

# *City of Muscatine, IA*



*we promise*

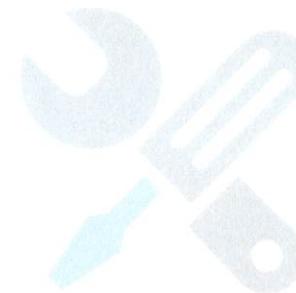


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## PROGRAM BENEFITS

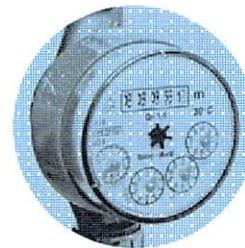
- Only Service Line Program Endorsed by the National League of Cities and the Iowa League of Cities
- Helps address the public policy issue of aging infrastructure
- No cost for the City to participate
- Ongoing Revenue Stream for the City
- Educates homeowners about their lateral line responsibilities
- Free Public Awareness Campaign
- Peace of Mind - with one toll-free call a reputable plumber is dispatched
- All repairs performed to code by local licensed contractors
- Contractors undergo rigorous vetting process to ensure quality service



## OUR SERVICE AND WHAT IT COVERS



SEWER/SEPTIC LATERAL  
COVERAGE



WATER LINE  
COVERAGE

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 coverage for thawing of frozen external water lines
- No annual or lifetime limits, deductibles, service fees, forms, or paperwork
- 24/7/365 availability
- Repairs made only by licensed, local contractors
- Affordable rates and multiple payment methods

## OUR SERVICE AND WHAT IT COVERS



### INTERIOR PLUMBING AND DRAINAGE

#### Coverage includes:

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

- 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, deductibles, service fees, forms, or paperwork
- 24/7/365 availability
- Repairs made only by licensed, local contractors
- Affordable rates and multiple payment methods

## MARKETING APPROACH

- No Public Funds are used in marketing, distribution, or administration of the program.
- Only market by direct mail, no telemarketing
- Would never mail without your review and approval of marketing material before each and every campaign
- Limited mailing campaigns per year
- Consumer friendly marketing
- Always voluntary for the homeowner

- **Consumers can enroll one of three ways:**
  - Calling into our toll free number that is provided on the mailing;
  - Returning the bottom of the letter to us in the self addressed stamped envelope provided
  - Visiting our consumer website [www.slwofa.com](http://www.slwofa.com) at any time



## OVER 500 MUNICIPAL PARTNERS IN 38 STATES

....INCLUDING 54 IN THE STATE OF IOWA

Alabama  
Arkansas  
Arizona  
California  
Colorado  
Connecticut  
Florida  
Georgia  
Iowa  
Illinois  
Indiana  
Kansas  
Kentucky

Louisiana  
Maryland  
Maine  
Michigan  
Minnesota  
Missouri  
North Carolina  
Nebraska  
New Jersey  
New Mexico  
New York  
Nevada  
Ohio

Oklahoma  
Oregon  
Pennsylvania  
South Carolina  
South Dakota  
Texas  
Utah  
Virginia  
Washington  
West Virginia  
Wisconsin  
Wyoming



## CURRENT IOWA PARTNERS

*City of Thornton-IA  
City of Exira-IA  
City of Cresco-IA  
City of Belmond-IA  
City of Rhodes-IA  
City of Melbourne-IA  
City of Lovilia-IA  
City of Ely-IA  
City of Wayland-IA  
City of Sheffield -IA  
City of Rolfe-IA  
City of Marshalltown-IA  
City of Decorah-IA  
City of Griswold-IA  
City of State Center-IA  
City of Hinton-IA  
City of Shellsburg-IA  
City of Spencer-IA*

*City of Waukon-IA  
City of Grundy Center-IA  
City of Camanche-IA  
City of Manning-IA  
City of Panora-IA  
City of Van Meter-IA  
City of Iowa Falls-IA  
City of Maquoketa-IA  
City of Missouri Valley-IA  
City of Emmetsburg-IA  
City of Eldora-IA  
City of Sac City-IA  
City of Swaledale-IA  
City of Grand Mound-IA  
City of Eldridge-IA  
City of Corydon-IA  
City of West Branch-IA  
City of Jesup-IA*

*City of Estherville-IA  
City of West Liberty-IA  
City of Rock Valley-IA  
City of Hampton-IA  
City of Manly-IA  
City of Creston-IA  
City of DeWitt-IA  
City of Bettendorf-IA  
City of Holstein-IA  
City of Cherokee-IA  
City of Independence-IA  
City of Lake Park-IA  
City of Mason City-IA  
City of Atlantic City-IA  
City of Fairfield-IA  
City of Carlisle-IA  
City of Eagle Grove-IA  
City of Madrid-IA*

