



AGENDA

NORTH MIAMI CITY COUNCIL

REGULAR COUNCIL MEETING

**TUESDAY, FEBRUARY 23, 2016
7:00 P.M.**

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TAB M

- ◆ PROPOSED RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA, AUTHORIZING THE INTERIM CITY MANAGER AND INTERIM CITY ATTORNEY TO NEGOTIATE AND EXECUTE A MARKETING LICENSE AGREEMENT BETWEEN THE CITY OF NORTH MIAMI AND UTILITY SERVICE PARTNERS PRIVATE LABEL, INC. D/B/A SERVICE LINE WARRANTIES OF AMERICA (SLWA) TO PROVIDE SERVICE LINE WARRANTIES TO NORTH MIAMI RESIDENTIAL PROPERTY OWNERS AND TO GRANT A NON-EXCLUSIVE LICENSE TO SLWA FOR THE USE OF THE CITY'S NAME AND LOGO IN ADVERTISING MATERIALS; PROVIDING FOR AN EFFECTIVE DATE AND FOR ALL OTHER PURPOSES.

Sponsored by: Mayor Smith Joseph, D.O., Pharm.D.

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA, AUTHORIZING THE INTERIM CITY MANAGER AND INTERIM CITY ATTORNEY TO NEGOTIATE AND EXECUTE A MARKETING LICENSE AGREEMENT BETWEEN THE CITY OF NORTH MIAMI AND UTILITY SERVICE PARTNERS PRIVATE LABEL, INC. D/B/A SERVICE LINE WARRANTIES OF AMERICA (SLWA) TO PROVIDE SERVICE LINE WARRANTIES TO NORTH MIAMI RESIDENTIAL PROPERTY OWNERS AND TO GRANT A NON-EXCLUSIVE LICENSE TO SLWA FOR THE USE OF THE CITY'S NAME AND LOGO IN ADVERTISING MATERIALS; PROVIDING FOR AN EFFECTIVE DATE AND FOR ALL OTHER PURPOSES.

WHEREAS, the City of North Miami ("City") is committed to providing continuous water and sewer utility services to all of its customers; and

WHEREAS, the City is responsible for maintaining the water and sewer system up to and including the water meter, while residential property owners are responsible for the maintenance of water and sewer lines (laterals) within their properties; and

WHEREAS, Service Line Warranties of America ("SLWA") is a company that offers affordable utility service line warranties to residential property owners which covers the repair or replacement of enrolled lines as a result of wear and tear or inherent defects; and

WHEREAS, homeowners in North Miami would benefit from a service line warranty program that covers service line repairs whose expense would otherwise be undertaken by the homeowners; and

WHEREAS, SLWA has been endorsed by the National League of Cities through the National League of Cities Service Line Warranty Program and has provided services to numerous cities throughout the county and in South Florida; and

WHEREAS, SLWA seeks to offer its utility service line warranty program to the residential property owners of North Miami and is requesting a non-exclusive license to use the City's name and logo in its advertising material, for which a portion of the proceeds received by SLWA will be designated to the City; and

WHEREAS, the Mayor and City Council believe that a Marketing License Agreement with SLWA for the provision of affordable utility service line warranties, will benefit the property owners of North Miami.

NOW THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA:

Section 1. **Authority.** The Mayor and City Council of the City of North Miami, Florida, hereby authorize the Interim City Manager and Interim City Attorney to negotiate and execute a Marketing License Agreement between the City of North Miami and Utility Service Partners Private Label, Inc. d/b/a Service Line Warranties of America (SLWA) to provide service line warranties to North Miami property owners and to grant a non-exclusive License to SLWA for the use of the City’s name and logo in advertising materials.

Section 2. **Effective Date.** This Resolution shall become effective immediately upon adoption.

PASSED AND ADOPTED by a _____ vote of the Mayor and City Council of the City of North Miami, Florida, this ____ day of _____, 2016.

DR. SMITH JOSEPH
MAYOR

ATTEST:

MICHAEL A. ETIENNE, ESQ.
CITY CLERK

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY:

ROLAND C. GALDOS, ESQ.
INTERIM CITY ATTORNEY

SPONSORED BY: MAYOR SMITH JOSEPH, D.O., PHARM. D.

