

Memorandum



DATE April 17, 2015

CITY OF DALLAS

TO Members of the Budget, Finance and Audit Committee: Jerry R. Allen (Chair), Jennifer S. Gates (Vice-Chair), Mayor Pro Tem Tennell Atkins, Sheffie Kadane and Phillip T. Kingston

SUBJECT Upcoming Agenda Item: Service Line Warranties of America Agreement

The April 22, 2015, Council Agenda will include an item to enter into a marketing agreement with Utility Service Partners Label, Inc. (USP), dba Service Line Warranties of America (SLWA). This is a one-year non-exclusive license agreement with three one-year optional renewals to use the City's name and logo on letterhead, billing, and marketing materials to advertise a utility service line warranty program and for the receipt and deposit of funds into the General Revenue Fund in the amount of \$450,000. This item was included in the FY 2014-15 budget as revenue.

SLWA is a private company that provides optional external sewer/water line and in-home plumbing warranties to homeowners for the portion of their water/sewer/in-home plumbing lines that are the responsibility of the homeowner, and will not be repaired by City crews if they break or fail. This is an optional and voluntary month-to-month program for homeowners in the City of Dallas. The program is offered at no cost to the City, and no public funds are used to promote or operate the program. SLWA is solely responsible for the administration and service of the warranty programs.

All marketing materials will be sent in both English and Spanish. If you have any additional questions, please feel free to contact me.

A handwritten signature in black ink, appearing to read 'Mark McDaniel'.

Mark McDaniel
Assistant City Manager

C: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager
Dennis Ware, Director, Street Services
Forest E. Turner, Chief Wellness Officer