

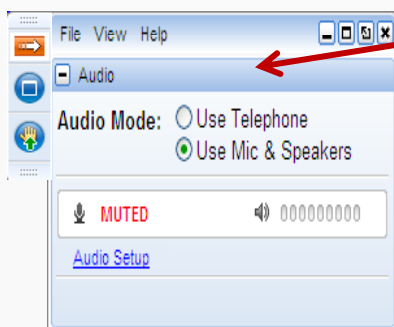
Consumer Confidence Report (CCR) Rule Retrospective Review: Electronic Delivery

U.S. EPA

Office of Ground Water and Drinking Water

January 17, 2013

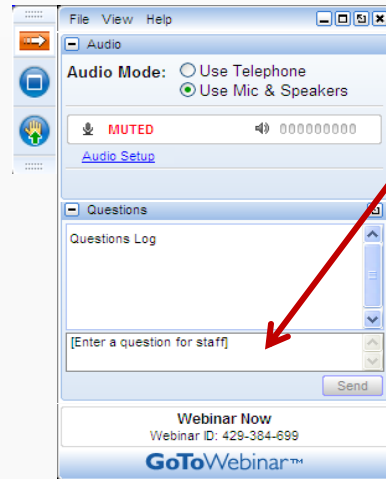
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Questions & Comments

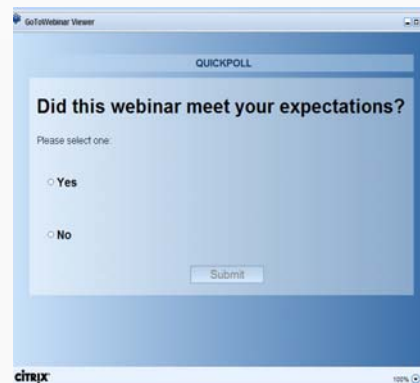


- You can submit questions/comments any time during the presentation

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Poll Questions

- Polls will be launched throughout the presentation.
- Please be sure to respond to the polls.
- You will not be able to view the presenter's screen until the poll is closed by a webinar organizer.



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Today's Speakers

- **Mindy Eisenberg**, Branch Chief, U.S. EPA Office of Ground Water and Drinking Water, Protection Branch
- **Adrienne Harris**, Environmental Scientist, U.S. EPA Office of Ground Water and Drinking Water, Protection Branch
- **Jamie Harris**, Environmental Scientist, U.S. EPA Office of Ground Water and Drinking Water, Protection Branch

Presentation Outline

- I. Consumer Confidence Report (CCR) Rule Overview
- II. CCR Rule Retrospective Review
- III. CCR Delivery Options Memo
- IV. CCR Delivery
- V. Planning Your CCR Delivery Program
- VI. Suggestions for Primacy Agencies and Additional Resources
- VII. Q&A

Poll Question

Who is joining us today?

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CONSUMER CONFIDENCE REPORT (CCR) RULE OVERVIEW

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Consumer Confidence Reports (CCR)

- Part of the 1996 Amendments to the Safe Drinking Water Act (SDWA) effort to increase public right-to-know.
- The CCR provides consumers with local water quality information that allows for informed public health choices and increases dialogue between community water systems and their customers.
 - Some key information required:
 - System information and source of water
 - Detected contaminants
 - Compliance with regulations
 - Specific educational material

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Content Requirements – 8 Items

Item	Report Content Requirement
1	Water System Information
2	Source(s) of Water
3	Definitions
4	Detected Contaminant Table
5	Information on <i>Cryptosporidium</i> , Radon and Other Contaminants
6	Compliance with NPDWR
7	Variances and/or Exemptions
8	Required Additional Information

Multilingual Requirement

- Systems that have a large proportion of non-English speaking residents must include:
 - Information in the appropriate language(s) regarding the importance of the CCR, or
 - A phone number or address where persons served may contact the water system to obtain a translated copy of the notice or assistance in the appropriate language
- As a guideline, some primacy agencies use a threshold of 5-10% of the population or 1,000 people, whichever is less, for requiring systems to provide multilingual information in their CCRs.



Check with your primacy agency for more guidance on your multilingual requirement.

Delivery Requirements

- Proper Delivery
 - Mail or otherwise directly deliver, one CCR to each customer by July 1st every year.
 - In addition, make a “good faith” effort to reach non-bill paying consumers.
 - Deliver the CCR to other agencies as prescribed by the primacy agency.
 - Make the CCR available upon request.
- Greater than 100,000 persons served:
 - Must also post the CCR on the Internet.



A bill-paying customer is one who receives a utility bill directly from the water company.

Delivery Requirements (cont'd)

- Small system mailing waiver (State's Governor or Tribal Leader approval)
 - Fewer than 10,000 persons served:
 - Publish CCR in at least one local newspaper;
 - Notify customers that CCR will not be mailed; and
 - Make reports available upon request.
 - 500 and fewer persons served:
 - Notify customers that CCR is available upon request, and
 - Must provide notice at least once per year by mail, door-to-door delivery or public posting that report is available.
- Electronic delivery does not replace delivery waivers but is another option for small systems.