Moved by: _____

Seconded by: _____

Vote:

Mayor Smith Joseph, D.O., Pharm. D.
Vice Mayor Alix Desulme
Councilman Scott Galvin
Councilwoman Carol Keys, Esq.
Councilman Philippe Bien-Aime

_____ (Yes) _____ (No)
_____ (Yes) _____ (No)
_____ (Yes) _____ (No)
_____ (Yes) _____ (No)
_____ (Yes) _____ (No)

Quick Facts

The program is offered at no cost to municipalities and utilities. Join us today and enjoy these program features:

- The only utility line warranty program endorsed by National League of Cities
- Educates homeowners about their service line responsibilities
- Service from licensed, local contractors keeps dollars in the local economy
- Low claim denial rates – more than 97% of all claims are typically approved
- Customer satisfaction rates over 95%
- Timely repairs that help conserve water and reduce ground contamination



USP's consumer brand, Service Line Warranties of America, was the 2013 Winner of the Western Pennsylvania BBB Torch Award for Marketplace Ethics.

About

Utility Service Partners, Inc.



USP's family of companies has been providing utility service line warranty products since 2003. USP has an A+ Better Business Bureau Rating and enjoys a customer satisfaction rating of over 95%.

National League of Cities



The National League of Cities is dedicated to helping city leaders build better communities, and serves as a resource and advocate for 19,000 cities, towns and villages, representing more than 218 million Americans.

Make a Difference in Your Community

To learn more about the NLC Service Line Warranty Program, visit NLC's website at www.nlc.org or contact 1-866-974-4801.



National League of Cities Service Line Warranty Program

Building Peace of Mind, One Community at a Time

Educating homeowners about their service line responsibilities while providing an affordable solution for repairs.





Overview

Offered at no cost to the municipality, the National League of Cities (NLC) Service Line Warranty Program, administered by Utility Service Partners, Inc. (USP), is an important tool for educating homeowners about their responsibility for the lateral service lines on their property. With more than 200 municipal and utility relationships, the NLC Service Line Warranty Program also offers a solution, with a proven track record of providing affordable, dependable service line repair protection, giving homeowners *and* municipal leaders peace of mind.

Offered through USP's consumer brand, Service Line Warranties of America, the program offers affordable coverage for buried, external water and sewer lines from the utility connection point to the home (including the portion buried under concrete slabs). Backed by a history of reputable service, Service Line Warranties of America was the 2013 Winner of the Western Pennsylvania Better Business Bureau (BBB) Torch Award for Marketplace Ethics.

Serving your local community



“ It gives me peace of mind as an elected official that this program can be offered to the citizens. It gives citizens peace of mind because they have a program with local, reliable contractors from where they can get the service. The city has peace of mind because it gets our local economy going as well as revenue and income to help others. ”

Felicia A. Moore,
City Council Member
Atlanta, GA

Frequently Asked Questions



■ What will the warranty program cost the city and homeowners?

There is absolutely no cost to the city for this warranty program and homeowner participation is completely voluntary. For a small monthly fee, homeowners can protect the buried utility service lines on their property. The NLC Service Line Warranty Program provides generous coverage with no deductibles, service fees or annual/lifetime limits.

■ How does the program work?

The NLC Service Line Warranty Program handles all aspects of the program including marketing, billing, customer service, contractor management and completion of all repairs to local code.



■ What happens when a homeowner experiences a service line break or leak on their property?

One call to the NLC Service Line Warranty Program's toll-free number and a local, licensed contractor will be dispatched to quickly make repairs. There is no paper-work to complete; just one call for claims processing – available 24/7, 365 days a year. All contractors are local to the community served, which keeps dollars in your local economy.



■ Why is the warranty program important?

The American Society of Civil Engineers labeled the nation's infrastructure a D+ in 2013 and it's no surprise! Many people believe that water and sewer lines will last hundreds of years without failing, but the truth is, there are many reasons other than life expectancy of the pipes that can contribute to infrastructure failure – such as tree-root intrusion, rust and weather.

