bank believes it's no longer appropriate to offer "pay-to-play" financial arrangements. Therefore, we are proposing a simple, easy to budget for fixed PointCard operations payment for the life of the agreement. In addition, as the incumbent provider of banking service on the PointCard, it will not be necessary to make any changes to the PointCard. Therefore, saving UWSP the time and hassle of re-issuing PointCards to the entire UWSP community.

Should U.S. Bank execute an agreement with UWSP, the monetary incentive for the proposed PointCard *Maxx* program will be as follows:

- U.S. Bank will pay UWSP an operations payment in the amount of \$40,000 per year.
- As the incumbent provider of banking service on the PointCard, it will not be necessary to re-issue the PointCard to the existing population of UWSP cardholders. Therefore, the \$5,000 re-carding fee is not necessary.
- U.S. Bank will make a one-time payment of \$5,000 to UWSP for a University-owned printer that will be housed in the U.S. Bank branch on campus for the purposes of creating the PointCard *Maxx*. The University will be responsible for all maintenance and ribbon expenses for the printer.
- U.S. Bank will pay for all PointCard *Maxx* cardstock. This assumes the *Maxx* Card Visa-branded cardstock is standard CR80 cardstock with two magnetic stripes and no contactless or chip technology (e.g. prox, iClass, etc.). Purchase of contactless or chip *Maxx* cards will be the responsibility of the University to Bank specifications.

Below is a comprehensive summary of our entire Cost Proposal, Option #2 – PointCard *Maxx* for the life of the 7 year contract.

University of Wisconsin-Stevens Point
REVENUE SUMMARY - 7 YEARS
OPTION #2 - Cost Proposal for Branch, ATMs, and PointCard Maxx Program

	Annual Royalty	Term Royalty 7 Years
Branch Space Lease Payment ⁽¹⁾⁽²⁾	\$18,000	\$131,814
ATM Fee Payment ⁽¹⁾	\$7,000	\$49,000
Advertising, Merchandising and Promotion Fee ⁽³⁾	\$20,000	\$140,000
University Educational Programs Fee ⁽³⁾	\$15,000	\$105,000
Athletic Sponsorship Fee ⁽³⁾	\$15,000	\$105,000
PointCard Maxx Operations Payment ⁽³⁾	\$40,000	\$280,000
University-Owned PointCard Maxx Printer ⁽⁴⁾	\$5,000	\$5,000
Total		\$815,814

TOTAL U.S. Bank Expenditure	\$815,814
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(1) Branch Space Lease Payment and ATM Fee Payment are paid monthly beginning in July of 2017.

(2) Includes annual Branch Space Lease Payment escalation of 1.5% beginning in July of 2018.

(3) Advertising, Merchandising and Promotion Fee, University Educational Programs Fee, Athletic Sponsorship Fee, and PointCard Operations Payment is paid annually beginning in January of 2018.

(4) The University-Owned PointCard Maxx Printer is paid within 60 days of an executed contract.

U.S. Bank is prepared to execute an agreement with UWSP for five (5) years with two (2) mutually agreed upon one-year options thereafter. This proposal assumes that U.S. Bank will be the exclusive provider for a Student Banking account on the PointCard. This proposal also assumes exclusive access to all student orientation events, major carding events and other relevant promotional opportunities around campus.

All payments quoted above are conditioned upon U.S. Bank's receipt of internal Capital Expenditure and regulatory approval.