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CCR RULE RETROSPECTIVE REVIEW

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CCR Rule Retrospective Review

- October 2011 - Initiated Retrospective Review.
- February 2012 - Online listening session.
 - Gathered feedback on 5 areas – CCR Understandability, CCR certification, Use of CCR to meet Tier 3 PN requirements, CCR units for reporting detected contaminants and CCR electronic delivery.
- September 2012 - Released Draft CCR Electronic Delivery Options and Considerations document.
- October 2012 - Public listening session.
- January 3, 2013 - Released CCR Delivery Options memo and attachment. Released CCR Rule Retrospective Review Summary.

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CCR DELIVERY

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CCR Delivery Options Memo and Attachment

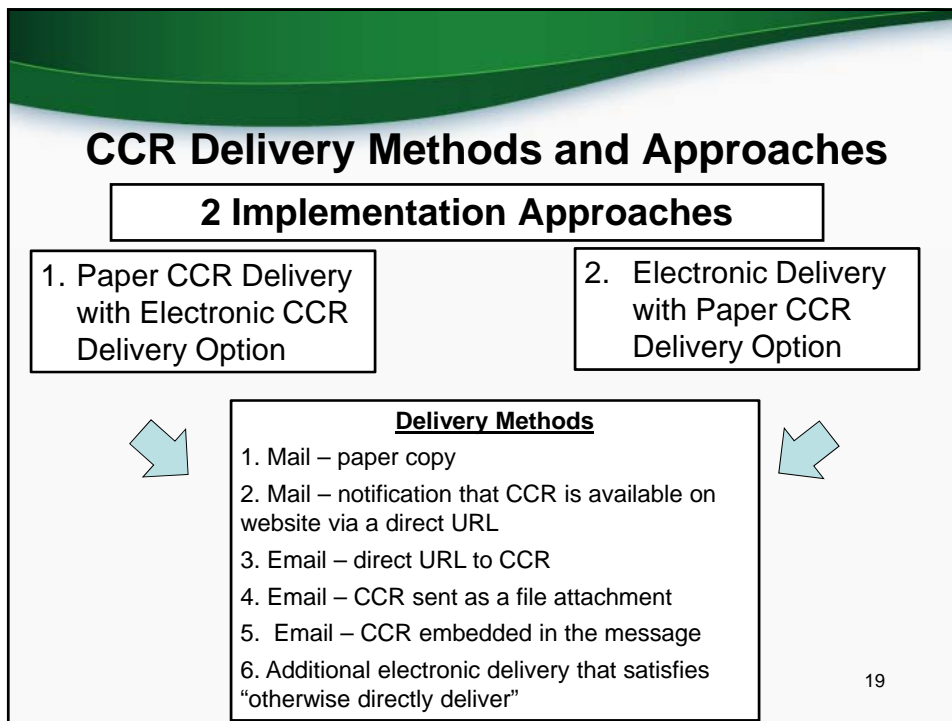
- Describes the electronic delivery methods and approaches.
- Important electronic delivery program considerations.
- Limitations and advantages matrix of the methods.
- Additional aspects of CCR Rule requirements.



The attachment is part of the memo PDF found at:
<http://water.epa.gov/lawsregs/rulesregs/sdwa/ccr/regulations.cfm>

Poll Question

**Does your CWS offer electronic
billing?**



“Directly Deliver” Requirements

The EPA interprets the existing rule language so that three elements must be met in order to use electronic delivery to comply with the requirement to “directly deliver” the CCR.

1. Electronic delivery must provide the CCR in a manner that is “direct.” The EPA interprets this rule requirement to mean that CWSs can use separate mailings, such as utility bills with a URL, to meet their CCR requirement if the URL provides a direct link to the CCR and if the communication prominently displays the URL and a notice explaining the nature of the link.
2. If a CWS is aware of a customer’s inability to receive a CCR by the chosen electronic method, it must provide the CCR by an alternative method allowed by the rule.
3. A CWS must prominently display a message and the direct URL in all mail notifications of CCR availability.

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CCR Delivery Methods Not Allowed

1. A customer must not have to navigate to another webpage to find any required CCR content if viewing the CCR on a website (e.g., address search engine.)
2. Use of social media (e.g., Twitter or Facebook) directed at bill-paying customers does not meet the requirement to “directly deliver” since these are membership Internet outlets and would require a customer to join the website to read their CCR.
3. The use of automated phone calls (e.g., emergency telephone notification systems) to distribute CCRs is not considered direct delivery, because the entire content of the CCR cannot be provided in the phone call.

