

Presentation to:
The City of College Place



we promise

Recent Harris Poll results (2000 adults surveyed)

- Nearly 2 in 5 Americans don't have the necessary funds set aside to cover a \$500 repair (including almost half of millennials)
- 1 in 2 Americans describe their current state of household finances as either fair, poor, or terrible.
- 3 in 10 Americans aged 37+ cited they had no money set aside for emergency repairs.
- 46% of respondents had an emergency repair in the last 12 months.
- 80% of respondents either strongly or somewhat agreed with the statement: *Local community governments should be responsible for educating homeowners about external water lines on their property that are not covered by homeowners' insurance, the city/town or the local utility (i.e., meaning that if a problem were to occur, the homeowner would be solely responsible for the cost out of pocket).*



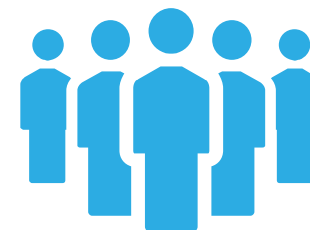
WHY CHOOSE UTILITY SERVICE PARTNERS?



EXPERIENCE



REPUTATION



PARTNERSHIP



**BBB Torch Award for
Marketplace Ethics**

Trust • Performance • Integrity

2013 Winner
Western Pennsylvania Better Business Bureau®

"This award underscores one of the primary reasons the National League of Cities selected USP as a partner. The organization's exemplary record of customer service and transparency is what has driven the success of this partnership over the years."



Clarence Anthony
Executive Director
National League of Cities

Experience

Utility Service Partners is the administrator for the National League of Cities Service Line Warranty Program

- Over 475 cities are participating in the program
- Invested more than \$64 million in private infrastructure repairs
- Returned nearly \$4 million to cities through revenue sharing component

Management team that has provided these types of services for over 15 years

USP is a solution provider

- Educate homeowners about their responsibility
- Provide an affordable repair solution

Keep our promise to your homeowners

- 97% claim approval rating
- 95% customer satisfaction rating



Reputation

Brand stewardship

- 2013 BBB Torch Award for Marketplace Ethics
- A+ Accredited BBB rating



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Commitment to local government

- **Only** service line warranty provider that will never market to consumers without the consent and support of the City

Respect for homeowner's privacy

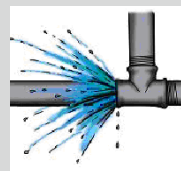
- Limited mailings to residents



INFRASTRUCTURE CHALLENGES... A NATIONAL PROBLEM

D+

2013 ASCE NATIONAL PUBLIC
INFRASTRUCTURE RATING



OVER 850 WATER MAIN BREAKS
EVERY DAY ACROSS THE U.S.

\$

EPA ESTIMATES THAT CITIES WILL SPEND HEAVILY
ON INFRASTRUCTURE OVER THE NEXT 20 YEARS

- **\$77 billion** for repair or replacement of public water distribution systems
- **\$10 billion** for wastewater collection system upgrades
- **\$22 billion** for new sewer construction
- **\$45 billion** to control combined sewer overflows
- **\$7 billion** to control municipal storm water



CHALLENGES FOR HOMEOWNERS

LATERAL LINES ARE SUBJECTED TO THE SAME ELEMENTS AS PUBLIC LINES

- ground shifting, fluctuating temperatures, tree root penetration, corrosion and more

