



1593 Four Mile Creek Road
P.O. Box 100, Virgil, ON L0S 1T0
905-468-3266 • Fax: 905-468-2959

www.notl.org

The Corporation of the Town of Niagara-on-the-Lake Information Report to Council

SUBJECT: Sewer Line Warranties of Canada Update

Date: February 15, 2018

Prepared By: Victoria Steele

Department: Corporate Services

BACKGROUND INFORMATION

On December 14, 2017 an information report (attached) was provided regarding the next cycle of mail-outs from Sewer Line Warranties of Canada (SLWC). The most recent mail-out took place at the beginning of January. The letter was meant to be sent to residential properties within Niagara-on-the-Lake regarding insurance for the portion of water services on private property that front on municipal owned watermains. As noted in the information report, the Town did not supply resident information for this mail out.

Town staff has received calls from residents who received correspondence from SLWC that have no municipal services fronting their property. This error was pointed out by Town staff to SLWC prior to their mail-out, however the company did not change their contact list. When asked how they obtained their data, Sewer Line Warranties of Canada provided the following statement, which is now posted on the Town's website;

"All of the customer data used by SLWC to contact Town of Niagara-on-the-Lake residents and other homeowners in Ontario is obtained from an independent third-party company. The Town did not provide contact information and none of the Town's customer data has been shared for this purpose. SLWC offers service plans via direct mail to homeowners, and all mailing materials have been reviewed by legal counsel and comply with Canadian direct mail and privacy regulations. SLWC carefully reviews the mailing list data to ensure, to the maximum extent possible, that homeowners outside of the Town of Niagara-on-the-Lake limits do not receive the mailing materials. Sometimes

and despite these best efforts, homeowners in these areas may receive the mailing inadvertently. Any homeowner who wants removed from the mailing list or to have the name updated for any future correspondence can call 1-866-922-9004 and SLWC will take care of it immediately."

NEXT STEP / CONCLUSION

On September 21, 2018 the Town's agreement with SWLC will automatically renews for one year unless Council gives direction to provide written notice terminating the agreement. This notification must be provided 90 days prior (by June 21, 2018).

Should residents wish to be removed from the mailing list they should contact SWLC directly using the phone number noted above.

ATTACHMENTS



December 14 2017 SLWC Update.pdf



1593 Four Mile Creek Road
P.O. Box 100, Virgil, ON L0S 1T0
905-468-3266 • Fax: 905-468-2959

www.notl.org

The Corporation of the Town of Niagara-on-the-Lake Information Report to Council

SUBJECT: Sewer Line Warranty Program Update

Date: December 14, 2017

Prepared By: Victoria Steele

Department: Corporate Services

BACKGROUND INFORMATION

The purpose of this Information Report is to advise Council that beginning December 20, 2017, letters will be mailed out by Service Line Warranties of Canada to residential properties within Niagara-on-the-Lake regarding insurance for the portion of water services on private property that front on municipal owned watermain.

Report OPS-15-031 recommended that Council endorse the AMO/LAS Sewer and Water Line Warranty Service Program. By-law 4836-15, being a by-law to authorize a marketing license agreement between the Town and Service Line Warranties of Canada Inc. (LAS Water and Sewer Warranty Program), was also approved on September 21, 2015. In late February 2017, letters were mailed by Service Line Warranties of Canada to residential properties within Niagara-on-the-Lake that front a municipally owned sanitary sewer.

As per the agreement with Sewer Line Warranties of Canada, a second letter focusing on water services on private properties will be mailed on December 20, 2017. An example of the envelope and letter that residents will receive is attached to this information report. While the mail-out will begin on December 20th, it is anticipated letters will be delayed due to the holiday season.

NEXT STEP / CONCLUSION

In coordination with this program, Town staff has posted this information to social media, promoted the program through the Town's website at <http://notl.org/content/sewer-line-protection>, and an article will be published in the Niagara-on-the-Lake Advance on Thursday December 21st.

