

A RESOLUTION BY FINANCE/EXECUTIVE COMMITTEE AUTHORIZING THE MAYOR OR HIS DESIGNEE TO ENTER INTO RENEWAL NO. 2 FOR FC-5429, SERVICE LINES WARRANTY PROGRAM WITH UNITED SERVICE UTILITY PARTNERS PRIVATE LABEL, INC. DOING BUSINESS AS SERVICE LINE WARRANTIES OF AMERICA TO LICENSE THE USE OF THE CITY OF ATLANTA TRADEMARK IN CONJUNCTION WITH ADVERTISEMENT TO CITY OF ATLANTA RESIDENTS OF WARRANTY PLANS FOR REPAIR OF WATER AND SEWER LINES ON RESIDENTIAL PROPERTY; TO RECEIVE TRADEMARK LICENSING FEES; AND FOR OTHER PURPOSES.

Review List:

Pamela Holmes	Completed	08/29/2013 3:16 PM
Jo Ann Macrina	Completed	08/29/2013 3:48 PM
Procurement	Completed	09/03/2013 1:42 PM
Adam Smith	Completed	09/03/2013 1:49 PM
Patrick McShane	Completed	09/03/2013 1:57 PM
Mayor's Office	Completed	09/03/2013 2:06 PM
Office of Research and Policy Analysis	Completed	09/03/2013 5:08 PM
Finance/Executive Committee	Pending	
Atlanta City Council	Pending	
Mayor's Office	Pending	

Certified by Presiding Officer	Certified by Clerk
Mayor's Action <i>See Authentication Page Attachment</i>	

LEGISLATION HISTORY – BLUE BACK

**A RESOLUTION
BY FINANCE/EXECUTIVE COMMITTEE**

A RESOLUTION BY FINANCE/EXECUTIVE COMMITTEE AUTHORIZING THE MAYOR OR HIS DESIGNEE TO ENTER INTO RENEWAL NO. 2 FOR FC-5429, SERVICE LINES WARRANTY PROGRAM WITH UNITED SERVICE UTILITY PARTNERS PRIVATE LABEL, INC. DOING BUSINESS AS SERVICE LINE WARRANTIES OF AMERICA TO LICENSE THE USE OF THE CITY OF ATLANTA TRADEMARK IN CONJUNCTION WITH ADVERTISEMENT TO CITY OF ATLANTA RESIDENTS OF WARRANTY PLANS FOR REPAIR OF WATER AND SEWER LINES ON RESIDENTIAL PROPERTY; TO RECEIVE TRADEMARK LICENSING FEES; AND FOR OTHER PURPOSES.

WHEREAS, the National League of Cities ("NLC") has introduced United Service Utility Partners Private Label, Inc. ("USP") doing business as Service Line Warranties of America ("SLWA") as a resource for residential property owners to obtain warranties to cover water and sewer line repair or maintenance; and

WHEREAS, entered into Agreement, FC-5429, Service Lines Warranty Program pursuant to Resolution 11-R-0536 utilizing a cooperative purchase agreement pursuant to Article X, Section 2-1601 *et seq.* of the City of Atlanta Code of Ordinances; with the North Central Texas Council of Governments to license the use of the City Of Atlanta trademark in conjunction with advertisement to City Of Atlanta residents of warranty plans for repair of water and sewer lines on residential property; and

WHEREAS, the term of the Agreement is one (1) year, with two (2) one (1) year renewal options to be exercised at the sole discretion of the City; and

WHEREAS, the Mayor and City Council have agreed that the appropriate application of the license fee is to the City's Care and Conserve fund to further assist low-income residents with bill assistance, various plumbing repairs and with the installation of water conservation devices.

WHEREAS, the City entered into Renewal No. 1 for FC-5429, Service Lines, pursuant to Resolution No. 12R1201 adopted by the City Council on September 17, 2012 and approved per City Charter Section 2-403 on September 26, 2012 with a term of September 27, 2012 to September 26, 2013; and

WHEREAS, the Commissioner of the Department of Watershed Management and the Chief Procurement Officer recommend Renewal No. 2 for FC-5429, Service Lines Warranty Program with United Service Utility Partners Private Label, Inc. doing business as Service Line Warranties of America to license the use of the City of Atlanta Trademark in conjunction with advertisement to City of Atlanta residents of warranty plans for repair of water and sewer lines on residential property; to receive trademark licensing fees.

THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA HEREBY RESOLVES, that the Mayor or his designee is authorized enter into Renewal No. 2 for FC-5429, Service Lines Warranty Program with United Service Utility Partners Private Label, Inc. doing business as Service Line Warranties of America to license the use of the City of Atlanta Trademark in conjunction with advertisement to City of Atlanta

residents of warranty plans for repair of water and sewer lines on residential property and to receive trademark licensing fees;

BE IT FURTHER RESOLVED, that the term of the Renewal No. 2 is September 27, 2013 to September 26, 2014;

BE IT FURTHER RESOLVED, that the Mayor is authorized to issue a limited license to USP d/b/a SLWA for the use of the City's trademark in conjunction with SLWA's advertisements of the water and sewer line warranty program;

BE IT FURTHER RESOLVED, that the Chief Procurement Officer in consultation with the City Attorney is directed to prepare the Renewal No. 2 for execution by the Mayor; and

BE IT FURTHER RESOLVED, that all fees received pursuant to the Agreement shall be made available for the use of the Care and Conserve Program and deposited into 7701 170101 3890008 1320000.

AND FINALLY BE IT RESOLVED, that Renewal No. 2 will not become binding upon the City, and the City shall incur no liability upon same until contract has been approved by the City Attorney as to form, executed by the Mayor, attested to by the Municipal Clerk, and delivered to USP d/b/a SLWA.

TRANSMITTAL FORM FOR LEGISLATION

TO: MAYOR'S OFFICE

ATTN: CANDACE L. BYRD

Dept.'s Legislative Liaison: Maisha L. Wood

Contact Number: 404-330-6887

Originating Department: Watershed Management

Committee(s) of Purview: Finance/Executive

Chief of Staff Deadline: August 23, 2013

Anticipated Committee Meeting Date(s): September 11, 2013

Anticipated Full Council Date: September 16, 2013

Legislative Counsel's Signature: [Signature]

Commissioner's Signature: [Signature]

Chief Financial Officer / Budget Analyst: [Signature]

Chief Information Officer Signature (for IT procurements): [Signature]

12/10

Chief Procurement Officer Signature: [Signature]

CAPTION

A RESOLUTION AUTHORIZING THE MAYOR OR HIS DESIGNEE TO ENTER INTO RENEWAL NO. 2 FOR FC-5429, SERVICE LINES WARRANTY PROGRAM WITH UNITED SERVICE UTILITY PARTNERS PRIVATE LABEL, INC. DOING BUSINESS AS SERVICE LINE WARRANTIES OF AMERICA TO LICENSE THE USE OF THE CITY OF ATLANTA TRADEMARK IN CONJUNCTION WITH ADVERTISEMENT TO CITY OF ATLANTA RESIDENTS OF WARRANTY PLANS FOR REPAIR OF WATER AND SEWER LINES ON RESIDENTIAL PROPERTY; TO RECEIVE TRADEMARK LICENSING FEES; AND FOR OTHER PURPOSES.

FINANCIAL IMPACT: (if any) n/a

Mayor's Staff Only

Received by CPO: _____
(date)

Received by LC from CPO: _____
(date)

Received by Mayor's Office: V. [Signature] 8/23/13
(date)

Reviewed by: [Signature]
(date)

Submitted to Council: _____ (date)



CITY OF ATLANTA
DEPARTMENT OF PROCUREMENT
2013 AUG 16 PM 12:26

Kasim Reed
MAYOR

CITY OF ATLANTA

Jo Ann J. Macrina, PE
COMMISSIONER

DEPARTMENT OF WATERSHED MANAGEMENT
55 TRINITY AVENUE SW, SUITE 5400, SOUTH BLDG.
ATLANTA, GEORGIA 30303-3544
OFFICE 404-330-6081 FAX 404-658-7194

MEMORANDUM

To: Adam L. Smith, Chief Procurement Officer
Department of Procurement

From: Jo Ann J. Macrina, PE, Commissioner
Department of Watershed Management

M. Smith
on behalf of Commissioner Macrina

Cc: Michael Geisler, Deputy Commissioner
Mohammed Balla, Director
Maisha Land-Wood, Legislative Manager
Keith Brooks, Deputy Chief Procurement Officer
Delmarie Griffin, Contract Administrator, Sr.
Cynthia L. Lunn, Watershed Procurement Manager

Date: August 16, 2013

Re: **Legislative Request – Renewal No. 2, for FC-5429, Service Line Warranty Program**

Contractor: United Services Utility Partners Private Label, Inc. d/b/a SLWA

Please prepare the appropriate Legislative Summary for Cycle 16 (September 16, 2013) to approve Renewal No. 2 for the above referenced services. There is no cost to the City for these services.