OUT OF SIGHT, OUT OF MIND

- water and sewer lines located outside, usually underground

FAILED LINES WASTE THOUSANDS OF GALLONS OF WATER

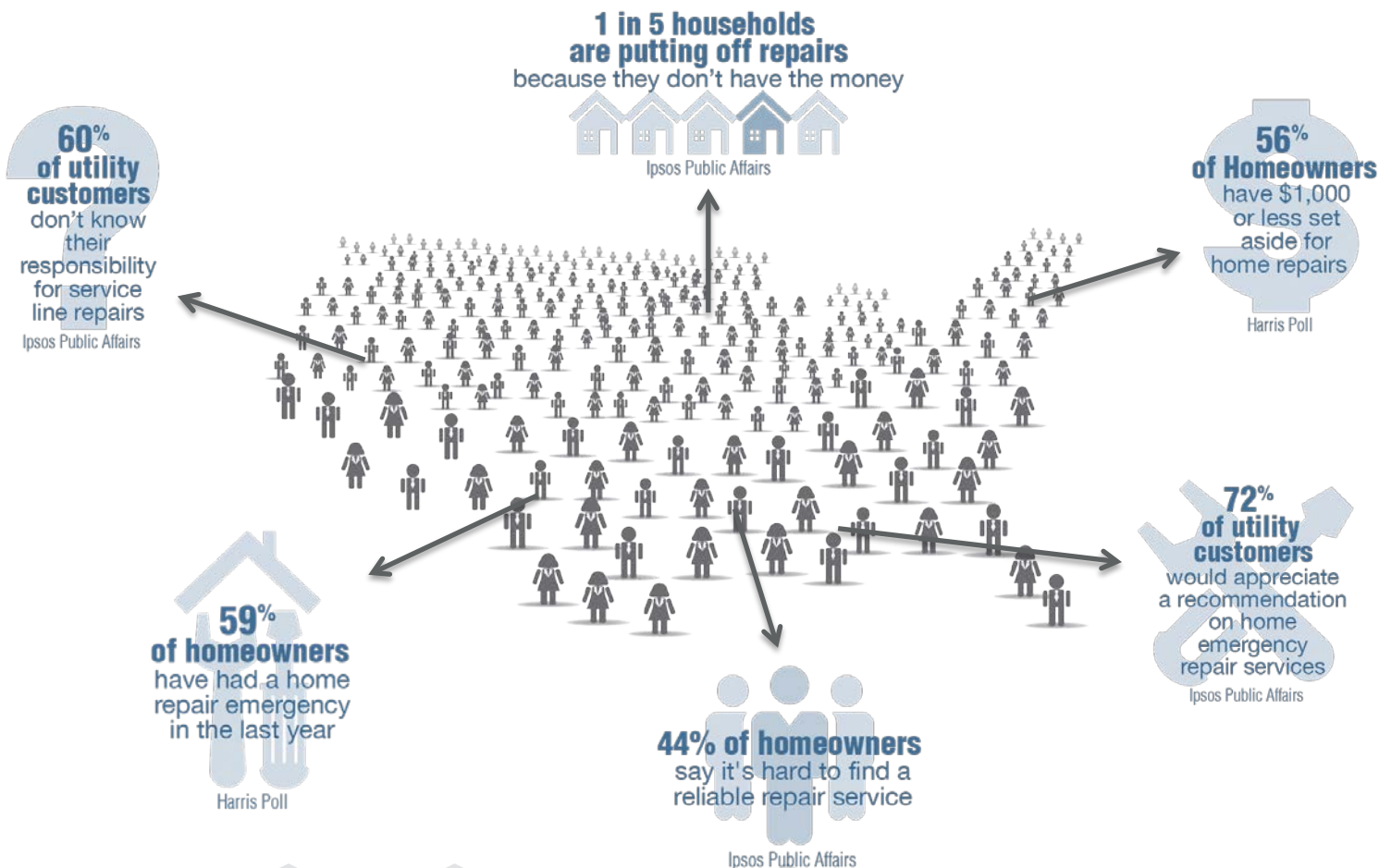
- and present an environmental hazard

COMMON HOMEOWNER MISCONCEPTIONS

- the City is responsible for maintenance of the water and sewer lines on their property
- repairs are covered by their homeowner's policy



HOMEOWNERS ARE NOT PREPARED



SOLUTION FOR MUNICIPALITIES AND THE HOMEOWNERS THEY SERVE

PEACE OF MIND

Repair protection for leaking, clogged or broken water and sewer lines from the point of utility connection to the home exterior



PROGRAM HIGHLIGHTS

- Over 475 cities participating and 400,000+ homeowners enrolled
- Saved more than 140,000 homeowners over \$90 million in service line repair costs
- Customer satisfaction rating has exceeded 95% for more than 10 years
- 9 of every 10 customers surveyed have recommended the NLC Service Line Warranty Program to friends, family and neighbors



COVERAGE INCLUDES

- Educating homeowners about their service line responsibilities
- Up to \$8,500 coverage per repair incident
- Includes public street and sidewalk cutting
- No annual or lifetime limits
- No deductibles, service fees, forms or paperwork
- 24/7/365 availability
- Repairs made only by licensed, local area contractors
- Affordable rates and multiple payment methods



Municipality Solution for Homeowners

Homeowner repair protection for leaking, clogged or broken water and sewer lines from the point of utility connection to the home exterior

Coverage includes:

- Educating homeowners about their service line responsibilities.
- Up to \$8,500 coverage per repair incident.
- Includes public street and sidewalk cutting.
- No annual or lifetime limits.
- No deductibles, service fees, forms, or paperwork.
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- Repairs made only by licensed, local area contractors.
- Affordable rates and multiple payment methods.