Town staff will continue to work with Service Line Warranties of Canada as additional programs are offered to residents and address any issues or complaints as they occur. All questions regarding the program should be directed to Sewer Line Warranties of Canada by phoning 1-844-616-8444 to speak with an agent Monday through Friday, 9:00 am to 5:00 pm.

ATTACHMENTS



SLWC Envelope Sample.pdf SLWC Letter Sample.pdf



T1 P1*****AUTO**5-DIGIT 26301
 <<John Smith>>
 <<987 Main Street>>
 <<Anytown, ST 12345>>


<<Mail Date>>

Contact ID: <<Contact ID>>

Re: Water Service Line Repair
Coverage for Niagara-on-the-Lake Homeowners

Reminder - Please disregard if you have already enrolled

Dear <<Customer Name>>:

Did you know that necessary repairs to the water line that runs between your home and the public utility connection are the responsibility of the homeowner? These lines are subjected to the same elements that can cause our public service lines to decay – age, ground shifting, root invasion, fluctuating temperatures and more.

The Town of Niagara-on-the-Lake understands the importance of water conservation and protecting the environment. While efforts are underway in many communities to improve public water and sewer systems, these fixes don't address the water line located on your property. Homeowners can spend from hundreds of dollars up to \$2,500 to repair or replace a broken or leaking water line on their property – and that can be hard on a budget.

This is why we are pleased to introduce the Water Line Protection Plan Program from Service Line Warranties of Canada (SLWC), a voluntary service line repair program that can provide repair coverage for your outside water line, up to \$5,000 per covered incident with no deductibles or annual caps. This is the only service line protection program for homeowners fully supported by the Town of Niagara-on-the-Lake and endorsed by Local Authority Services (LAS). The program provides a 24-hour emergency hotline, 365 days a year.

SLWC, an independent organization, administers the program and is a BBB Accredited Business with an A+ rating. SLWC has helped more than 140,000 homeowners across North America save over \$90 million in water and sewer service line repair costs.

Enroll today and pay a monthly price of \$5.00 (plus applicable sales tax) – or save with an annual payment of \$55.00 – a savings of over 7% off the monthly price.

Enroll in this optional program today and you will have no waiting period so you'll get immediate coverage! To enroll, return the completed bottom portion of this letter in the enclosed envelope or call **1-844-616-8444** to speak with an SLWC agent Monday through Friday 9:00 am to 5:00 pm. Or visit www.slwofc.ca where you can enroll online – and learn about other service line protection products available in your area!

Please enroll by <<Date>>.

Sincerely,

Town of Niagara-on-the-Lake and Service Line Warranties of Canada

Service Line Warranties of Canada ("SLWC"), with corporate offices located at 11 Grandview Circle, Suite 100, Canonsburg, PA 15317, is an independent company separate from Niagara-on-the-Lake and offers this optional service plan.



For fastest processing, please visit www.slwofc.ca.

Please mark your selection:

- Yes, please enroll me in the Water Line Protection Plan Program for just \$5.00* per month.
- Please enroll me in the Water Line Protection Plan Program for the discounted rate of \$55.00* per year.

I understand that my contract starts when SLWC processes this form. SLWC will invoice me based on my selection above. I confirm that I am the homeowner, my line is in good working order, and I meet the eligibility requirements for coverage. Actual Terms and Conditions should be read carefully before buying and can be viewed online. To see full Terms and Conditions with complete coverage and exclusion details prior to enrolling call 1-844-616-8444 or go to www.slwcterms.ca.

Signature (required)

**Plus applicable sales tax.*

To protect your privacy, we do not share your information except to deliver this service.

Service Address

<<Mr. Sample A. Sample>>
 <<Serv_Address1>>
 <<Serv_Address2>>
 <<Serv_City, ST Zip>>

E-MAIL

PHONE

1710S500WL-NEOONX

