



by



## City of Rialto - Partnership Overview Service Line Warranty Program



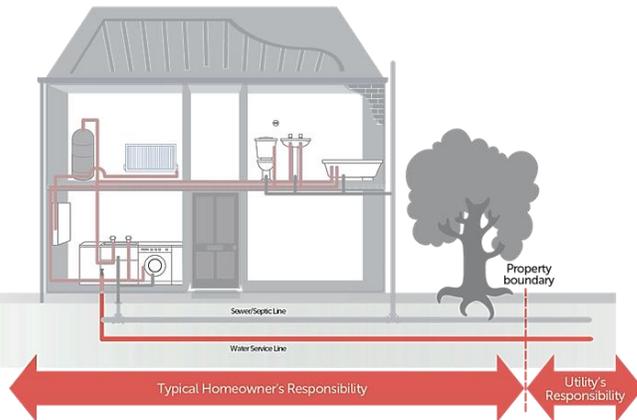
# Products Offered to Rialto's Residents



## Water Service Line

### What's Covered:

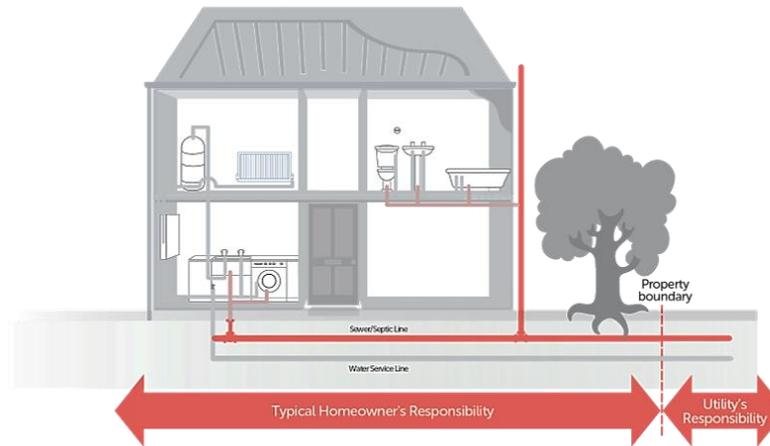
- Repair or replacement, due to normal wear and tear, of a permanently blocked, leaking, or low-pressure line that provides fresh water to the home from the utility responsibility
- Coverage from the water meter/curb box to the main shut-off valve



## Sewer Septic Line

### What's Covered:

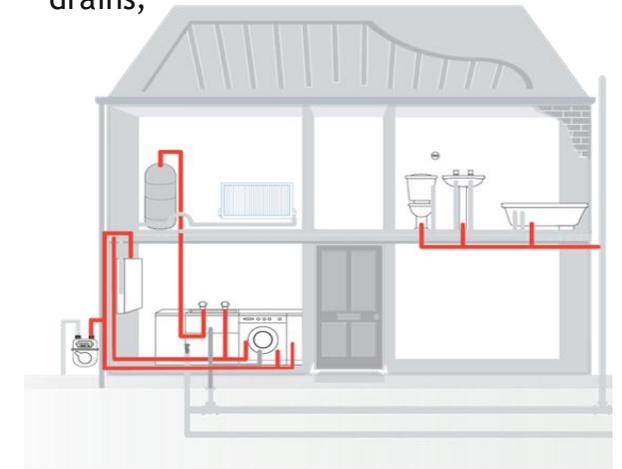
- Repair or replacement of a leaking or permanently blocked sewer or septic service line from the external wall of your home to the sewer main.
- The plan includes all service call charges, labor and materials for covered repairs within the benefit limits.



## Interior Plumbing & Drainage

### What's Covered:

- Repair or replacement of a blocked or leaking interior plumbing & drainage system that is damaged due to normal wear and tear.
- Blocked drains, leaking, unblocking an overflowing toilet or sink due to clogged drains,



# City of Rialto & SLWA Partnership Overview

Launched April 2018



# Service Plan Breakdown

## Products & Enrollment Channels

---

### Products

- Water Service Line: 42% - *totaling 314 service plans*
- Sewer/Septic Line: 45% - *totaling 333 service plans*
- Interior Plumbing & Drainage: 13% - *totaling 98 service plans*

### Enrollment Channels

- Direct Mail: 57% - *totaling 421 service plans*
- Phone: 23% - *totaling 173 service plans*
- Web: 20% - *totaling 151 service plans*



# Partnership Communications: SLWA Website Integration

## Website Integration:

- SLWA Content added to City of Rialto's website.
- Would include information regarding our program and the products that are available to your customers.
- Validates the relationship between us and the City.



## Water & Sewer Services

### Set Up New Service

- To set up new service you could either call or go into the office:
  - Office Location  
Rialto Water Services  
437 N Riverside  
Rialto, CA 92376
  - Call Information: Customer Service Phone: 909-820-2546
- A deposit is required to establish new service. The amount of deposit is based on the size of your water meter and the average monthly bill for the previous year. Please call 909-820-2546 for deposit amounts.

