

# Detroit Water Board DWSD/AWR Partnership Review

June 18, 2025



# AMERICAN WATER RESOURCES (AWR) PRESENTERS



***Geoff Ellis***  
*Senior Vice President,  
Business Development  
and Partnerships*



***Marguerite "Meg" Hillock***  
*Director, External Affairs  
& Partnerships*



***Jalysa Nelson***  
*Director, Customer  
Success*

# PROGRAM SUMMARY

Since May 2022, the partnership with DWSD and American Water Resources has **serviced over 9,000 homes in Detroit**. Through this partnership currently, over **23,890 Detroit homeowners are protected** with AWR programs as of May 2025. As of May, over **\$5.3 million has been paid for repairs** to external water and sewer residential service lines in Detroit through this partnership.

## Agenda:

- Partnership Overview
- Partnership Impact
- Service Excellence
- Community Engagement





# GUIDED BY PURPOSE. BUILT ON VALUES.

Mission, vision, and the values that guide us



## Our Mission

To create **lasting value for our customers and our partners** by helping homeowners navigate the unexpected, reduce costs, and make homeownership enjoyable for all.

## Our Vision

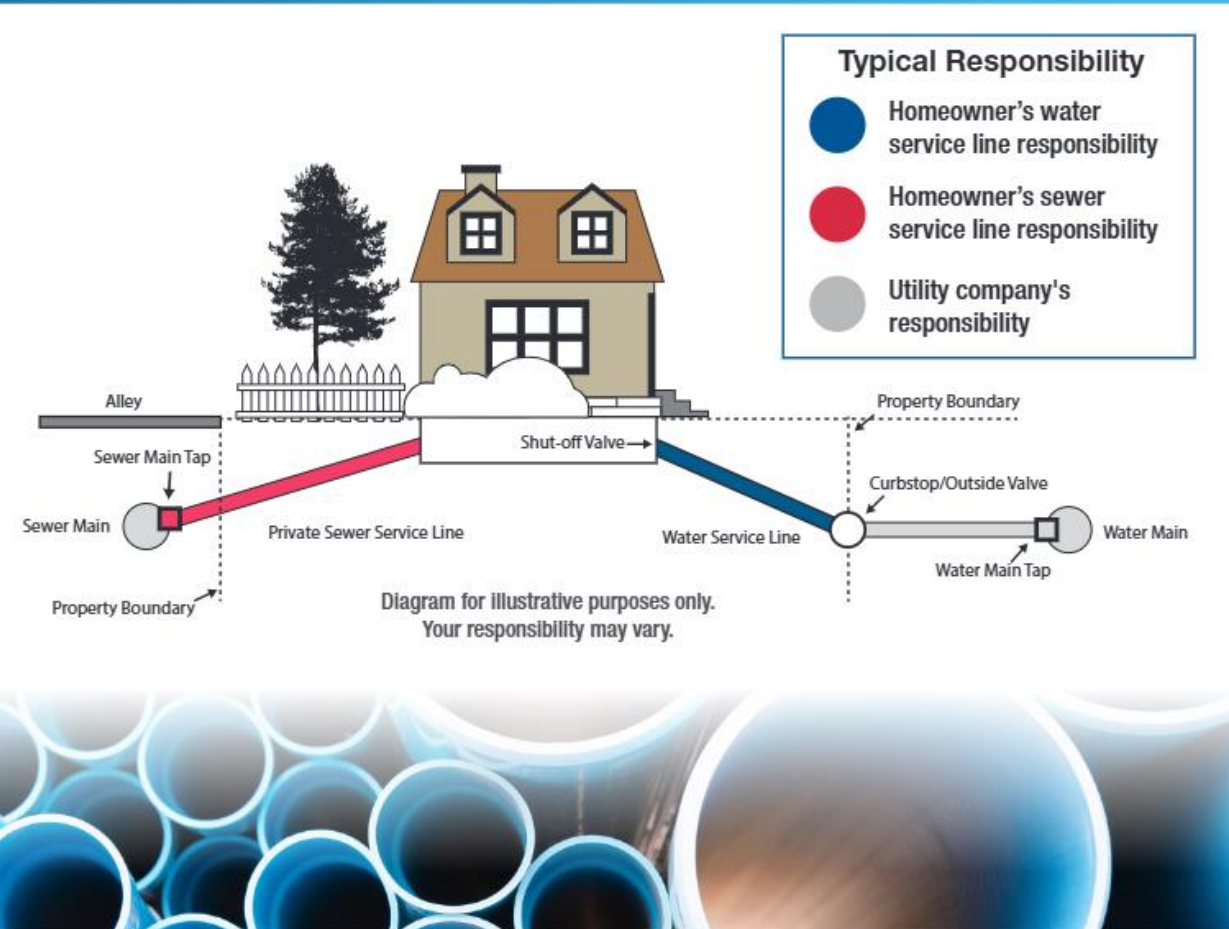
To make our products and services accessible to our customers and our partners by becoming the most **trusted and reliable home solutions organization** in the market.

