



THE CITY OF SAN DIEGO

CORPORATE PARTNERSHIP PROGRAM

REQUEST FOR SPONSORSHIP

Water and Sewer Line Service Warranty Program

Introduction

The City of San Diego (“City”), through its Corporate Partnership Program, Office of the Mayor, is issuing this Request for Sponsorship (“RFS”) to identify a company that is interested in developing a Partnership with the City of San Diego in the Water and Sewer Line Service Warranty category

The selected Partner will directly supply the following: water and sewer line repairs, potentially other services to subscribing residents. They must also be a qualified homeowner warranty service provider, known for quality and reliable service.

Partnership Criteria

To be considered for this partnership with the City, a company must submit a proposal addressing, at the minimum, the following criteria and demonstrate that it is a company qualified and capable to achieve the City’s goals for this partnership. The service provider will be responsible for all aspects of the warranty program, including marketing the program to city residents and addressing any inquiries regarding the warranty program or claims process.

1. Financial Return to City and Contract Term

Provide proposed marketing rights fee/revenue share to City and contract term.

2. Marketing the Program

- Provide implementation details including samples of all marketing materials and communications that will include the City logo and partnership designation.
- Provide information on how your company will market to City’s residents; including frequency and method.

3. Equal Opportunity Contracting

One of the City's standard requirements is that partners must be able to meet all EOC requirements, as it relates to their organization and sub-contractors. Please visit <http://www.sandiego.gov/eoc/pdf/bb05.pdf> and <http://www.sandiego.gov/eoc/> for more information and indicate that you understand and agree to the program requirements.

4. Qualifications/References

- Provide the number of years your company has been in business, the total number of employees, size of service staff, information on company officers and all other information pertinent to your company's qualifications for this partnership opportunity.
- Provide a minimum of 3 client references for the public sector for which your company has successfully provided similar Water Line insurance services.
- Provide basic financial information of firm to establish sustainability.

5. Experience

- Describe your relevant warranty product experience for outside gas lines, outside water lines and outside sewer lines that are all owned by the homeowner.
- Provide information on prior experience your company has in providing water line insurance services to other municipalities via contractual agreement. If public record, provide a copy of a municipal contract with an existing or past partner.

6. Service Provider Questionnaire

Please see and complete Attachment A.

Benefits to Waterline Insurance Partner

The following is a list of the primary business and marketing rights, benefits and opportunities that are available to the Partner chosen for this business category:

1. The right to be designated as the "Official Water and Sewer Service Line Partner (or a similar designation) of the City of San Diego."
2. The right to use said designation in all written and electronic marketing and promotional initiatives in the San Diego market.
3. The opportunity to have logo presence on various pages of the City's external and internal websites.
4. The right to use the City logo for marketing the warranty program.
5. The opportunity to donate warranties to City related events or programs with appropriate recognition.

The City encourages potential Partners to suggest additional business and marketing benefits that will also achieve their marketing goals and objectives in San Diego, regional and other target markets. All rights and benefits are applicable only to this business category.

Term

The term of the agreement will not exceed five (5) years.

Submission of Proposals

Interested companies should submit their proposal via hard copy, double-sided to the City no later than 3:00pm PDT on March 2, 2012. Proposals that do not sufficiently address all the items 1-6 above will not receive consideration.

Please provide a minimum of 3 copies of your proposal in a sealed manila envelope. On the outside of the envelope include your company name, reference to the "City of San Diego Warranty Service Partnership RFS" and send to the attention of the following:

Natasha Collura
Director, Corporate Partnership Program
City of San Diego
202 C Street, MS9
San Diego, CA 92101

Proposals may be hand-delivered to the City Administration Building, 9th Floor by the above deadline.

Please call 619-236-5900 or email NMoghadam@sandiego.gov no later than 3:00 pm PDT on February 24, 2012 to confirm receipt of your documents.

PROPOSAL EVALUATION

Upon completion of the City's evaluation of the submitted proposals; the City may request a final interview and presentation from one or more companies. The City may reject any or all proposals if your company is not responsive. Furthermore, any ultimate selection is subject to City Council approval. The City will, in its sole discretion, choose the company it determines will best meet the City's objectives for this partnership. The City reserves the right to select a partner based on its review of the submitted proposals, without requiring interviews or presentations. If selected, then the parties will enter into a contract that is subject to City laws and regulations.

Contact

Questions can be emailed to:

ncollura@sandiego.gov

ATTACHMENT A

Service Line Provider Questionnaire:

Please answer each of the following questions. Be concise in your answers and as brief as possible without being too vague. Questionnaire must be included with RFS proposal response.

COVERAGE:

1. What items are included as part of the warranty?
2. What items are excluded as part of the warranty?
3. Does the warranty include the inside of the house?
4. Is soil movement due to ground shifting covered? What is the coverage in the case of natural disaster?

5. What replaces landscaping, if damaged?
6. What are variations in coverage? How selective are you when choosing contractors to conduct repairs?
7. How will contractors be selected to complete claim repairs?
8. What codes will you adhere to? The current code? The original code at time of installation?

CLAIMS:

9. What is the claims process when a customer has a claim?
10. What is your overall denial rate with respect to the warranty products covered by this RFS? Provide appropriate documentation, including criteria for what constitutes a denied claim.
11. What are the event caps for the warranty? What are the annual caps per household? How is this communicated to the customer?
12. What happens if there is a question whether the cause of the break is on the city's side of the line?
13. Will a citizen have a long hold time when reporting a claim? Will the customer always get a live operator when they call?
14. If the resident makes a claim and an injury occurs waiting on repairs to be done – who is liable?
15. If customer has a grievance, how will this be handled?
16. How is customer service evaluated?

MARKETING/RESIDENT ISSUES AND OTHER:

17. What cities or other public agencies are you currently working with?
18. If the service provider does not pay the contractors, and the contractor files a lien against the homeowner, how will this be resolved?
19. Educating the customer might cause extra call volume to the cities. How will you assist or compensate the City in this event?

20. How will the warranty program be communicated to residents? What cooperation will be needed from the City?
21. Provide samples of reports that you will provide to the City regarding program performance.

RESIDENT CONTRACT

22. What billing options, including frequency, are provided to the resident?
23. How does the resident sign up for the product? Provide samples of available information and resources.
24. What is the term of the warranty contract for the resident? What is the cancellation policy? What is the pricing matrix for each product and payment frequency? Outline available discount programs and total costs to the resident.
25. Provide sample contracts with residents for proposed products for this RFS.

RATINGS/LEGAL/INSURANCE AGENCY ISSUES

26. What is your company's national Better Business Bureau (BBB) accreditation (A+, A, B, etc.)? Please provide appropriate documentation.
27. Has your company or any affiliates been involved in any state Attorney General complaint, fine, action or settlement over the past three years? If yes, please provide detailed information.
28. Has your company or any affiliates been involved in any state Department of Insurance or related agency complaint, fine, action or settlement over the past three years? If yes, please provide detailed information.
29. What if the company goes out of business? How are the customers protected?