

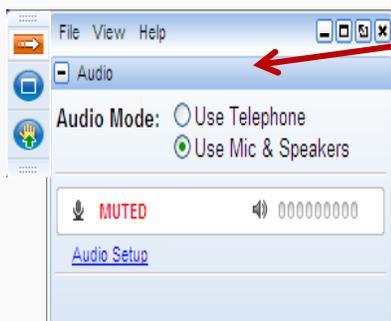
# Consumer Confidence Report (CCR) Rule Electronic Delivery Best Practices

U.S. EPA

Office of Ground Water and Drinking Water

January 30, 2014

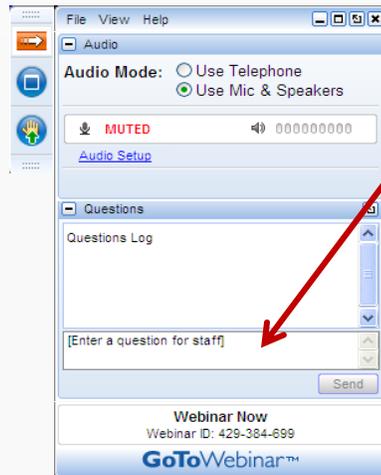
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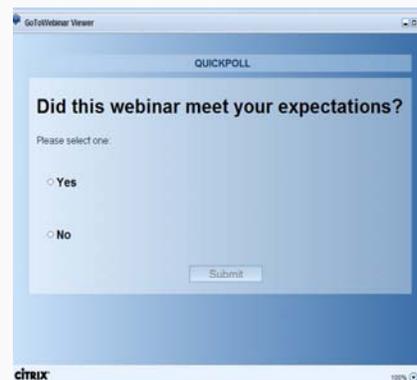


- You can submit questions/comments any time during the presentation

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## Webinar Presentation

- If you did not receive a copy of the webinar slides please email [ccrretrospectivereview@epa.gov](mailto:ccrretrospectivereview@epa.gov) and we will send you a copy of the slides.
- EPA does not offer CEUs or PDHs. Contact your primacy agency to find out if they are being offered.

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## Today's Speakers

- **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

# FOLLOW-UP FROM CCR 101 WEBINAR

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## Appendix A to Subpart O – Regulated Contaminants

Contaminant (units)	Traditional MCL in mg/L	To convert for CCR, multiply by	MCL in CCR units	MCLG	Major Sources in Drinking Water	Health Effects Language
Barium (ppm)	2	-	2	2	Discharge of drilling wastes; Discharge from metal refineries; Erosion of natural deposits	Some people who drink water containing barium in excess of the MCL over many years could experience an increase in their blood pressure.
Beryllium (ppb)	.004	1000	4	4	Discharge from metal refineries and coal-burning factories; Discharge from electrical, aerospace, and defense industries	Some people who drink water containing beryllium well in excess of the MCL over many years could develop intestinal lesions.
Bromate (ppb)	.010	1000	10	0	By-product of drinking water disinfection	Some people who drink water containing bromate in excess of the MCL over many years may have an increased risk of getting cancer.
Cadmium (ppb)	.005	1000	5	5	Corrosion of galvanized pipes; Erosion of natural deposits; Discharge from metal refineries; Runoff from waste batteries and paints	Some people who drink water containing cadmium in excess of the MCL over many years could experience kidney damage.
Chloramines (ppm)	MRDL=4	-	MRDL=4	MRDLG =4	Water additive used to control microbes	Some people who use water containing chloramines well in excess of the MRDL could experience irritating effects to their eyes and nose. Some people who drink water containing chloramines well in excess of the MRDL could experience stomach discomfort or anemia.
Chlorine (ppm)	MRDL=4	-	MRDL=4	MRDLG =4	Water additive used to control microbes	Some people who use water containing chlorine well in excess of the MRDL could experience irritating effects to their eyes and nose. Some people who drink water containing chlorine well in excess of the MRDL could experience stomach discomfort.
Chlorine Dioxide (ppb)	MRDL= .8	1000	MRDL =800	MRDLG =800	Water additive used to control microbes	Some infants and young children who drink water containing chlorine dioxide in excess of the MRDL could experience nervous system effects. Similar effects may occur in fetuses of pregnant women who drink water containing chlorine dioxide in excess of the MRDL. Some people may experience anemia.
Chlorite (ppm)	1	-	1	0.8	By-product of drinking water disinfection	Some infants and young children who drink water containing chlorite in excess of the MRDL could experience nervous system effects. Similar effects may occur in fetuses of pregnant women who drink water containing chlorite in excess of the MCL. Some people may experience anemia.
Chromium (ppb)	.1	1000	100	100	Discharge from steel and pulp mills; Erosion of natural deposits	Some people who use water containing chromium well in excess of the MCL over many years could experience allergic dermatitis.