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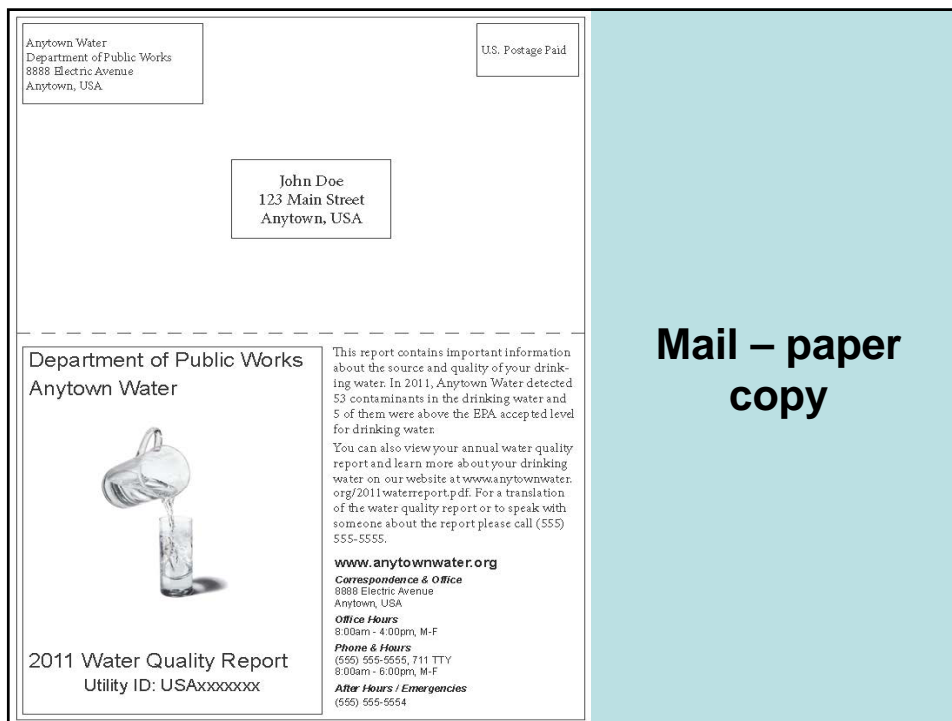
Methods for Delivery of CCRs

1. Mail a paper copy of the CCR.

- CWS mails a paper copy of the CCR to bill-paying customers.
- In addition, mail to those who request paper instead of electronic delivery.



Electronic delivery may not be appropriate for all CWSs.



Methods for Delivery of CCRs

2. Mail a notification that CCR is available via direct URL.

- CWS mails bill-paying customers a notification that the CCR is available and provides a direct URL to the CCR on a publicly available site on the Internet where it can be viewed.
- The URL must be prominently displayed on the mailing.
- Other important considerations:
 - The URL should be short.
 - An option for a customer to request a paper CCR.
 - Include a short statement about water quality to promote readership.

Please check the box if you would prefer a paper copy of your annual water quality report delivered to your home.
 Por favor, haga una marca en el encasillado si prefiere recibir a través del correo una copia de su más reciente reporte de calidad de agua.

PLEASE RETURN TOP PORTION WITH PAYMENT

QUARTERLY BILL John Doe

Anytown Water
 www.anytownwater.org
 Correspondence & Office
 8888 Electric Avenue
 Anytown, USA
 Office Hours
 8:00am - 4:00pm, M-F
 Phone & Hours
 (111) 555-5555, 711 TTY
 8:00am - 8:00pm, M-F
 After Hours / Emergencies
 (111) 555-5554

SERVICE ADDRESS 123 Main St.
 SERVICE TYPE TOWNHOUSE

METER NUMBER	PREVIOUS READING	PRESENT READING	DISCREPANCY (GALLONS)
00000-258-6666	03/17/12	06/11/12	06/15/12

METER READINGS	PREVIOUS READING	PRESENT READING	DISCREPANCY (GALLONS)
WATER	341	349	8
SEWER (BASED ON ACTUAL WATER CONSUMPTION)			8

CHARGES (SEE REVERSE FOR DESCRIPTIONS)

WATER RATES - ESTABLISHED BY ANYTOWN WATER	8.35
SERVICE CHARGE	17.28
WATER USAGE CHARGE 8 X 2.16	
SUBTOTAL ANYTOWN WATER	\$25.63
SEWER RATES - ESTABLISHED BY HEALTHY COUNTY GOVERNMENT	5.50
SEWER BASE CHARGE	52.40
SEWER USAGE CHARGE 8 X 6.55	
SUBTOTAL HEALTHY COUNTY	\$57.90
TOTAL AMOUNT DUE	\$83.53

Annual Water Quality Report
 In 2011, Anytown Water detected 53 contaminants in the drinking water and 9 of them were above the EPA accepted level for drinking water. Please go to www.anytownwater.org/2011waterreport.pdf to view your 2011 annual water quality report and learn more about your drinking water. This report contains important information about the source and quality of your drinking water. For a translation of the water quality report or to speak with someone about the report please call (555) 555-5555. If you would like a paper copy of the 2011 Annual Water Quality Report mailed to your home, please call (555) 555-5555.