With the NLC Service Line Warranty Program, normal wear and tear, ground shifting, root-intrusion, and much more are covered.



NATIONAL LEAGUE of CITIES | Business Partner Programs



NLC SERVICE LINE WARRANTY PROGRAM

BRINGING PEACE OF MIND, ONE COMMUNITY AT A TIME

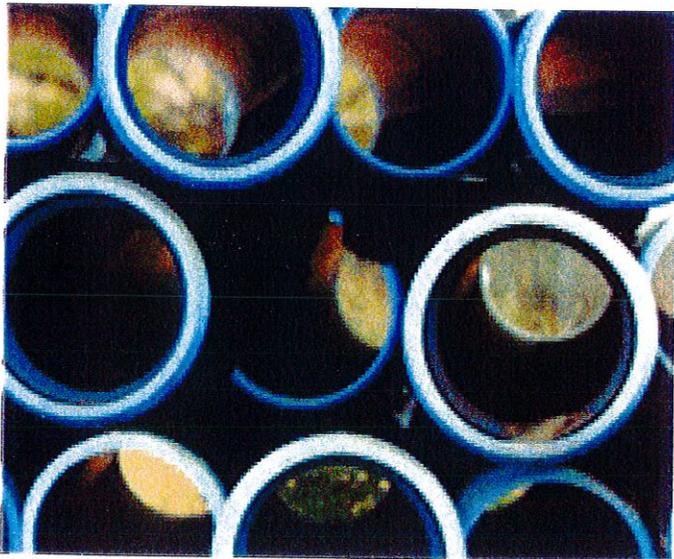


NLC SERVICE LINE WARRANTY PROGRAM

BRINGING PEACE OF MIND, ONE COMMUNITY AT A TIME

HOME PROTECTION SOLUTION

The NLC Service Line Warranty Program, administered by Utility Service Partners, Inc. (USP), is an affordable home protection solution for your residents offered at no cost to the city. It helps city residents save thousands of dollars on the high cost of repairing broken or leaking water or sewer lines. The city also receives a share of the revenues collected.



PEACE OF MIND

Residents who have not set aside money to pay for an unexpected, expensive utility line repair, now have an opportunity to obtain a low-cost warranty that will provide repairs for a low monthly fee, with no deductibles or service fees. The work is performed by licensed, local plumbers who will call the customer within one hour of filing a claim. The repair is performed professionally and quickly, with a local plumber dispatched no later than 48 hours after claim is filed, but typically within 24 hours. USP provides a personally staffed 24/7 repair hotline for residents, 365 days a year.

BENEFITS

- NO COST to your city
- Generates revenue for your city
- Affordable rates for residents
- 24/7 customer service
- Trusted local contractors
- Simple implementation process
- Fewer citizen complaints
- Repairs performed to local code

IMPLEMENTATION PROCESS

The program will be offered to all cities in the 48 contiguous states and rolled out over an 18-month period in six-month intervals. Once your city agrees to participate in the program, start up is simple. The program is designed for a quick launch, taking up little of your city employees' valuable time. USP administers the program and is responsible for marketing, billing, customer service, and performing all repairs to local code.

MORE INFORMATION

To learn more about this program, visit NLC's website at www.nlc.org or contact Emma Lieberth at lieberth@nlc.org or 202-626-3075.

This program is offered by Utilities Service Partners, Inc. (USP). USP is solely responsible for the implementation and operation of the program.



NEWS & NOTES

An Invitation from Clarence Anthony

Executive Director, National League of Cities



Our goal at the National League of Cities (NLC) is to be a resource and advocate for your city and its residents. The National League of Cities Service Line Warranty Program is one of our partnership programs that can offer your residents a home protection solution while also addressing the aging infrastructure in your city.

You know as well as anyone, that our cities still face difficult economic times and as city leaders we must find creative, innovative ways to assist and strengthen our communities. In 2010, NLC recognized the growing problem of aging infrastructure and the dire need to find a solution for not only cities, but residents as well. 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 NLC Service Line Warranty Program is offered at no cost to city, municipal and utility partners and helps residents save thousands of dollars on the cost of fixing broken – or leaking – water or sewer lines.

