

NATIONAL  
LEAGUE  
of **CITIES**



*Service Line Warranty Program*

City of Creston, IA

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Administered by



*Building Peace of Mind, One Community at a Time*

## Why you should partner with Utility Service Partners

- Partnership with the National League of Cities
- Endorsement from the Iowa League of Cities
- Offers Solution
- Experience
- Reputation



## National League of Cities (NLC)



“Our goal at the National League of Cities (NLC) is to be a resource and advocate for your city and its residents. NLC recognized the growing problem of aging infrastructure and the dire need to find a solution for not only cities, but for its residents.

As a result, NLC and Utility Service Partners created the NLC Service Line Warranty Program to help city residents save money, ease the frustration over utility line failures and introduce a new service offering to your community. The National League of Cities is proud to partner with Utility Service Partners because we’ve found it to be the most reputable and reliable program – one that will educate your residents on their water and sewer line responsibilities.”

– **Clarence E. Anthony,**  
*Executive Director, NLC*

## National League of Cities (NLC)

- NLC is the nation's oldest and largest organization advocating for cities.
- After thorough vetting, NLC selected USP to administer the NLC Service Line Warranty Program.
- NLC endorsement adds another layer of oversight, which further protects the city brand.

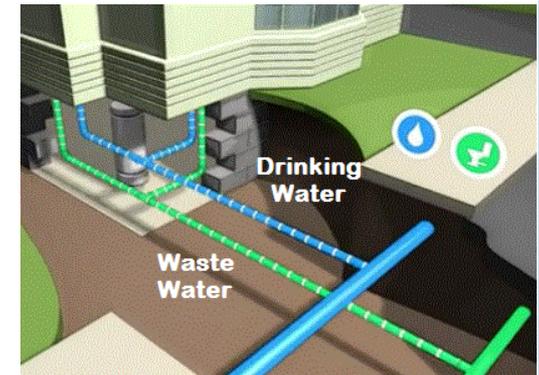


## Infrastructure Challenges ... *a National Problem*

- ❑ American Society of Civil Engineers gave our national public infrastructure a **D+ rating** in 2013.
- ❑ **EPA** estimates over the next 20 years **\$77 billion** will be spent on repair/replacement of public water distribution systems, \$10 billion on wastewater collection system upgrades, **\$22 billion** for new sewer construction and **\$45 billion** for controlling combined sewer overflows.
- ❑ Municipalities will spend **\$7 billion** to control municipal storm water.
- ❑ More than **850** water main breaks occur **every day** across the country

## 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 are located outside the home and usually underground.
- ❑ Failed lines waste thousands of gallons of water and present an environmental hazard.
- ❑ Many homeowners believe the city is responsible for maintenance of the water and sewer lines on their property OR that repairs are covered by their homeowner's policy.



## 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 \$4,000 coverage per repair incident.
- Additional allowance for public street (\$4,000) and public sidewalk (\$500) repair.
- No annual or lifetime limits.
- No deductibles, service fees, forms, or paperwork.
- 24/7/365 availability.
- Repairs made only by licensed, local 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.

## Experience

- **Utility Service Partners is the administrator for the National League of Cities Service Line Warranty Program**
  - ❖ Over 300 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

## Over 300 Partners in 34 States

*...Including 29 in the State of Iowa*

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

## Reputation

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



**BBB Torch Award for  
Marketplace Ethics**  
Trust • Performance • Integrity  
2013 Winner  
Western Pennsylvania Better Business Bureau®

## Closing

- **USP's Partnership with NLC + Experience + Reputation = Trust**  
for you and your residents
- USP will keep its promise to our customers
- USP has proven that a company committed to providing exceptional service and a valuable product at a fair-market price can successfully partner with local government



## City Official Comments

“The program has already paid out over \$1 million in repairs and replacements for our homeowner’s 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.”

- Felicia Moore, City Councilwoman - Atlanta GA



“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 and former Council Member - Clarksburg, WV

“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.”

- Jon Brodsky, Public Information Officer – Phoenix, AZ