Durante el año 2011 la compañía de agua Anytown detectó 53 contaminantes regulados en el agua potable. Cinco de los contaminantes detectados en el agua potable reflejaron niveles que exceden los límites legales establecidos por la EPA. Para acceder al más reciente reporte anual de calidad de agua y para más información acerca de su agua potable puede visitar www.anytownwater.org/2011waterreport.pdf. El presente informe anual contiene valiosa información acerca de las fuentes de agua y calidad de su agua potable. Para obtener una traducción del reporte de calidad de agua o para preguntas acerca del reporte por favor comuníquese al (555) 555-5555. Si desea obtener a través del correo una copia de su más reciente reporte de calidad de agua puede solicitar la misma comunicándose al (555) 555-5555.

The Anytown Water annual water quality report is available on-line at www.anytownwater.org/2011waterreport.pdf.
 Anytown Water visitando la página de internet www.anytownwater.org/2011waterreport.pdf.

Mail – CCR sent as a URL on separate mailing (check box to request a paper copy of the CCR.)

Methods for Delivery of CCRs

3. Email a direct URL to the CCR.

- CWS emails bill-paying customers a notification that the CCR is available and provides a direct URL to the CCR on a publicly available site on the Internet.
- A URL that navigates to a webpage that requires a customer to search for the CCR or enter other information does not meet the “directly deliver” requirement.
- Other important considerations:
 - Include a short statement encouraging readership.
 - Information on how to request a paper CCR.
 - Email bounce-backs – respond by sending the customer a CCR by another allowable delivery method.

Records * New * Reply * Forward * Display * Print * Mail * Report Spam * Report Phishing

IMPORTANT MESSAGE: Your Anytown Water 2011 Water Quality Report is Now Available!
 CCR@respectiveReview CCR@respectiveReview

Dear Mr. ABC,

Your 2011 annual water quality report is now available!

In 2011, Anytown Water detected 65 contaminants in the drinking water. However, these contaminants were at allowable levels and no health based violations were reported. Please go to www.anytownwater.org/2011waterreport.pdf to view your 2011 annual water quality report and learn more about your drinking water. This report contains important information about the source and quality of your drinking water. For a translation of the water quality report or to speak with someone about the report please call (555) 555-5555. **If you would like a paper copy of the 2011 Annual Water Quality Report mailed to your home, please call (555) 555-5555.**

For more information about how Anytown Water maintains the safety of your drinking water and to view previous year's reports go to www.anytownwater.org.

Anytown Water Department

Spanish Translation:

Estimado Sr./Sra. ABC,

Su más reciente reporte anual de calidad de agua potable ya se encuentra disponible!

Durante el año 2011 la compañía de agua Anytown detectó 65 contaminantes regulados en el agua potable. Los contaminantes detectados están dentro de los niveles permitidos por la EPA y por lo tanto no se reporto ninguna violación a los estándares de salud pública.

Para acceder al más reciente reporte anual de calidad de agua y para más información acerca de su agua potable puede visitar www.anytownwater.org/2011waterreport.pdf. El reporte anual contiene valiosa información acerca de las fuentes de abasto y calidad de su agua potable. Para obtener una traducción del reporte de calidad de agua o para preguntas acerca del reporte por favor comuníquese al (555) 555-5555.

Si desea obtener a través del correo una copia de su más reciente reporte de calidad de agua puede solicitar la misma comunicándose al (555) 555-5555.

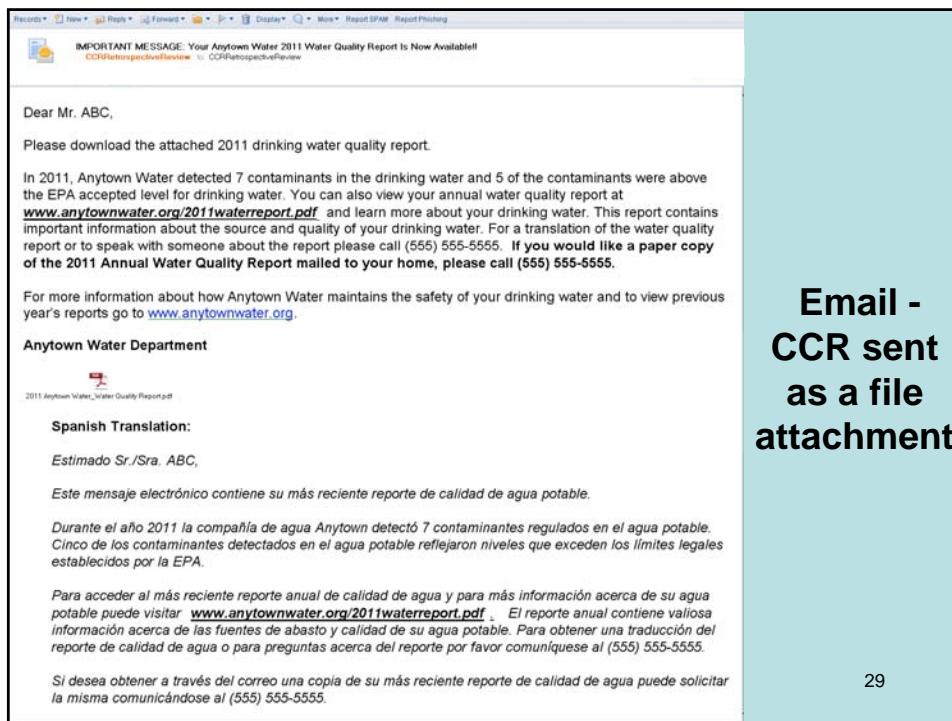
Email – CCR sent as a direct URL

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Methods for Delivery of CCRs

