

City of Manhattan Beach



we promise



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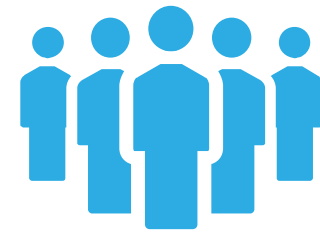
WHY CHOOSE UTILITY SERVICE PARTNERS?



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 and extended our agreement for another five years. 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

PROGRAM BENEFITS

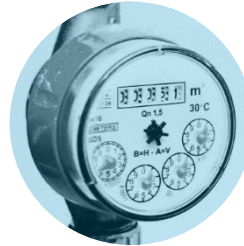
- Only Service Line Program endorsed by the National League of Cities
- Helps address the public policy issue of aging infrastructure
- No cost for the City of Manhattan Beach to participate – Turnkey approach
- Free Public Awareness Campaign
- Educates homeowners about their lateral line responsibilities
- Peace of mind - with one toll-free call a reputable plumber is dispatched
- All repairs performed to code by local-area licensed contractors
- Contractors undergo a rigorous vetting process to ensure quality service
- Can offer an ongoing revenue stream – a 10% enrollment after 3 years of
 $14,453 \text{ HH} = 1,445 \text{ customers} \times 1.5 \text{ policies} \times \$9/\text{yr.} = \$19,507 \text{ per year}$



OUR SERVICE AND WHAT IT COVERS



SEWER/SEPTIC LATERAL
COVERAGE



WATER/WELL 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 public street & sidewalk cutting)
- No annual or lifetime limits, deductibles, service fees, forms, or paperwork
- 24/7/365 availability and repairs are made only by local-area licensed contractors
- Affordable monthly rates, multiple payment methods and can cancel at any time
- Non-Royalty Program is \$9.00 per mo. sewer line and \$6.00 per mo. water line
- Royalty Program is \$9.75 per mo. sewer line and \$6.75 per mo. water line

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
- Includes coverage for broken or leaking water, sewer, or drain lines under the slab or basement floor. Also covers repair of clogged toilets.
- No annual or lifetime limits, deductibles, service fees, forms, or paperwork
- 24/7/365 availability and repairs are made only by local-area licensed contractors
- Affordable monthly rates – Non-Royalty Program is \$9.49 mo.; Royalty is \$9.99 mo.
- Multiple payment methods and can cancel at any time

MARKETING APPROACH

- No Public Funds are used in marketing, distribution, or administration of the program.
 - Only market by direct mail - no telemarketing or door to door
 - Would never mail without your review and approval of marketing material before each and every campaign
 - Limited to 3 mailing campaigns per year
 - Participation is always voluntary for the homeowner
 - Marketing clearly states city does not provide program
- 
- 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 at any time



OVER 650 PARTNERS IN 42 STATES

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



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

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

27 CALIFORNIA PARTNERS

City of Chula Vista

City of Claremont

City of Culver City

City of Daly City

City of Fillmore

City of Laguna Beach

City of La Habra

City of La Puente

City of Lemon Grove

City of Perris

City of Port Hueneme

City of Rialto

City of San Bruno

City of San Diego

City of Vallejo

City of West Covina

Town of Yountville

Alameda County Water District

California Water Service Company

Contra Costa Water District

Diablo Water District

Dublin San Ramon Water District

Golden State Water Company

Great Oaks Water Company

Liberty Utilities

San Jose Water Company

West Bay Sanitary District

PROGRAM SUCCESS & NOTES

- We have over 650 partnerships; over 4 million customers and service over 7 million service contracts.
- Over the last 3 years, we have completed over 1.3 million repairs for our customers and saved over \$454 million in repair costs. On average, over the last year we completed a job every 49 seconds.
- Excellent 97% claim approval rating.
- We have received a 4.8 out of 5 star rating from customers receiving service.
- 9 of every 10 customers surveyed would recommended the program to friends, family, and neighbors.

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.)



Q & A