Municipality Solution for Homeowners

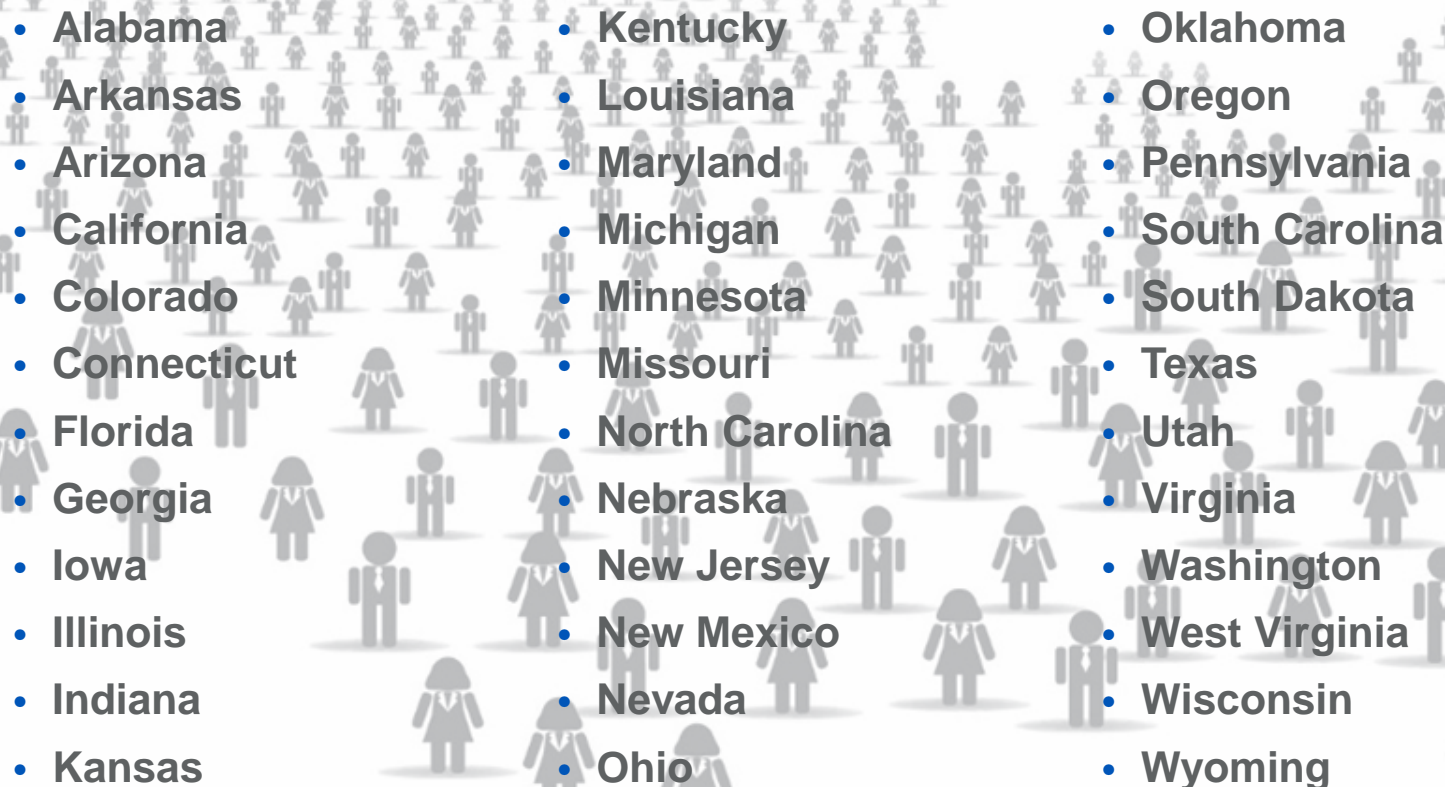
Homeowner repair protection for in-home water supply lines and in-home sewer lines and all drain lines connected to the main sewer stack that are broken or leaking inside the home after the point of entry.

Coverage includes:

- Up to \$3,000 coverage per repair incident.
- Repair of clogged toilets
- Includes coverage for broken or leaking water, sewer, or drain lines under the slab or basement floor
- No annual or lifetime limits.
- 24/7/365 availability
- No deductibles, service fees, forms, or paperwork.
- Repairs made only by licensed, local contractors.
- Affordable rates and multiple payment methods.