The term of this Renewal No. 2 will be September 27, 2013 through September 26, 2014.

If you have any additional questions, please contact Cynthia Lunn, Watershed Procurement Manager, at (404) 330-6096.

Attachments

Attachment: FC 5429 Service line warranty transmittal and backup (13-R-3554 : Renewal No. 2 for FC-5429, Service Lines Warranty Program)



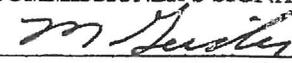
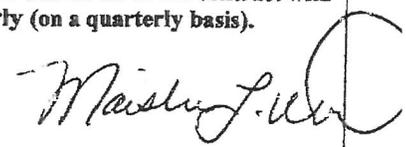
CITY OF ATLANTA

Kasim Reed
Mayor

SUITE 1900
55 TRINITY AVENUE, SW
ATLANTA, GA 30303
(404) 330-6204 Fax: (404) 658-7705
Internet Home Page: www.atlantaga.gov

DEPARTMENT OF PROCUREMENT
Adam L. Smith, Esq. CPPO, CPI
Chief Procurement Officer
asmith@atlantaga.gov

CONTRACTOR PERFORMANCE FORM

CONTRACTOR'S NAME AND ADDRESS: United Service Utility Partners Private Label, Inc. d/b/a Service Line Warranties of America 11 Grandview Circle Canonsburg, PA 15317	DATE: August 7, 2013
	PURCHASE ORDER OR CONTRACT NO.: FC-5429
	P.G./C.N. DATE:
	DEPARTMENT/AGENCY: DWM
	COMMISSIONER'S SIGNATURE OR DESIGNEE:  <i>on behalf of Commissioner</i>
WE HAVE THE FOLLOWING COMPLAINT(S). PLEASE REPLY BELOW. (PLEASE USE A SEPARATE SHEET, IF NECESSARY.)	
WE HAVE THE FOLLOWING POSITIVE COMMENT(S). PLEASE REPLY BELOW. (PLEASE USE A SEPARATE SHEET, IF NECESSARY.) The contractor has provided all reporting information requested of them in a timely manner. The terms of the contract with the City indicates that payments are to be made annually. All payments have been made early (on a quarterly basis). 	
CONTRACTOR'S REPLY: _____ DATE OF REPLY: _____ (NOTE: FAILURE TO REPLY MAY RESULT IN REMOVAL FROM APPROVED VENDOR MAILING LIST.)	
CC: <input type="checkbox"/> END USER DEPARTMENT <input type="checkbox"/> DOP FILE	


ADAM L. SMITH
CHIEF PROCUREMENT OFFICER

Attachment: FC 5429 Service line warranty transmittal and backup (13-R-3554 : Renewal No. 2 for FC-5429, Service Lines Warranty Program)

LEGISLATIVE SUMMARY
FC-5429, Service Line Warranty Program

TO: CITY UTILITIES COMMITTEE

CAPTION

A RESOLUTION AUTHORIZING THE MAYOR OR HIS DESIGNEE TO ENTER INTO RENEWAL NO. 2 FOR FC-5429, SERVICE LINES WARRANTY PROGRAM WITH UNITED SERVICE UTILITY PARTNERS PRIVATE LABEL, INC. DOING BUSINESS AS SERVICE LINE WARRANTIES OF AMERICA TO LICENSE THE USE OF THE CITY OF ATLANTA TRADEMARK IN CONJUNCTION WITH ADVERTISEMENT TO CITY OF ATLANTA RESIDENTS OF WARRANTY PLANS FOR REPAIR OF WATER AND SEWER LINES OF RESIDENTIAL PROPERTY; TO RECEIVE TRADEMARK LICENSING FEES; AND FOR OTHER PURPOSES.

Committee Meeting Date:	September 11, 2013
Council Meeting Date:	September 16, 2013
Legislation Title:	Service Lines Warranty Program
Requesting Dept.:	Department of Watershed Management
Contract Type:	Cooperative Agreement
Advertisement:	N/A
Bids/Proposals Due:	N/A
Invitations Mailed:	N/A
Bids/Proposals Received:	N/A
Bidders:	N/A
Contractor:	United Service Utility Partners Private Label, Inc. dba Service Line Warranties of American
Estimated Value:	An annual fee equal to ten percent (10%) of the Program subscriptions by City residents.