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.

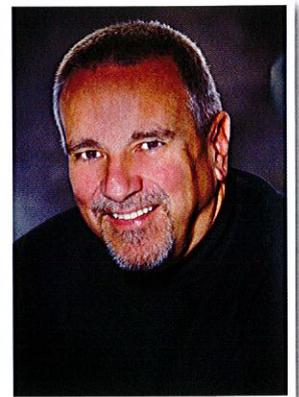
Serving the Public

Jim Hunt, Past President, National League of Cities

As I ended my 27-1/2 year career in municipal government, one of the things that I missed most was the relationships developed with city officials throughout the country. When I was asked to work as an advisor to the National League of Cities Service Line Warranty Program I was very pleased since I had followed the growth and development of this NLC Program and saw the positive results to member cities.

As I now meet with cities in all parts of the country, many are excited to look at this public/private partnership and provide the opportunity for their citizens to be protected from catastrophic expense associated with failed water and sewer lines. The National League of Cities continues to provide quality programs to member cities which address critical problems for our citizens and I am proud to be a part of the team.

Jim Hunt, Past President of the National League of Cities and Advisor to the National League of Cities Service Line Warranty Program.



NLC Service Line Warranty Program: Homeowner Testimonials

■ Letter from Atlanta homeowner to Felicia Moore, City of Atlanta Councilmember

Dear Felicia,

I am writing to you about the sewer line warranty that you recommended for your constituents. On Christmas Day my sewer line backed up into my house and into my tub! I could not flush toilets or take a shower or wash dishes or clothes or even my hands. It turned out to be due to a clogged sewer line in my front yard.

Thanks to you, I had the warranty and did not have to pay for the \$2000 plus repair! Thank you! The warranty company had good customer service and the local plumbing company that they sent to do the work, Atlanta Plumbing Plus, WAS AMAZING! They did a wonderful job and were very respectful of my property (and my anxiety about the situation).

Thank you so much Felicia for always looking out for us!" – *Cindy, Atlanta, GA*

- "Thank you so much. Your service was awesome in a time of need. I am forever grateful for the service you provide. Again, thank you!!" – *Felecia B., Decatur, AL*
- "We were very impressed with the concern shown from all involved and the quick responsiveness that we received. Thank you so much for the great service!" – *Ron D., Wexford, PA*
- "This is such a great service; one would be crazy not to pay for such a warranty. It is very affordable." – *Leticia E., Odessa, TX*
- "Excellent service! I have recommended SLWA to my entire community on nextdoor.com!" – *David H., Beckley, WV*
- "Having water and sewer line coverage is a Godsend. When I bought my home and turned on the water, there was a leak in the alley that the city said I was responsible for – the repair cost a small fortune. Thank you for this protection. It really eases my mind!" – *Patricia G., Abilene, TX*
- "The contractor was prompt, knowledgeable and neat in his work! I am so glad I had the services contract; it saved me money!" – *Donald & Judy K., Rock Falls, IL*
- "The positive experience with Service Line Warranties from my water line problem made my decision to enroll in the sewer line program a no-brainer!" – *Nila N., North Little Rock, AR*

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NLC SERVICE LINE WARRANTY PROGRAM: HOMEOWNER TESTIMONIALS

Continued

- "The professionalism of your company is as good as it gets. Thank you! I will be a life-long customer." – *Craig P., Englewood, CO*
- "I couldn't believe how easy it was and how quickly it was handled. We had an issue on Father's Day and it was completed that day. The service company was amazing!" – *Elina P., Berkley, MI*
- "Absolutely would recommend the program. It's nice that the city was proactive in making this available at a reasonable cost." – *Virginia P., Dayton, OH*
- "The Village of Brookfield recommended this warranty coverage and I believe all homeowners should consider having it." – *Michael P., Brookfield, IL*
- "Everyone should have your warranty service wherever it is available." – *Robert S., Marietta, GA*
- "Couldn't survive without your services! It's the best money I've ever spent on home services." – *Rose S., Greenville, SC*
- "It was a confusing day – plumbing problems, no one at home, calling from work. Everyone from our village to SLWA worked with me quickly and efficiently. Everyone was very pleasant and helpful. Hope it doesn't happen again soon, but if it does, we know we can count on your service!" – *Robert W., Hanover Park, IL*
- "Glad the city made this recommendation and that I purchased the warranty. Everyone from the warranty people to the contractor was fantastic! – *Julie M., Mooresville, NC*
- "I like the purpose of your company; you are honest and caring and the quality of work is superb. Thank you!" – *Ramona N., Lawton, OK*
- "Awesome warranty for the price – why would you NOT get it? We got both – sewer and water!" – *William P., Phoenix, AZ*