## Our Values

When our customers need help with home maintenance or repair, **we are there**. Our SUPER values are Successful, United, Progressive, Empathetic, and Reliable.

# AMERICAN WATER RESOURCES OPTIONAL PROGRAMS FOR DWSD CUSTOMERS

## What's your responsibility? What's the utility's responsibility?



## Water Line Protection Program

Enjoy **unlimited protection with no service fees**, along with lead line replacement if identified in a covered claim. Plus, permit handling is included, and all work is carried out by trusted local providers who are fully insured.\*\*



## Sewer Line Protection Program

You'll have **unlimited protection** for covered sewer line repairs, and also for street and public sidewalk repairs if they're necessitated by covered sewer line repairs.\*\*



# PARTNERSHIP IMPACT



# PROGRAM IMPACT TO DATE

Since the program began in May of 2022, we have helped Detroit customers cover the expenses associated with repairs and replacements caused by normal wear and tear of their water and sewer lines.

**2022 & 2023 Claims Paid ~\$2.6 million**

**2024 Claims Paid ~\$2 million**

**2025 YTD Claims Paid ~\$585 thousand**

**Partnership Claims Paid To Date\* ~\$5.3 million**

\*As of 5/31



*Confidential*





# COMMUNITY IMPACT

## Infrastructure Investment:

**9,069 Residential service line issues resolved**

708 Water Line repairs & replacements

8,361 Sewer Line cleanings, repairs & replacements

## Detroit Based Workforce:

**Supporting job creation in Detroit**

Contact Center agents – 6 Agents

Contractor Network – 7 Businesses

Detroit City Limits – 29%

Detroit Metro – 71%

Minority Supplier – 43%





**SERVICE  
EXCELLENCE**

# AWR SERVICE EXCELLENCE

## COMMITTED TO OUR CUSTOMERS

**23,896 Customers**

Active Customers

**95% CSAT**

Customer Claim Satisfaction (CSAT)