4. Email the CCR as a file attachment.

- CWS emails the CCR as an electronic file email attachment (e.g., portable document format (PDF)).
- Other important considerations:
 - Include a short statement encouraging readership.
 - Information on how to request a paper CCR.
 - Email bounce-backs – respond by sending the customer a CCR by another allowable delivery method.



Records * New * Reply * Forward * * * * * Display * * * * * More * Report Spam * Report Phishing

IMPORTANT MESSAGE: Your Anytown Water 2011 Water Quality Report Is Now Available!
 CCRRetrospectiveReview CCRRetrospectiveReview


Dear Mr. ABC,

Please download the attached 2011 drinking water quality report.

In 2011, Anytown Water detected 7 contaminants in the drinking water and 5 of the contaminants were above the EPA accepted level for drinking water. You can also view your annual water quality report at www.anytownwater.org/2011waterreport.pdf and learn more about your drinking water. This report contains important information about the source and quality of your drinking water. For a translation of the water quality report or to speak with someone about the report please call (555) 555-5555. **If you would like a paper copy of the 2011 Annual Water Quality Report mailed to your home, please call (555) 555-5555.**

For more information about how Anytown Water maintains the safety of your drinking water and to view previous year's reports go to www.anytownwater.org.

Anytown Water Department

 2011 Anytown Water_Water Quality Report.pdf

Spanish Translation:

Estimado Sr./Sra. ABC,

Este mensaje electrónico contiene su más reciente reporte de calidad de agua potable.

Durante el año 2011 la compañía de agua Anytown detectó 7 contaminantes regulados en el agua potable. Cinco de los contaminantes detectados en el agua potable reflejaron niveles que exceden los límites legales establecidos por la EPA.

Para acceder al más reciente reporte anual de calidad de agua y para más información acerca de su agua potable puede visitar www.anytownwater.org/2011waterreport.pdf. El reporte anual contiene valiosa información acerca de las fuentes de abasto y calidad de su agua potable. Para obtener una traducción del reporte de calidad de agua o para preguntas acerca del reporte por favor comuníquese al (555) 555-5555.

Si desea obtener a través del correo una copia de su más reciente reporte de calidad de agua puede solicitar la misma comunicándose al (555) 555-5555.

Email - CCR sent as a file attachment

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Methods for Delivery of CCRs

5. Email the CCR embedded in the message

- CWS emails the CCR text and tables or an image inserted into the body of an email.
- Other important considerations:
 - Information on how to request a paper CCR.
 - Email bounce-backs – respond by sending the customer a CCR by another allowable delivery method.

Dear Mr. ABC,

Please review the enclosed 2011 Anytown Water annual water quality report.

In 2011, Anytown Water detected 53 contaminants in the drinking water and 5 of the contaminants were above the EPA accepted level for drinking water. You may also view your annual water quality report at www.anytownwater.org/2011waterreport.pdf and learn more about your drinking water. This report contains important information about the source and quality of your drinking water. For a translation of the water quality report or to speak with someone about the report please call (555) 555-5555. **If you would like a paper copy of the 2011 Annual Water Quality Report mailed to your home, please call (555) 555-5555.**

For more information about how Anytown Water maintains the safety of your drinking water and to view previous year's reports go to www.anytownwater.org.

Anytown Water Department

Spanish Translation:

Estimado Sr./Sra. ABC,

Adjunto a este mensaje electrónico se encuentra su más reciente reporte de calidad de agua potable.

Durante el año 2011 la compañía de agua Anytown detectó 53 contaminantes regulados en el agua potable. Cinco de los contaminantes detectados en el agua potable reflejaron niveles que exceden los límites legales establecidos por la EPA.

Para acceder al más reciente reporte anual de calidad de agua y para más información acerca de su agua potable puede visitar www.anytownwater.org/2011waterreport.pdf. El reporte anual contiene valiosa información acerca de las fuentes de abasto y calidad de su agua potable. Para obtener una traducción del reporte de calidad de agua o para preguntas acerca del reporte por favor comuníquese al (555) 555-5555.


Si desea obtener a través del correo una copia de su más reciente reporte de calidad de agua puede solicitar la misma comunicándose al (555) 555-5555.

**Anytown Water
Annual Water Quality Report**

Reporting Period: January 1, 2011 to December 31, 2011

INSIDE THIS ISSUE:

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Important Health Information	p. 1
2011 Water Quality Testing	p. 2-3
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How You Can Help	p. 4



Email – CCR sent as an embedded image

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Methods for Delivery of CCRs

6. Additional electronic delivery that satisfies “otherwise directly deliver” (to account for future technologies)

- CWS delivers the CCR through a method that will “otherwise directly deliver” to each bill-paying customer and in coordination with the primacy agency.
- This category is intended to encompass methods or technologies not included in the other methods. CWSs and primacy agencies considering new methods or technologies should consult with the EPA to ensure it meets the intent of “otherwise directly deliver.”



