

#102  
7/19/2022

(R-2023-9)

RESOLUTION NUMBER R- 314226

DATE OF FINAL PASSAGE JUL 21 2022

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO AUTHORIZING THE MAYOR TO EXECUTE A MARKETING PARTNERSHIP AGREEMENT BETWEEN THE CITY OF SAN DIEGO AND UTILITY SERVICE PARTNERS PRIVATE LABEL, INC. TO BE THE CITY OF SAN DIEGO'S PREFERRED SERVICE LINE WARRANTY PARTNER.

WHEREAS, the City of San Diego (City) has established a Corporate Partnership and Development Program (CPD) to generate revenue and in-kind resources for the City through marketing partnerships with the corporate community; and

WHEREAS, the CPD issued a Service Line Warranty Partner Request for Sponsorship (Request for Sponsorship) in January 2022; and

WHEREAS, residential service line warranties cover underground water and sewer service lines from the point of connection to the City main line to the point of connection to the home and provide coverage for repair of the homeowners service lines in the event of leaks or breakage; and

WHEREAS, Utility Service Partners Private Label, Inc., doing business as SLWA Insurance Services (SLWA) demonstrated an interest in a marketing partnership by responding to the Request for Sponsorship; and

WHEREAS, the City determined that SLWA's proposal in response to the Request for Sponsorship meets the objectives of the CPD and is otherwise in the best interests of the City; and

WHEREAS, the proposed partnership will assist in educating City residents regarding their responsibility for the utility service lines on their property, will provide residents with the opportunity to obtain warranty coverage for their utility services lines from a reputable company, and will facilitate timely repairs to water and sewer lines; and

WHEREAS, the City has negotiated a Marketing Partnership Agreement (Agreement) with SLWA with a term of five years; and

WHEREAS, under the terms of the proposed Agreement, on file in the Office of the City Clerk as Document No. RR-314226 SLWA shall pay the City an Annual Marketing Rights Fee of \$56,250 and a License Fee of 12% of gross revenue collected for sewer and water line warranties for properties within the City in exchange for certain marketing rights and benefits including the right to be designated as the “Preferred Service Line Warranty Partner of the City of San Diego” and the limited right to use the City’s name, logos, and seal in City-approved letters to City residents offering the service line warranties as set forth in the Agreement; and

WHEREAS, SLWA will also make a one-time donation of \$175,000 to the City’s H2O SD Program to support low-income residents with the increasing cost of water; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the Mayor or designee is authorized to execute a Marketing Partnership Agreement with Utility Service Partners Private Label, Inc. for a term of five years on the terms and conditions set forth in the Marketing Partnership Agreement on file in the Office of the City Clerk as Document No. RR-314226

BE IT FURTHER RESOLVED, that the Chief Financial Officer is authorized to accept and deposit all Marketing Rights Fee and License Fee revenues into the General Fund over the term of the Agreement.

BE IT FURTHER RESOLVED, that the Chief Financial Officer is authorized to accept \$175,000 for the Public Utilities Department H2O Fund.

APPROVED: MARA W. ELLIOTT, City Attorney

By /s/ Marco A. Verdugo  
Marco A. Verdugo  
Deputy City Attorney

MAV:sc  
07/06/2022  
Or.Dept: Economic Development  
CC No. N/A  
Doc. No.: 3022634

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of JUL 19 2022

ELIZABETH S. MALAND  
City Clerk

By Connie Patterson  
Deputy City Clerk

Approved: 7/21/22  
(date)

Todd Gloria  
TODD GLORIA, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
TODD GLORIA, Mayor

Passed by the Council of The City of San Diego on JUL 19 2022, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Joe LaCava	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jennifer Campbell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stephen Whitburn	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monica Montgomery Steppe	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marni von Wilpert	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Cate	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raul A. Campillo	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vivian Moreno	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sean Elo-Rivera	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage JUL 21 2022.

**(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)**

AUTHENTICATED BY:

TODD GLORIA  
Mayor of The City of San Diego, California.

(Seal)

ELIZABETH S. MALAND  
City Clerk of The City of San Diego, California.

By Connie Patterson, Deputy

Office of the City Clerk, San Diego, California

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