

Invest in the Future of Your City Infrastructure

Aging infrastructure is a growing concern for municipalities in North America. The EPA has identified addressing the aging infrastructure of water and wastewater service lines around the nation as a top priority.

People rely on these lines daily to bring fresh water and remove waste from their homes. Their continued functionality is essential to maintaining the health and environment of all communities. A pinhole leak in a water pipe can waste thousands of gallons clean into the ground. And a leaking sewer system can release thousands of gallons of ground pollution into the environment. This could result in contamination of freshwater systems and ultimately a lot of headaches for your community. The United States Conference of Mayors has also recently identified the need to address aging infrastructure as one of its top priorities.

Municipal infrastructure is often a forgotten problem since pipes are underground and often out of mind. With the systems neglected, it's no surprise the American Society of Civil Engineers (ASCE) rates the current infrastructure with a D+.

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*A message from
Philip E. Riley, Jr.
President and
Chief Executive Officer*

Building Peace of Mind, One Community at a Time

Nearly ten years ago, USP identified aging municipal utility infrastructure as a growing concern nationwide. What began as a successful partnership between USP and several mid-Atlantic municipalities to provide homeowners with affordable warranty protection for outside water and sewer service lines soon led to an endorsement from the National League of Cities (NLC) and a growing national presence. USP, as the administrator of the NLC Service Line Warranty Program, has become the leading provider of utility service line warranties to cities and municipalities throughout the country through a unique public-private partnership. Our list of city and municipal partnerships has now reached over 170 and continues to grow.

USP's investment in the aging infrastructure provides an important tool to continue stimulating the local economy. So far, utilizing local contractors, we have helped cities, utilities and municipalities save residents over \$45 million in repair costs, which is money families can allocate to other expenses. And, each day we add to the savings homeowners experience.

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A message from
Philip E. Riley, Jr.
President and CEO

Building Peace of Mind, One Community at a Time

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Maintaining integrity, trust and honesty with everyone we meet is a cornerstone of USP's approach to all of its relationships. Built into USP's established mission and values, our employees are expected to listen carefully to our partner and customer needs while demonstrating the highest of ethical standards. Delighting customers is an important objective of USP's approach, which is driven by a relentless dedication to superior service and is evidenced by our Better Business Bureau accredited A+ rating.

USP and our consumer brand, Service Line Warranties of America, have a commitment of delivering a high-value product at a fair price to all homeowners. We will do this by delivering on our promises to honor all valid claims, respond within 48 hours for all repairs, use only local contractors and obtain feedback from customers and then share the results with our municipal partners as well as make any necessary adjustments to our program to ensure that our municipal partners and their residents are receiving the value and service that was promised.

All of us at USP appreciate each and every one of our municipal partners and we are doing our very best to make sure you and your residents are receiving outstanding customer service and that we are delivering on all of our promises. I encourage you to reach out to me, Brad Carmichael, our Vice President of Business Development, or any of our Account Managers to provide suggestions or to get any question you may have answered. We are here to serve you.



Invest in the Future of Your City INFRASTRUCTURE

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To tackle these problems, municipalities can develop proactive strategies backed by asset management – including noting the location, age of pipes and repair histories. This information can

help predict when a pipe may be near the end of its lifespan, allowing for the direction of resources to effect the replacement before catastrophe strikes. Additionally, educating residents on the importance of tracking their pipe history will help the entire community improve the overall infrastructure.

“Aging infrastructure has become a growing concern in our community,” said Robbin Blackert of the City of Rock Falls, IL. “Addressing the problem now and helping to educate our residents of the importance of addressing leaks and breaks for not only their pocketbooks, but also the environment, is extremely important.”

According to the ASCE, new technologies and approaches that encourage conservation and reuse may reduce future water infrastructure needs, often providing financial savings to communities. Visit the links provided for more information.

For more information,
please visit these sites:

■ **Aging Water Infrastructure**

<http://www.epa.gov/awi/>

■ **Learn About Water**

<http://www2.epa.gov/learn-issues/learn-about-water>

■ **Wastewater Management**

<http://water.epa.gov/polwaste/wastewater/index.cfm>

■ **2013 Report Card for America's Infrastructure**

<http://www.infrastructurereportcard.org>

■ **U.S. Conference of Mayors**

http://www.usmayors.org/usmayornewspaper/documents/04_29_13/042913USMayor.pdf

Generating Revenue for City Youth in DeSoto, Texas



One of the many benefits of partnering with USP is the option of receiving royalty payments for your city. While some cities choose to funnel the revenue into the general fund, others earmark the dollars directly for citizens to see the impact of the payments through specific programs and services. DeSoto, Texas, is one of the many cities that uses royalty payments for a specific program – the Summertime on Beltline Program.