### SLWA Insurance Services

<<Partner Name>> has arranged for SLWA Insurance Services, an independent home repair company separate from <<Partner name>>, to offer optional [emergency repair service plans](#)\* to <<Partner>> residential customers for customer-owned utility equipment. Plans from SLWA include:



- Exterior Water Line Coverage
- Exterior Sewer/Septic Line Coverage
- Interior Plumbing and Drainage Coverage

\*These are optional and customers are under no obligation to purchase services from SLWA to receive water service from <<Partner Name>>. If you would prefer, you can opt out of receiving communications related to these services by calling <<XXX-XXX-XXXX>>.

# Partnership Communications: Media Integration

## Newspaper or Newsletter Print Ad:

- As part of the general awareness campaign, print type ads can be placed in local publications that serve the community.
- This can give customers a heads up on upcoming mailings and what they can expect.

## Twitter, Facebook, Instagram:

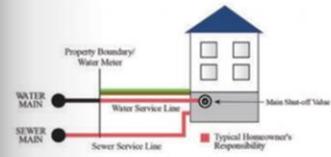
- Educating homeowners about their service line responsibilities, and make them aware of the optional protection SLWA offers for the water and sewer service lines that connect their homes to the utility systems.



**NLC Service Line Warranty Program**  
by  
**HomeServe**  
Presentation for Golden Hills Community Services District







**FAQ Summary**

**Why is GHCSO announcing plans from SLWA to their customers?**  
This program was brought to GHCSO through a National League of Cities program administered by SLWA. Through the program, educational materials will be sent to customers, informing them of their responsibility to maintain the utility service lines on their property, connecting their homes to the utility water and sewer systems.

**Doesn't my homeowners insurance already cover these repairs?**  
SLWA encourages customers to call their insurance company to determine their actual coverage. This program is not homeowners insurance, it is an optional emergency repair plan that schedules and pays contractors directly for covered repairs. Specific information is available by contacting SLWA directly.

**Why does SLWA use GHCSO's logo in its marketing materials?**

### Homeowner Protection Program for Golden Hills Community Services District Customers

Golden Hills Community Services District (GHCSO) is introducing SLWA Insurance Services (SLWA) to residents. SLWA educates residents about their service line responsibilities and makes them aware of optional protection for the water and sewer service lines that connect their homes to the utility systems. The coverage is voluntary and administered by SLWA, not by GHCSO. Be sure to check your mail as you will begin to receive informational mailers providing further details, costs for service and sign up forms.

Many residents are not aware that they are responsible for repairs to the service lines on their property after the water meter, and, in the event of a service line leak or break, the homeowner is responsible for arranging and paying for the repair.

"As homes age along with the infrastructure serving them, SLWA plans can provide residents with an optional solution so they can be prepared for this type of unexpected repair." Tom Rusin, CEO of SLWA parent HomeServe North America. "Our service plans not only cover the cost of the repair, but they also provide homeowners with reputable, local contractors who will do the best possible job. We're pleased to be offering Golden Hills Community Services District customers these plans and look forward to the opportunity to provide homeowners with the assistance they need when faced with a home repair emergency."

The SLWA Program helps protect against repairs needed to utility service pipes on homeowners' property. Repairs to these pipes

located immediately after the water meter are not covered by GHCSO, and a basic homeowners insurance policy usually doesn't cover normal wear-and-tear to these pipes. Homeowners should review their policy and carefully weigh the benefits of this program.

If a participating resident's service line needs to be repaired, they can call the SLWA 24-hour hotline to schedule a repair. SLWA will dispatch a local, licensed and insured contractor familiar with local code to complete the repair. There are no service fees or deductibles, and covered repairs are guaranteed for one year. This program is voluntary for homeowners, provided at no cost to GHCSO and no public funds are used to promote or administer the program. There is no obligation for homeowners to participate.

**About SLWA Insurance Services**

SLWA Insurance Services (SLWA) is part of HomeServe North America (HomeServe), a leading provider of home repair solutions serving nearly 5 million customers across the U.S. and Canada. SLWA is the trusted source of utility line protection programs endorsed by the National League of Cities. Together with HomeServe, founded in 2003, SLWA is dedicated to administering best-in-class repair plans and delivering superior customer service to customers in over 1,300 cities, municipalities and utilities.

*Continued on page 12*

### NLC Service Line Warranty Program by HomeServe

Offering services for over 20 years

4.8 out of 5 stars customer satisfaction

Program endorsed since 2010

**HomeServe Key Statistics\***

- Over 4.8 million customers
- Over 8.5 million policies
- Over 1,200 municipal and utility partnerships
- Job serviced every 34 seconds
- Customer savings to date: over \$2 Billion

\* As of January 2023

"The National League of Cities is proud to partner with this highly reputable and reliable program. Their 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

Accredited Business

NLC Service Line Warranty Program by HomeServe

A Bimonthly Publication of the Golden Hills Community Services District

# Partnership Next Steps: Renewal Agreement

- Sign Renewal Agreement for an additional three, 1 year terms - effective date will be April 2024.
- City of Rialto and SLWA to work together on media communications to residents of our program.
- Direct Mail: SLWA to market program to residents up to 3 mailings per year. Each mailing will consist of:
  - Outer Envelope with City Logo
  - Lift Note - “A message from the City”
  - Offer Letter to Enroll

The image shows a direct mail envelope and its contents. The envelope is addressed to a sample resident and features the City of Rialto logo and a postage-paid stamp. The letter inside is titled "Information Regarding Your Water and Sewer/Septic Lines" and is dated <<X/u/XX>>. It explains that many homeowners are unaware of repairs to exterior water and sewer/septic lines and offers protection plans from SLWA Insurance Services. The letter includes a table with response information and a table with benefit details.