A CWS will need to use a combination of delivery methods to reach all customers.

Poll Question

Which CCR delivery method(s) do you think your customers will prefer?

(You can choose more than one.)

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CCR Delivery Methods and Approaches

2 Implementation Approaches

1. Paper CCR Delivery with Electronic CCR Delivery Option

2. Electronic Delivery with Paper CCR Delivery Option

Delivery Methods

1. Mail – paper copy
2. Mail – notification that CCR is available on website via a direct URL
3. Email – direct URL to CCR
4. Email – CCR sent as a file attachment
5. Email – CCR embedded in message
6. Additional electronic delivery that satisfies “otherwise directly deliver”

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CCR Delivery Approaches for Bill-Paying Customers

1. Paper CCR delivery with a customer option to request an electronic CCR.

- CWS informs customers of the electronic delivery option and registers customers who identify electronic delivery preference.
 - The CWS may obtain this delivery preference through a variety of methods (e.g., public outreach, community newsletter, etc.)

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CCR Delivery Approaches for Bill-Paying Customers

2. Electronic CCR delivery with a customer option to request a paper CCR.

- CWS delivers CCR electronically, with an option to request paper CCR delivery.
- Customer must take action if they do not wish to receive their CCR electronically.
- If a CWS knows some customers cannot receive the CCR electronically (e.g., no internet access) they must send a paper CCR.

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PLANNING YOUR CCR DELIVERY PROGRAM

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ADVANTAGES*	CCR DELIVERY METHODS				
	Mail – Paper Copy	Mail – Notification that CCR is available via direct URL	Email – direct URL to CCR	Email – CCR sent as an attachment	Email – CCR sent as an embedded image
Customers may have access to more information beyond what is required in the CCR because they are already on the Internet.		■	■		
CWS does not have to invest in new software, additional staff training or other new logistical needs for delivery.	■				
CWS has potential printing and mailing cost savings.		■	■	■	■
CWS with e-billing systems can use existing database and other resources.			■	■	■
Customer can view or receive CCR with limited or no Internet access.	■				

LIMITATIONS*	CCR DELIVERY METHODS				
	Mail – Paper Copy	Mail – Notification that CCR is available via direct URL	Email – direct URL to CCR	Email – CCR sent as an attachment	Email – CCR sent as an embedded image
CWS must dedicate staff to manage more than one delivery method, including collecting and updating email addresses.			■	■	■
CWS may have to invest in new software and train staff.		■	■	■	■
CWS incurs printing and mailing costs.	■	■			
CWS needs Internet access and adequate bandwidth to distribute large numbers of emails at once.			■	■	■
Customer may not receive CCR by email due to lack of software compatibility, spam filtering, firewalls or file size limitations.			■	■	■

Delivery Method Decision Matrices

Found on pages 7 and 8 of the Memorandum attachment

Planning Your CCR Delivery Program

- Research customer technology capabilities.
 - Internet access? Internet speed?
 - Possible resources - Census records, customer advisory boards, other city departments
 - Past experiences – e-bill/e-pay participation, other electronic communication efforts, current website usage
- Research delivery methods and CWS technical capabilities.
 - Are you able to send mass emails? Do you have a website? Will your computer network, internet connection, etc. support electronic CCR delivery?
 - Advantages & Limitations Matrices

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Planning Your CCR Delivery Program

- Research delivery approaches and weigh benefits and challenges for successful delivery.
 - Which approach benefits my customers and my system?
 - Would a gradual transition benefit my system?
 - What are the resource implications of each approach? Can I provide the needed resources?
 - How best to identify customers who cannot receive the CCR electronically?
- Remember delivery certification is required.

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Poll Question

**Which CCR delivery methods do you think your CWS will use?
(You can choose more than one.)**

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Planning Your CCR Delivery Program

- Estimate and compare costs for various delivery approaches and methods including start-up costs.
 - Do you have to create a website? Do you have to redesign your billing statement to include a CCR URL?
 - Do you create multiple CCRs and will need to develop and deliver different electronic CCRs?
- Make decisions with the information you've gathered.
 - Include public input and consult your primacy agency.
- Prepare your staff for the new delivery method(s).
 - Dedicate staff to receive paper CCR requests and monitor out-of-date email addresses.

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Planning Your CCR Delivery Program

- Conduct public outreach about upcoming delivery changes (e.g., bill insert, press release.)
 - Share the delivery method(s) that will be used.
 - Provide customers a contact number for questions and comments.
 - Send a dedicated email (with a CCR-related subject line) to inform e-bill/e-pay customers of the availability of the CCR each year.
- Prepare the CCR with required content.
 - Include all eight items.
 - Remember all required information must be on one webpage.