## NLC Service Line Warranty Program Highlights

- The only utility line warranty program endorsed by the National League of Cities (NLC)
- Endorsed by multiple state leagues
- Over 400 municipalities participating nationwide
- No cost to or liability for the city to participate
- Ongoing revenue stream for city
- Educates homeowners about their lateral line responsibilities
- Utility Service Partners (USP) handles all marketing and management of the program
- 24/7/365 bilingual customer service
- All repairs performed to city code by local, licensed contractors
- Reduces calls from residents to City Hall for lateral water and sewer line issues
- Homeowner billed by NLC Service Line Warranty Program
- Provides residents an affordable solution that covers cost of repairs to water and sewer lines for which the homeowner is responsible
- Saved more than 140,000 homeowners across the country over \$90 million in water and sewer service line repair costs
- No public funds are used in the marketing, distribution or administration of the NLC Service Line Warranty Program
- The NLC Service Line Warranty Program must be supported by the city into which it is being introduced before any warranty offer letters are mailed to homeowners in the community

### PARTICIPATING CITIES (SAMPLE OF OVER 400)

Phoenix, AZ	East Point, GA	Edgewood, KY	Fairfield, OH
Tucson, AZ	Franklin Park, IL	District Heights, MD	Tulsa, OK
San Diego, CA	El Dorado, KS	Clawson, MI	Scranton, PA
Ft. Lauderdale, FL	Hillsboro, KS	Dayton, OH	Madison, WI

## NLC SERVICE LINE WARRANTY PROGRAM BENEFITS

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### CITY

Provides non-tax revenue stream without any investment

Reduces calls to City/Public Works when a homeowner's line fails

Contractors undergo rigorous vetting process to ensure quality service

Reduces costs associated with sending Public Works to residents' homes to assess lateral line issues

Keeps money in the local economy by using contractors in the metro area

Contractors must be current with insurance and required licenses

### RESIDENTS

Affordable utility line repair solution for families on a budget

Educes homeowners about their service line responsibilities

Prevents aggravation of having to find a reliable, reputable plumber

Peace of mind - with one toll-free call a reputable plumber is dispatched

Keeps money in the homeowner's pocket; without warranty, repairs cost from hundreds to thousands of dollars

No service fees or deductibles and no paperwork or forms to complete

## ACCOLADES & ACCOMPLISHMENTS

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

- Accredited Better Business Bureau member with A+ rating for nearly a decade
- 2013 Western Pennsylvania Better Business Bureau Torch Award winner for Marketplace Ethics

- The **only** utility line warranty program endorsed by the National League of Cities
- **More than 97%** of all submitted claims are approved
- **A customer satisfaction rating of 98%**
- **9 of 10 customers surveyed** have recommended the program to friends, family and neighbors

**Exhibit A**  
**NLC Service Line Warranty Program**  
**City of Muscatine and**  
**Muscatine Power and Water**  
**Term Sheet**  
**March 14, 2018**

**I. Initial Term. Three years**

**II. License Conditions.**

- a. City and Utility logo on letterhead, advertising, billing, and marketing materials
- b. Signature by City and Utility official

**III. Products.**

- a. External water service line warranty (initially, \$6.25 per month)
- b. External sewer/septic line warranty (initially, \$7.25 per month)
- c. Interior plumbing and drainage warranty (initially, \$9.49 per month)

Company may adjust the foregoing Product fees; provided, that any such adjustment shall not exceed \$.50 per month in any 12-month period, unless otherwise agreed by the Parties in writing.

**IV. Scope of Coverage.**

- a. External water service line warranty:
  - Homeowner responsibility: From the main to the external wall of the home.
  - Covers thawing of frozen external water lines.
  - Covers well service lines if applicable.
- b. External sewer/septic line warranty:
  - Homeowner responsibility: From the exit point of the home to the main.
  - Covers septic lines if applicable
- c. Interior plumbing and drainage warranty:
  - Water supply pipes and drainage pipes within the interior of the home.

**V. Marketing Campaigns.** Company shall have the right to conduct up to three campaigns per year, comprised of up to six mailings and such other channels as may be mutually agreed. Initially, Company anticipates offering the Interior plumbing and drainage warranty Product via in-bound channels only.