NOTE: Service Line Warranties of America (SLWA) is the consumer brand of the National League of Cities Service Line Warranty Program.



**BBB Torch Award for
Marketplace Ethics**

Trust • Performance • Integrity

2013 Winner
Western Pennsylvania Better Business Bureau®

NLC Service Line Warranty Program Highlights

- Nearly 200 cities participating nationwide
- No cost to or liability for the city to participate
- Healthy, ongoing annual revenue stream for the city
- Educates homeowners about their lateral line responsibilities
- The only utility line warranty program endorsed by the National League of Cities (NLC)
- 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
- USP is a North Central Texas Council of Governments (NCTCOG) Shared Services Program Partner
- City provides residents an affordable solution that covers cost of repairs to water and sewer lines for which the homeowner is responsible
- Saved more than 60,000 homeowners across the country over \$45 million in utility line repair costs
- Public funds are not 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 200)

LARGE

Atlanta, GA
Madison, WI
Phoenix, AZ
San Diego, CA

SMALL

Dayton, OH
Northglenn, CO
Franklin Park, IL
Overland Park, KS

NLC SERVICE LINE WARRANTY PROGRAM BENEFITS

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 repairs meet city code
- 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
- Educates 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 plumber is dispatched
- Keeps money in the homeowner's pocket; without warranty, repairs cost \$1,300 to \$4,000 or more
- No service fees or deductibles, paperwork or forms to complete

ACCOLADES & ACCOMPLISHMENTS



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

- **More than 97%** of all submitted claims are approved
- **A customer satisfaction** rating that has **exceeded 95%** for more than a decade
- **9 of 10 customers surveyed** have recommended the program to friends, family and neighbors
- The **only** utility line warranty program endorsed by the National League of Cities



Service Line Warranty Program



With nearly 200 city and municipal partnerships across the United States, the National League of Cities (NLC) Service Line Warranty Program administered by Utility Service Partners, Inc. (USP) is designed to educate homeowners about their service line responsibilities while providing an affordable solution to cover expensive repairs to their water and sewer lines when leaking, clogged or broken. The NLC Service Line Warranty Program has helped more than 60,000 homeowners across the country save over \$45 million in service line repair costs. The NLC serves as a resource for city leaders and advocate for more than 19,000 cities, villages and towns across the country.

Municipal Partners in Descending Order of Occupied Households

Account Name	Total Occupied Households	Account Name	Total Occupied Households
Total Occupied Households > 100,000		Total Occupied Households <= 49,999	
City of Phoenix-AZ	517,750	City of St. Clair Shores-MI	26,476
City of San Diego-CA	484,180	City of Avondale-AZ	23,574
City of Las Vegas-NV	211,991	City of Casper-WY	23,102
City of Kansas City-MO	193,304	City of Anniston-AL	22,330
City of Atlanta-GA	187,021	City of St. Louis Park-MN	21,778
City of Mesa-AZ	166,417	City of Moore-OK	20,727
City of Madison-WI	103,055	City of Harrisburg-PA	20,610
City of Plano-TX	100,583	City of Roseville-MI	19,579
Total Occupied Households 50,000 to 99,999		City of Berwyn-IL	18,906
City of Ft. Lauderdale-FL	75,069	City of Rowlett-TX	18,477
City of North Las Vegas-NV	66,594	City of Stillwater-OK	18,028
City of Dayton-OH	58,103	City of DeSoto-TX	17,655
Total Occupied Households <= 49,999		City of Fairfield-OH	17,520
City of Abilene-TX	43,669	City of Quincy-IL	17,218
City of Midland-TX	42,356	City of Hutchinson-KS	17,130
City of Lewisville-TX	37,890	City of Wilkes-Barre-PA	16,937
City of Odessa-TX	37,134	City of York-PA	16,242
City of Lawton-OK	34,993	City of Hurst-TX	14,713
City of Hendersonville-NC	33,000	City of Englewood-CO	14,310
City of Daly City-CA	31,252	City of Northglenn-CO	13,889
City of Bryan-TX	28,152	City of Duncanville-TX	13,476
City of North Little Rock-AR	26,512	City of East Point-GA	13,325