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The image shows a screenshot of a utility bill from 'Anytown Water'. A yellow callout box highlights a checkbox and its associated text: 'Please check the box if you would prefer a paper copy of your annual water quality report delivered to your home. Por favor, haga una marca en el encasillado si prefiere recibir a través del correo una copia de su más reciente reporte de calidad de agua.' The checkbox is currently unchecked. The bill includes customer information (John Doe), service address (123 Main St.), and service type (TOWNHOUSE). It also features a table for meter readings (Water and Sewer) and a section for charges. A yellow circle highlights a notice about the Annual Water Quality Report (CCR) starting in July 2012, with instructions on how to request a paper copy.

Example of public outreach to customers about change in delivery method and check box to request a paper copy of the CCR.

Planning Your CCR Delivery Program

- Convert the CCR into an electronic format.
 - Choose a format (e.g., pdf version) that the CCR can be delivered both electronically and on paper.
 - Create a short, direct URL.
 - Write an informational statement to promote readership.
 - Water quality summary.
 - Importance of the CCR in English and other languages as directed by your primacy agency and information on how to request a paper CCR.
 - A CWS should display the direct URL on every mailing.
 - Include a check box on every water bill, similar to change of address or pay by credit card, in which a customer can elect to receive a paper CCR.
 - Display the URL in typeface that is at least as large as the largest type on the statement or other mailing notification.

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Please check the box if you would prefer a paper copy of your annual water quality report delivered to your home.
 Por favor, haga una marca en el encasillado si prefiere recibir a través del correo una copia de su más reciente reporte de calidad de agua.

QUARTERLY BILL John Doe
 SERVICE ADDRESS 123 Main St.
 SERVICE TYPE TOWNHOUSE

ACCOUNT NUMBER	PREVIOUS BILLING PERIOD	PRESENT BILLING PERIOD	BILLING DATE
00000-258-6666	03/17/12	06/11/12	06/15/12

METER READINGS	PREVIOUS PERIOD	PRESENT PERIOD	QUANTITY (GALLONS)
WATER	341	349	8
SEWER (BASED ON ACTUAL WATER CONSUMPTION)			8

CHARGES (SEE REVERSE FOR DESCRIPTIONS)

WATER RATES - ESTABLISHED BY ANYTOWN WATER	
SERVICE CHARGE	8.35
WATER USAGE CHARGE 8 X 2.16	17.28
SUBTOTAL ANYTOWN WATER	\$25.63
SEWER RATES - ESTABLISHED BY HEALTHY COUNTY GOVERNMENT	
SEWER BASE CHARGE	5.50
SEWER USAGE CHARGE 8 X 6.55	52.40
SUBTOTAL HEALTHY COUNTY	\$57.90
TOTAL AMOUNT DUE	\$83.53

The Anytown Water annual water quality report is available on-line at www.anytownwater.org/2011waterreport.pdf.
 Anytown Water visitando la pagina de internet www.anytownwater.org/2011waterreport.pdf.

Mail – CCR sent as a URL on separate mailing (check box to request a paper copy of the CCR.)

Planning Your CCR Delivery Program

- Deliver paper and electronic CCRs to customers and any other required parties.
 - A mixture of paper and electronic CCRs will be necessary.
- Make a good faith effort to deliver CCR to non-bill paying customers.
 - Electronic delivery can provide additional avenues to reach all consumers (e.g., electronic newsletters, website signups, etc.)
- Respond to additional requests for mailed paper CCRs and update email databases.
 - Provide CCRs through an alternative means if email bounces back.
- Submit copy of the CCR and certification to primacy agency.
 - CWS certifies the CCR contained all required content and was delivered to all customers.
- Maintain a copy of your CCR for three years.

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Poll Question

**Do you think you will be using
electronic delivery for your 2012
CCR?**

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Top 10 Things To Remember

- 1. Delivery is your responsibility!**
 - A CWS must certify delivery to every bill-paying customer so keep in touch with your primacy agency. CWSs will need to use a combination of methods for their service area.
- 2. Know your customer base!**
 - Specified electronic delivery method capabilities.
- 3. Give customers a heads up and an option!**
 - Inform customers of the change in delivery approach before delivery of the CCRs to customers. Give them a chance to choose if they prefer paper or electronic CCRs.
- 4. Tell everyone, all the time!**
 - A CWS mailing a direct URL should include an option on every water bill for a customer to elect to receive a paper CCR.
- 5. Know your costs!**
 - May not see savings in the first year, may take a few years for people to be comfortable with e-delivery.

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Top 10 Things To Remember

- 6. Catch customers' attentions!**
 - Include a short message to encourage readership of the CCR.
- 7. Email delivery!**
 - If an email bounces back resend the CCR by an alternative means. Keep email databases up to date.
- 8. Make it bold! Make it short!**
 - The direct URL should be in typeface that is at least as large as the largest type on the statement or other mailing notification.
 - A CWS should also create a short, easy to type direct URL.
- 9. Keep a record!**
 - Remember customer delivery preferences for future CCR deliveries.
- 10. Remind auto-pay customers!**
 - To ensure that electronic bill and auto-pay customers are aware of their CCR, a CWS should send a separate CCR-related email.