Scope Summary: To provide warranty service plan to City of Atlanta Residents for repairs to water and sewer lines.

Background: Original Contract authorized by 11R0536
Renewal No. 1 authorized by 12R1201

Evaluation Team: DWM

Term of Contract: One (1) years with two (2) one (1) year renewal options to be exercised at the sole discretion of the City.

Fund Account Centers: N/A

Prepared By: Keith O. Brooks

Contact Number: (404) 865.8650

Attachment: FC 5429 Service line warranty transmittal and backup (13-R-3554 : Renewal No. 2 for FC-5429, Service Lines Warranty Program)

Part II: Legislative White Paper: (This portion of the Legislative Request Form will be shared with City Council members and staff)

A. To be completed by Legislative Counsel:

Committee of Purview: Finance/Executive

Caption:

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Council Meeting Date: September 16, 2013

Requesting Dept.: Watershed Management

B. To be completed by the department:

1. Please provide a summary of the purpose of this legislation (Justification Statement).

The purpose of this legislation is to authorize Renewal No. 2 for FC-5429, Marketing Agreement by and between the City of Atlanta and Utility Service Partners Private Label, Inc. d/b/a/ Service Line Warranties of America ("SLWA") to license the use of the City of Atlanta Trademark in conjunction with advertisement to City of Atlanta Residents warranty plans for repair of water and sewer lines, on behalf of the Department of Watershed Management.

2. Please provide background information regarding this legislation.

Resolution 11-R-0536, authorized an agreement between the City and Utility Service Partners Private Label, Inc. d/b/a/ Service Line Warranties of America to license the use of the City of Atlanta Trademark in conjunction with advertisement to City of Atlanta Residents warranty plans for repair of water and sewer lines on residential property. The license fees collected are utilized to fund the City's Care and Conserve fund to further assist low-income residents with water bill payment assistance, various plumbing repairs and with the installation of water conservation devices.

Resolution 12-R-1201, authorized Renewal No. 1 for a term of September 27, 2012 through September 26, 2013. The term of Renewal No. 2 will be September 27, 2013 through September 26, 2014.

3. If Applicable/Known:

- (a) **Contract Type:** Professional Services
- (b) **Source Selection:** Cooperative Agreement

- (c) Bids/Proposals Due: N/A
- (d) Invitations Issued: N/A
- (e) Number of Bids: N/A
- (f) Proposals Received: N/A
- (g) Bidders/Proponents: N/A
- (h) Term of Contract: September 27, 2013 through September 26, 2014

4. Fund Account Center (*Ex. Name and number*):

FDOA: N/A

PATEO: N/A

5. Source of Funds: N/A

6. Fiscal Impact: N/A

FDOA: N/A

PATEO: N/A

7. Method of Cost Recovery: N/A

Examples:

- a. *Revenues generated from the permits required under this legislation will be used to fund the personnel needed to carry out the permitting process.*
- b. *Money obtained from a local assistance grant will be used to cover the costs of this Summer Food Program.*

This Legislative Request Form Was Prepared By: Cynthia Lunn, Watershed Procurement Manager, ext. 6096

Committee _____
 Date _____
 Chair _____
 Referred To _____

2nd 1st & 2nd 3rd
Readings
 Consent V Vote RC Vote

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 BY FINANCE/EXECUTIVE COMMITTEE**

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CERTIFIED

MAYOR'S ACTION

<input type="checkbox"/> CONSENT REFER <input type="checkbox"/> REGULAR REPORT REFER <input type="checkbox"/> ADVERTISE & REFER <input type="checkbox"/> 1 ST ADOPT 2 ND READ & REFER <input type="checkbox"/> PERSONAL PAPER REFER Date Referred: _____ Referred To: _____ Date Referred: _____ Referred To: _____ Date Referred: _____ Referred To: _____ Date Referred: _____ Referred To: _____	Committee _____ Date _____ Chair _____ Action Fav, Adv, Hold (see rev. side) Other _____ Members _____ Refer To _____	Committee _____ Date _____ Chair _____ Action Fav, Adv, Hold (see rev. side) Other _____ Members _____ Refer To _____	MAYOR'S ACTION
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