Service Line Warranty Program



Account Name	Total Occupied Households	Account Name	Total Occupied Households
Total Occupied Households <= 49,999			
Town of Mooresville-NC	12,618	City of Columbia Heights-MN	7,908
Borough of State College-PA	12,559	City of Beckley-WV	7,897
City of Riviera Beach-FL	12,464	Village of Brookfield-IL	7,440
Town of Lexington-SC	12,266	Village of Maywood-IL	7,400
City of Lauderdale Lakes-FL	11,986	City of Union City-GA	7,348
City of Aberdeen-SD	11,458	City of Clarksburg-WV	7,217
Village of Hanover Park-IL	11,126	Village of Westchester-IL	6,937
City of Waxahachie-TX	10,597	City of Papillion-NE	6,843
City of Trotwood-OH	10,502	City of Albemarle-NC	6,580
City of Marshalltown-IA	10,398	City of Berkley-MI	6,574
City of Riverside-OH	10,225	City of North Chicago-IL	6,495
City of Prairie Village-KS	9,845	Borough of West Chester-PA	6,373
City of Garden City-KS	9,192	City of Pickerington-OH	6,359
City of Denison-TX	9,132	Village of Franklin Park-IL	6,150
City of Woodstock-IL	9,106	City of Rockport-TX	5,900
City of Kingsville-TX	9,049	City of Buffalo-MN	5,759
City of Rock Springs-WY	8,919	City of Harper Woods-MI	5,757
City of Dodge City-KS	8,904	City of La Marque-TX	5,466
City of Kyle-TX	8,849	City of Bucyrus-OH	5,287
City of Griffin-GA	8,734	City of Uvalde-TX	5,280
City of Derby-KS	8,409	City of El Dorado-KS	5,258
Town of Little Elm-TX	8,304	City of Gaffney-SC	5,094
City of Fairmont-WV	8,157	Village of Richton Park-IL	5,013
City of District Heights-MD	8,142	City of Ottawa-KS	4,996

This is a sampling of the nearly 200 cities across the country that have introduced the National League of Cities Service Line Warranty Program to homeowners in their community. For more information, please call 1 866.974.4801 or go to www.UtilitySP.net to learn more about the program.

State of Florida Current Partners

City Name	Date of Partnership Start	Total Occupied Households	Contact Name	Title	Phone Number
City of Flagler Beach,FL	10/25/2012	2,362	Bruce Campbell	City Manager	(386) 517-2000
City of Fort Lauderdale,FL	9/5/2012	75,069	Kirk Buffington	Director of Finance	(954) 828-5144
City of Hallandale Beach,FL	11/9/2012	18,299	Peter Dobens	Public Relations Specialist	(854) 457-1493
City of Lauderdale Lakes,FL	2/2/2012	11,986	Celestine Dunmore	Economic Development Manager	(954)535-2491
City of Riviera Beach,FL	2/15/2012	12,464	Danny Jones	Assistant Police Chief	(561) 845-4131
City of Sanford,FL	1/31/2014	20,217	Jennifer Gamble	Public Works Admin Support Asst.	(919) 777-1118
City of Valparaiso,FL	3/17/2011	1,826	Tammy Johnson	City Clerk	(850) 729-5402
Village of Pinecrest,FL	1/13/2015	6,243	Cindy Lerner	Mayor	(305) 234-2121