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SUGGESTIONS FOR PRIMACY AGENCIES AND ADDITIONAL RESOURCES

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Suggestions for Primacy Agencies

- **Be a resource**
 - Share the EPA memo and webinar presentation
 - Write newsletter articles
- **Delivery certification**
 - Update CCR certification forms
 - Verify the URL listed by the CWS
- **Promote best practices**
 - Encourage CWSs to share “lessons learned” and best practices
- **Keep EPA in the loop**
 - Share progress, implementation successes and challenges with your EPA Regional office.

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Additional Resources for CCRs

- CCR Rule: Quick Reference Guide
- Guidance Documents
 - Preparing Your Drinking Water Consumer Confidence Report (April 2010)
 - Revised State Implementation Guidance for the CCR Rule (April 2010)
 - Appendix A to the Code of Federal Regulation Title 40, Part 141, Subpart O - Consumer Confidence Report Rule – Table to help with numerical conversions of lab results to CCR units.

<http://water.epa.gov/lawsregs/rulesregs/sdwa/ccr/compliancehelp.cfm>

- EPA's on-line CCR Catalog
(<http://cfpub.epa.gov/safewater/ccr/index.cfm>)
- Update your CCR Catalog link and contact information
(<http://cfpub.epa.gov/safewater/ccr/index.cfm?action=ccrupdate>)
- CCRiWriter (www.ccriwriter.com)

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Where You Live: Your Drinking Water Quality Reports Online

Consumer Confidence Reports | Where You Live | Basic Information | Frequent Questions | CCR Rule | Compliance Help | Tools for Systems

Local Drinking Water Information

Welcome! Each year by July 1st you should receive in the mail an annual water quality report (Consumer Confidence Report) from your water supplier that tells you where your water comes from and what's in it.

This website does not contain links to all water quality reports. However, you can find the name, address, and phone number for your water system by browsing the list of systems in your state.

Any community water system that serves more than 100,000 people is required to make its CCR available to customers on a publicly accessible web site. Other community water systems may choose to link their CCRs to EPA's website as well so that you have easy access to information about your drinking water.

- See if your annual drinking water quality report is posted on-line by clicking on your state on the map below, or
- Read some frequent questions about these reports.

Choose a state or territory from the map below

You may also search directly by entering your city, town, county, ZIP code, or water system name below.

Please select your state here: * Required

You can search by any following criteria:

Water System Name:

City, Town, or County:

Zipcode:

If you are a water system and you want to link your CCR to this website for the first time or if you are a returning water system and you need to update your system's CCR, [click here](#).

Add
your
URL to
the
EPA
CCR
Catalog

QUESTIONS?

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Contact Information

- Adrienne Harris
harris.adrienne@epa.gov
202-250-8793
- Jamie Harris
harris.jamie@epa.gov
202-564-6956

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Additional Information

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Important Considerations

- A CWS needs to ensure delivery to every bill-paying customer, which may require a combination of paper and/or electronic delivery in a service area.
- If a CWS sends the CCR via email and it receives a message that the email failed to reach the customer (i.e., it bounced back) the CWS should send the CCR by an allowable alternative means.
- CWSs should assess their customer bases for specified electronic delivery method capabilities prior to beginning electronic delivery. A CWS should determine which customers do not have access to the Internet and continue delivering a paper CCR.
- Before providing electronic delivery of CCRs to customers, a CWS should conduct public outreach to provide advance notification of the change in delivery approach.
- A CWS mailing a direct URL notification should also consider include a check box on every water bill, similar to a change of address or pay by credit card, in which a customer can elect to receive a paper CCR. 58

Important Considerations (cont'd)

- When using a mail notification method with a direct URL, a CWS should display the direct URL on every mailing (e.g., quarterly water bill.)
- The direct URL notification should be displayed in typeface that is at least as large as the largest type on the statement or other mailing notification. A CWS should also create a short, easy to type direct URL.
- CWSs sending a direct URL notification or email attachment should include a short message to encourage readership of the CCR.
- Electronic bill and auto-pay customers may not receive and/or may ignore their billing statements. Therefore, to ensure that the customer is aware of how to obtain their CCR a CWS should send a dedicated email (with a CCR-related subject line) to inform their customers of the availability of the CCR each year.

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Important Considerations (cont'd)

- CWSs should manage their email databases regularly to ensure correct emails are being used for electronic delivery to their customers.
- Once a customer requests a paper or electronic CCR for one year, a CWS should keep record of this delivery preference for future CCR deliveries.
- A CWS may want to prepare its CCR in a format (e.g., pdf version) that can be delivered both electronically and on paper. This decreases the burden of creating two versions for delivery. The format could also provide links to other, non-required information on the Internet that all consumers can visit for more information.

These considerations are not required by the existing CCR Rule language but are important in continually promoting consumer awareness and confidence.

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