**7 Service Providers**

Vetted for highest standard of service

**\$5.3m+ Home Savings**

Detroit Sewer and Water Claims

**20,290 Calls**

Uninterrupted 24/7/365 Access

**70% Service Level**

Under 30 Seconds

**200+ Languages**

With Live Multi-lingual Support

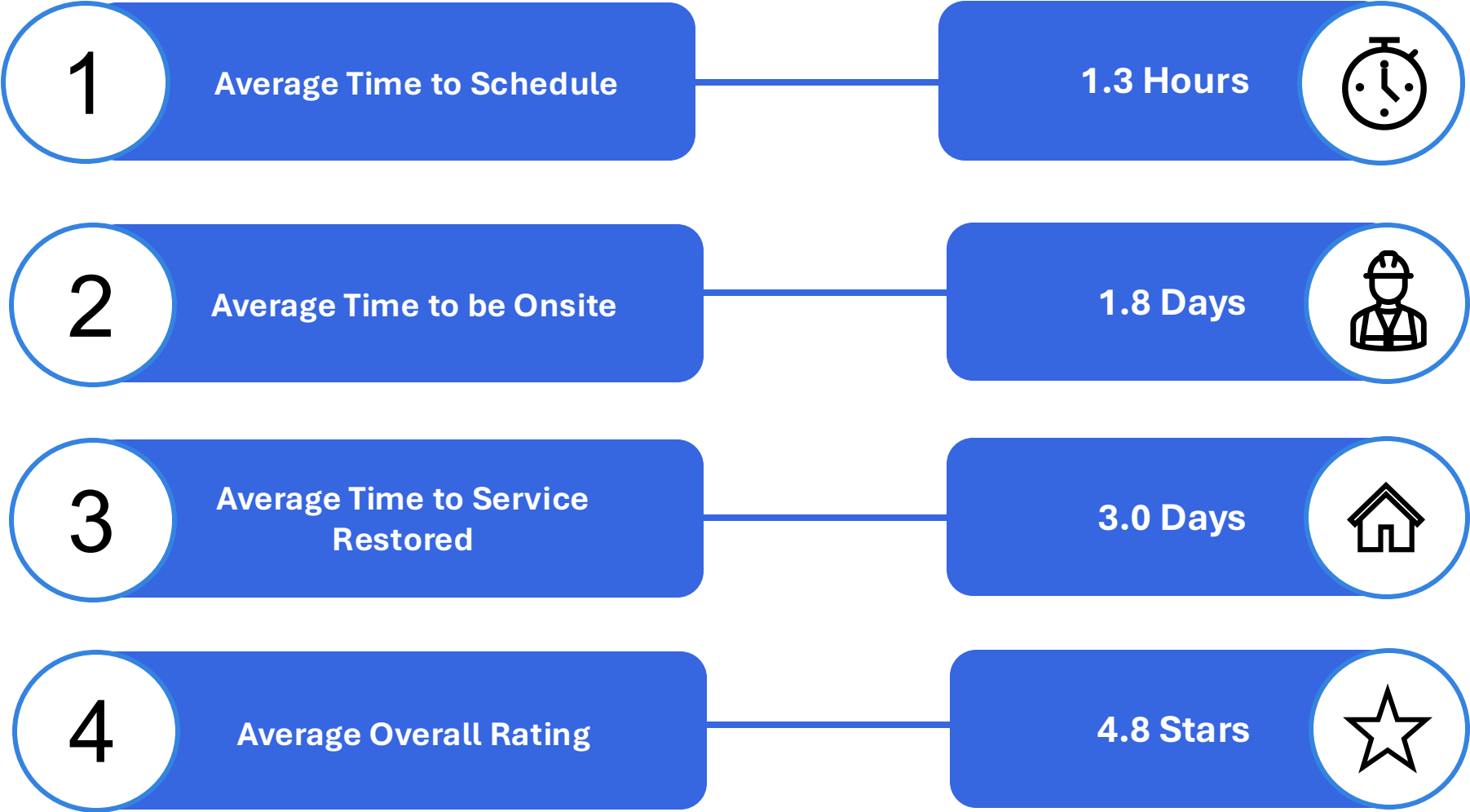
**AI + Real Time Support**

Real-Time Call Guidance



# 2025 | SERVICE HIGHLIGHTS

CONTRACTORS CONTINUE TO PROVIDE TIMELY SERVICES AND RESTORATION TO CUSTOMERS



Service restoration exceeding service level goal of completion within 14 days.



# DETROIT HOMEOWNERS TRUST IN AWR PROGRAMS

**“Great Customer Service!** Explained what was done and how to prevent future plumbing problems. Very satisfied with the outcome.”

James S.

“John came and checked out the situation told me what he was going to do and took care of business in a quick and in an efficient manner and **I am completely satisfied** with his work.”

Lyledonell M.

**“Provided excellent service.** He cleaned up after the job and **explained everything!**”

Ruby Z.

“The team came in asked a couple of questions about the situation I had & then they went to work immediately solving my problem **I would recommend this company to anyone** that is looking for plumbing services.”

Steven L.

“The Two techs were very **professional, polite and patient.** I asked a lot of questions. They stopped to answer all of my concerns.

Tania Y.

“The Technician took time to **explain everything.** He was very **thorough and friendly.**”

Patrick D.

95%

CSAT

# **COMMUNITY ENGAGEMENT**

# 2/17 Beard St. Water Main Break Emergency Response



- **Contractor Network** – AWR provided repair/replacement work via our existing network of subcontractors, at no additional cost to DWSD or the Detroit Community.
- **Onsite Contractor Coordination** – AWR provided a rotation of onsite resources to audit diagnostics and work performed, as well as back-office administration of work (**54 total AWR volunteers**) at no additional cost to DWSD or the Detroit Community.
- **\$100 Credit of Program fees for Impacted AWR Customers** – AWR credited \$100 toward the program fees of AWR customers impacted.

## Community Education

- **City Council Feedback** – understanding and incorporation into enhanced program education
- **District Community Presentations** –
  - 4/2/25 – District 6
  - 7/21/25 – District 4



# COMMUNITY ENGAGEMENT

## TRANSPARENT AND EDUCATIONAL CUSTOMER COMMUNICATION

- Co branded mailers launched March 2025
- Clear covered and not covered program highlights
- Prominent language placement for multilingual support
- Supplemental program materials for City Council and DWSD staff based on feedback received

### Sample Direct Mail Letter



### IMPORTANT INFORMATION FOR DWSD CUSTOMERS

<REMINDER>

```

XXX*****SAMPLE*****XXX
<PERSON_FULL_NAME>
<MAIL_STREET>
<MAIL_CITY>, <MAIL_STATE> <MAIL_ZIP> <MAIL_ZIP4>
|||||

```

**SUBJECT:** Water Line and Sewer Line  
Protection Program Information

**RESPONSE REQUESTED BY** <RBD>

**You are receiving this letter to advise you of your responsibilities** in the event that an unexpected repair is needed for your home's water and/or sewer/septic service line. Many homeowners do not know that **repairs to their home's water and sewer service lines may be their responsibility.\*** Service line problems can happen at any time.

**Why this could be important to you.** Service line repairs can cost thousands of dollars. These problems are typically not covered by standard homeowners' insurance policies and can be complicated and expensive to fix. Aging pipes, invasive tree roots, and even seasonal changes can cause a leak or break to your water line, or a clog or block to your sewer/septic line.