The Summertime on Beltline Program operates a program for kids in grades 6 through 12 and is open to all students in the district - offering students an entire summer full of activities such as youth career camp, performing arts, video game tournaments, basketball and volleyball leagues and much more. Through the program, youth in the area are provided with an opportunity that encourages learning, growth and spirited competitions. Approximately 100 kids and teens participate in the program each day, which is offered five days a week from early afternoon to evening.

“Because we’re in the business of serving the public, we understand that we are under constant scrutiny about how we expend funds, as well as how we earn

revenue,” said Lora Stallings, Assistant to the City Manager for DeSoto, Texas. “We decided to utilize the 2013 royalty revenue in a way that is easily visible by the public and satisfies a community need. The royalty payments are allocated as supplemental funding for our annual Summertime on Beltline Program.”

Through the help of royalty payments from NLC Service Line Warranty Program participation, DeSoto, Texas, will be able to offset the majority of the costs associated with operating the program. For students, that means the cost to participate remains at only \$10, which covers the recreation center card and ensures emergency contact information is up-to-date – quite a bargain for an entire summer of fun and learning. For more information, visit www.ci.desoto.tx.us.

Contractor Spotlight: Cronen Plumbing & Heating, Inc.



Joe Cronen of Cronen Plumbing and Heating, Inc. in Colorado doesn't let customer service end at the office, he keeps it at the forefront of his mind when he's out and about in the area.

“I think a lot about customer service,” said Mr. Cronen. “The way I always put it in my head, if I'm heading out to eat and see a customer I just did work for, I don't want them yelling at

me so we make sure we don't sell them something they don't need and always do a good job.” Employing approximately 15 technicians, Cronen Plumbing and Heating, Inc. services the City of Englewood, the City of Northglenn and the City of Sheridan, CO, and reaches more than 6,000 water and sewer customers between the three. Since acceptance into the USP contractor network in April of 2011, Cronen Plumbing and Heating, Inc. has serviced more than 150 claims between the three cities.

“I'm really impressed with USP,” said Mr. Cronen. “You have bent over backwards for people and go out of your way to provide an excellent

service for the customers. It's a wonderful program and I went in and told the cities that if anyone calls, they should really recommend it.” Today, Cronen Plumbing and Heating, Inc. has seen exponential growth, becoming a family business. In addition to plumbing, the business provides a full spectrum of services, including full HVAC services. Additionally, all technicians are certified in both areas to ensure the business operates smoothly while providing value to its customers. USP is proud to partner with Cronen Plumbing and Heating, Inc. for their outstanding customer service background, exceptional service and always-positive feedback.

Welcome & Welcome Back to All City Partners

With the spring campaign in full swing, USP would like to welcome all new cities and welcome back all the returning cities. Our partner base grew by 19 new cities for the spring campaign including Harrisburg, PA; Flagler Beach, FL; Las Vegas, NV; and Garden City, KS.

Welcome New City Partners

- | | | |
|----------------------|--------------------------|--------------------------|
| 1. Lingle, WY | 8. Berwyn, IL | 15. Red River, NM |
| 2. Trotwood, OH | 9. Las Vegas, NV | 16. Santa Fe, NM |
| 3. Fairfield, OH | 10. Richton Park, IL | 17. Lewisville, TX |
| 4. Harrisburg, PA | 11. Garden City, KS | 18. Kansas City, MO |
| 5. Flagler Beach, FL | 12. Lancaster, TX | 19. Hallandale Beach, FL |
| 6. Broadview, IL | 13. St. Clair Shores, MI | |
| 7. Red River, NM | 14. Fairburn, GA | |

Does your city have a story to share?

If you have a story to share about your city, our program or a question about resources and best practices, share your ideas and questions with Hayley Martin at hmartin@utilitysp.net or (724) 749-1042 and your city could be featured in our next quarterly newsletter.

Your USP Business Development Directory

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Access Your Partner Portal

Instant access to your city's NLC Service Line Warranty Program participation information is just a click away.

1. Visit www.utilitysp.net.
2. Click **Partner Materials** in the lower left corner.
3. Log in with your partner reporting login credentials.
4. **To get the latest stats on enrollment and royalties, click on Partner Reports.**

Tutorials – USP provides helpful tutorials on the website to help you understand report information, navigate the website and more in the Partner Report Training section, accessible from the Partner Materials home page, which includes the following:

Partner Materials Training Video – a step-by-step tour of the website.

Partner Training Manual – a PDF manual you can view, search or print with step-by-step instructions including login, reporting details, creating additional logins for other city members and more.

Report Types – USP offers two types of reports capturing important information – customers, claims and royalties.

Partner Summary Report – shows the current enrollment count for residents and the number of claims filed to date.

Royalty Reports – provides a summary of royalties earned and paid to your city. These royalties are a great help to your city and may be used for special programs or services.