OVER 475 PARTNERS IN 36 STATES

- 
- Alabama
 - Arkansas
 - Arizona
 - California
 - Colorado
 - Connecticut
 - Florida
 - Georgia
 - Iowa
 - Illinois
 - Indiana
 - Kansas
 - Kentucky
 - Louisiana
 - Maryland
 - Michigan
 - Minnesota
 - Missouri
 - North Carolina
 - Nebraska
 - New Jersey
 - New Mexico
 - Nevada
 - Ohio
 - Oklahoma
 - Oregon
 - Pennsylvania
 - South Carolina
 - South Dakota
 - Texas
 - Utah
 - Virginia
 - Washington
 - West Virginia
 - Wisconsin
 - Wyoming

OUR PARTNERS IN THE WEST

- City of Kelso, WA
- City of Kenmore, WA
- City of Cottage Grove, OR
- City of Hermiston, OR
- City of Cathedral City, CA
- City of Claremont, CA
- City of Culver City, CA
- City of Daly City, CA
- City of Laguna Beach, CA
- City of Lemon Grove, CA
- City of Perris, CA
- City of San Bruno, CA
- City of San Diego, CA
- City of West Covina, CA
- Town of Yountville, CA

COMMENTS FROM CITY OFFICIALS



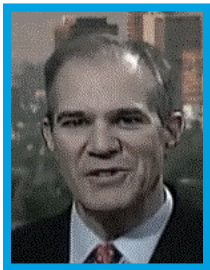
Felicia Moore
City Councilwoman
Atlanta, GA

"The program has already paid out over \$1 million in repairs and replacements for our homeowners' lateral service lines. My constituents are happy that we have provided this option for city homeowners. We use the revenue associated with the program to assist lower income homeowners with repairs to their service lines. I am sure your City will be pleased with the NLC Service Line Program."

"This program has been available to Clarksburg's residents for nearly two years, and it's a real winner. Resident satisfaction is high and it's a lot easier to tell citizens about this great service rather than explain why they are on the hook for costly repairs."



James C. Hunt
past NLC President
former Council Member
Clarksburg, WV



Jon Brodsky
Public Information Officer
Phoenix, AZ

"The Service Line Protection Program helps Phoenix residents and the city government. Revenue from the program goes to core city services like police, fire, parks, libraries and senior centers. The warranties give residents an affordable option for repairs to their sewer and water lines."

HOMEOWNER TESTIMONIALS

"Glad the city made this recommendation and that I purchased it. Fantastic contractor!"
Julie M., Mooresville, NC

"After my recent home fire, it was very comforting to contact SLW and be told that my line would be immediately repaired. The fast service was truly appreciated, and I highly recommend your service - I have already recommended SLW to all my family and friends."
James H., Charleston, WV

"Having water and sewer line coverage is a Godsend. When I bought my home and turned on the water, there was a leak in the alley that the city said I was responsible for and the repair cost a small fortune. Thank you for this protection. It really eases my mind!"
Patricia G., Abilene, TX

"I recently had a huge problem with my sewer line and I cannot begin to express how helpful it was to have this coverage. It gets increasingly difficult to keep up with repairs. Having the warranty made it easy."
Marsha B., New Brighton, PA

AN ATLANTA, GA RESIDENT LETTER TO FELICIA MOORE, CITY COUNCILWOMAN

Dear Felicia,

On Christmas Day my sewer line backed up into my house and into my tub! I could not flush toilets or take a shower or wash dishes or clothes or even my hands. It turned out to be due to a clogged sewer line in my front yard. Thanks to you, I had the warranty and did not have to pay for the \$2000 plus repair! Thank you! The warranty company had good customer service and the local plumbing company that they sent to do the work, Atlanta Plumbing Plus, WAS AMAZING! They did a wonderful job and were very respectful of my property (and my anxiety about the situation). Thank you so much Felicia for always looking out for us!

Cindy
Homeowner, Atlanta, GA



WHY SHOULD YOU OFFER THIS PROGRAM?

BECAUSE an unforeseen repair expense could be hard on a budget.



BECAUSE homeowners believe service line repairs are the City's responsibility.



BECAUSE without a referral, your citizens may use inferior contractors.



BECAUSE the City can further help its residents by generating funds for important programs.



BECAUSE your homeowners deserve the very best customer experience.



CONTACT INFORMATION

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