**How you can be protected.** The De (AWR) to offer the Water Line and complementary to the Basement homeowners. By enrolling in AWR all alone.

**Why DWSD chose American Water**  
and has a proven track record of ex-  
ceeding expectations for more than  
**1.5 million homeowners** across the

### Benefits you will receive with the V

- Generous coverage limits\*\* – Y
- 24/7 support – Agents are availa
- Prompt repairs – Timely repairs
- 1-year warranty on all covered
- Convenient payment options – Y
- Affordable pricing – \$7.98 per
- Affordable pricing – \$7.98 per

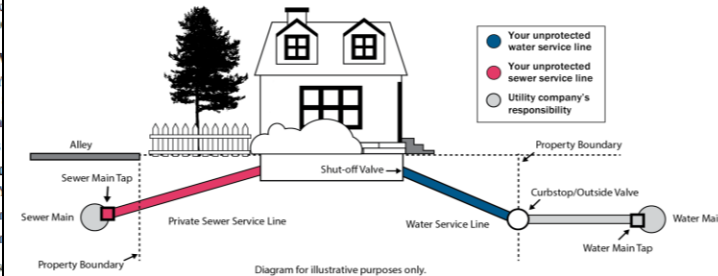
Please review the information enclosed  
by calling **833-901-1888** or visiting [www.irs.gov/efile](http://www.irs.gov/efile)  
Asistencia en Español disponible llame al 800-955-5230

If you have already enrolled in the Water  
Please see reverse for important program  
*American Water Resources is not owned by*  
*American Water. As such, AWR's optional*



**AMERICAN WATER  
RESOURCES®**  
An Oncourse Company

**WATER LINE AND SEWER LINE PROTECTION  
PROGRAM FROM AMERICAN WATER RESOURCES**



For complete details of the program,  
please see the Terms & Conditions at  
[AWRUSA.com/terms](http://AWRUSA.com/terms).



**Si necesita servicios de interpretación  
o traducción, llame al 855-890-4190  
para obtener ayuda.**

**SEWER LINE PROTECTION\***

**COVERED:**

- Clogs, blockages of private sewer service line that runs underground to the sewer main
- Normal wear and tear and damage from tree roots that stops the flow of wastewater
- Excavation for covered repairs
- Basic restoration (backfilling with displaced soil, reseeding grass, reinstalling soft landscaping, cold-patch of private paved surfaces, restoration of public paved surfaces that are required by permit)
- Permits, inspections for covered repairs

**NOT COVERED:**

- Sewer service line connection to main "tap" (regardless of homeowner or utility responsibility)
- Septic tanks
- Clogs inside the home
- Pre-existing conditions, including claims within first 30 days after enrollment
- Former Detroit Land Bank Authority homes
- New soil, private concrete and landscaping

## WATER LINE PROTECTION\*

**COVERED:**

- Leaking or broken water service line that runs underground from the water main
- Normal wear and tear and damage from tree roots that cause water leaks
- Excavation for covered repairs
- Basic restoration (backfilling with displaced soil, reseeding grass, reinstalling soft landscaping, cold-patch of private paved surfaces, restoration of public paved surfaces that are required by permit)
- Permits, inspections for covered repairs

**NOT COVERED:**

- Water service line connection to main "tap" (regardless of homeowner or utility responsibility)
- Pipes inside the home after shut-off valve
- Pre-existing conditions, including claims within first 30 days after enrollment
- Former Detroit Land Bank Authority homes
- New soil, private concrete and landscaping

\* Exclusions and limitations apply. Please review the Terms & Conditions at [AWRUSA.com/terms](http://AWRUSA.com/terms) or call 855-890-4190. Protection begins 30 days after your enrollment is processed, and you can cancel at any time. American Water Resources is not owned by American Water but uses the trademark "American Water Resources" under license from American Water. As such, AWR's optional programs are not provided or guaranteed by American Water or its affiliates.

# INITIATIVES & INVESTMENTS

## Marketing Improvements

- ✓ Co-branded Marketing Materials - March
- ✓ Direct Mail Diagram Clarification Updates – July
- ✓ Enhanced Direct Mail FAQs – July
- ✓ Educational Program Coverage One Sheeter
- ❑ DWSD/AWR Program brochure - July
- ❑ Testing Clarity of Coverage Details in Marketing - November

## Customer Experience Improvements

- ✓ **Happy Checks:** Text and email to customers ensuring customer satisfaction and offering direct contact to highly trained team for resolution – April 2025
- ✓ **Proactive Repair Advance:** Offering pre-approved upfront amounts when no providers are available, allowing the customer to service the claim quickly (rare instances) – April 2025