Date:	<<X/u/XX>>
Response Requested:	Within 30 Days

<b>Benefit Amount:</b>	Up to \$8,500 per service call with as many service calls as you need for covered water service line repairs
	Up to \$8,500 per service call with as many service calls as you need for covered sewer/septic line repairs
<b>Property Address:</b>	<<Serv_Address1>> <<Serv_Address2>>
<b>City:</b>	<<Serv_City>>

**— Important —**

Take action to help protect the exterior water service and sewer/septic lines on your property. Complete and return the enclosed form or call SLWA at 1-844-257-8796 to accept this optional coverage. Coverage begins 30 days after your form is processed. During this 30-day review period, you can decide if coverage is right for you. Choose protection starting for as little as \$6.33 per month to help protect your lines from the high cost of covered repairs. This program is managed by SLWA, and no public funds were used for the mailing of this letter. For fastest processing, please visit [www.slwa9a.com](http://www.slwa9a.com).

Please respond within 30 days.

Sincerely,  
SLWA Insurance Services

SLWA Insurance Services ("SLWA"), California License #0L71169, with corporate offices located at 4000 Town Center Boulevard, Suite 400, Canonsburg, PA 15317, is an independent company separate from your local utility or community and offers and administers this optional home protection plan as an authorized representative of Virginia Surety Company, Inc., 175 West Jackson Blvd., 8th Floor, Chicago, IL 60604, the home protection plan issuer. Your choice of whether to purchase this plan will not affect any service you have with your local utility or community. See eligibility requirements and coverage limitations in this package.



Thank you for your  
partnership



**REINSTATEMENT AND AMENDMENT NUMBER 2 TO MARKETING LICENSE AGREEMENT**

**EFFECTIVE DATE OF REINSTATEMENT AND AMENDMENT: April 24, 2024**

**THIS REINSTATEMENT AND AMENDMENT NUMBER TWO ("Amendment No. 2")** to the **MARKETING LICENSE AGREEMENT** dated as of April 24, 2018 (as amended by Amendment No. 1 thereof effective November 29, 2023, the "**Agreement**"), is by and between Service Line Warranties of America, Inc. ("**Service Line Warranties**"), Utility Service Partners Private Label, Inc. d/b/a SLWA Insurance Services ("**USPPL**", and together with Service Line Warranties, "**Company**") and City of Rialto/Rialto Utility Authority ("**RUA**"). Each of Service Line Warranties, USPPL and RUA are referred to herein singularly as "**Party**" and collectively as the "**Parties**". Capitalized terms used in this Amendment No. 1 not otherwise defined herein shall have the meanings ascribed to them in the Agreement.

**WHEREAS**, the Agreement expired on April 24, 2024 ("**Expiration Date**"); and

**WHEREAS**, RUA and Company desire to reinstate and extend the term of the Agreement as if there were no expiration;

**NOW, THEREFORE**, in consideration of the mutual covenants and promises as set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are acknowledged, the parties agree as follows:

1. The Agreement is hereby reinstated in its entirety as of the Effective Date.
2. Section 3 of the Agreement is hereby amended by deleting the first sentence it in its entirety and replacing it with the following:

"The term of this Agreement ("**Term**") shall be for three (3) years commencing on April 24, 2024. The Agreement will automatically renew for three (3) additional one (1) year terms ("**Renewal Term**") unless one of the Parties gives the other written notice at least ninety (90) days prior to end of the Term or of a Renewal Term that the Party does not intend to renew this Agreement."

Except as otherwise modified or amended by this Amendment No. 1, all other provisions, terms and conditions of the Agreement remain unchanged and in full force and effect.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, the Parties have duly executed this Amendment No. 2 as of the Effective Date set forth above.

**SERVICE LINE WARRANTIES OF AMERICA, INC.**

By: DocuSigned by:  
Michael Backus  
0F9AA4D707BA476

Printed Name: Michael Backus

Title: Chief Growth Officer

Date: 6/24/2024

**CITY OF RIALTO/RIALTO UTILITY AUTHORITY, a municipal corporation**

By: \_\_\_\_\_

Printed Name: Tanya Williams

Title: City Manager

Date: \_\_\_\_\_

**UTILITY SERVICE PARTNERS PRIVATE LABEL, INC. D/B/A SLWA INSURANCE SERVICES**

By: DocuSigned by:  
Michael Backus  
0F9AA4D707BA476

Printed Name: Michael Backus

Title: Chief Growth Officer

Date: 6/24/2024