## **Presentation Outline**

- I. Consumer Confidence Report (CCR) Rule Delivery Requirements
- II. CCR Delivery Methods and Approaches
- III. CCR Electronic Delivery Implementation Case Studies and Best Practices
- IV. Suggestions for Primacy Agencies and Additional Resources
- V. Q&A
- VI. Supplemental Information

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## **Who is joining us today?**

- State or Federal Regulator
- Water Utility
- Consultant
- Consumer
- Other

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**If you are a CWS, how many persons do you serve?**

- greater than 100,000
- 50,000 – 100,000
- 10,000 - 49,999
- 3,300 – 9,999
- less than 3,300

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**CONSUMER CONFIDENCE  
REPORT (CCR) RULE  
DELIVERY REQUIREMENTS**

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## Delivery Requirements

- CCR Delivery
  - Mail or otherwise directly deliver, one CCR to each customer by July 1<sup>st</sup> 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

- 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

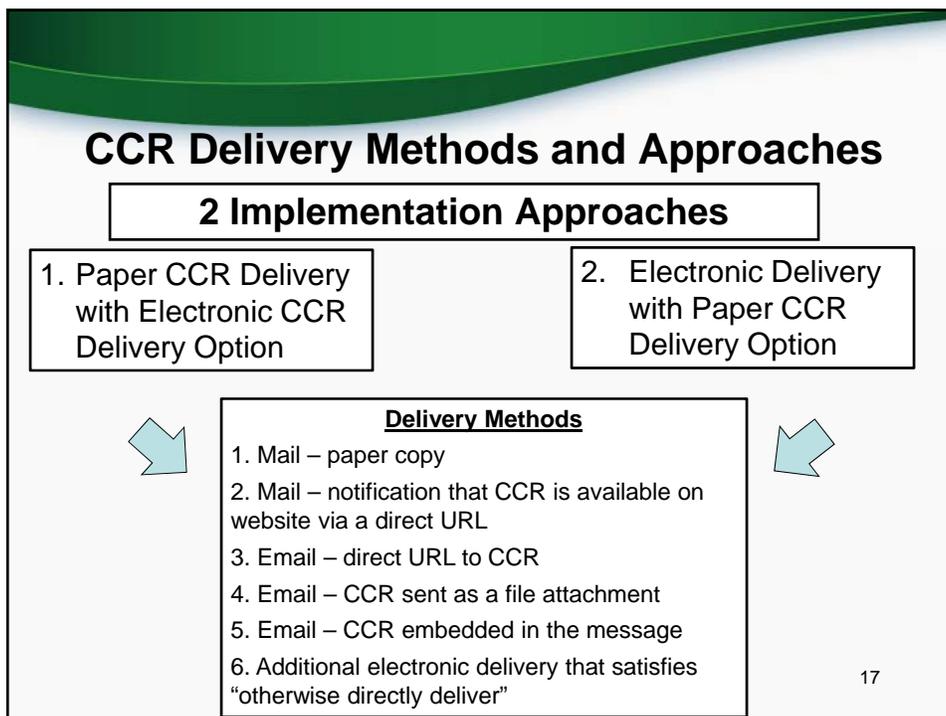
- In January 2013 EPA released CCR Delivery Options memo and attachment called Consumer Confidence Report Rule Delivery Options
- The memo and attachment provide an overview of electronic delivery methods and describe approaches for community water systems that may want to implement electronic delivery.
- It is not a rulemaking action and does not add to or replace any existing CCR Rule requirements.
- It also does not supersede any additional primacy agency or tribal requirements for content or delivery of CCRs.

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

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## CCR DELIVERY METHODS AND APPROACHES

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## “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. The CCR must be posted when the URL is sent out to be considered direct delivery.

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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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## Did you offer electronic delivery for your 2012 CCR?

- Yes
- No
- Not yet, but we plan to in the next 2 years.
- We will decide after this webinar.

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## Was your experience with CCR electronic delivery positive?

- Yes
- No
- Mixed, we will be changing our process for the 2013 CCR.

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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 the message
6. Additional electronic delivery that satisfies “otherwise directly deliver”

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Anytown Water  
Department of Public Works  
8888 Electric Avenue  
Anytown, USA

U.S. Postage Paid

John Doe  
123 Main Street  
Anytown, USA

Department of Public Works  
Anytown Water



2011 Water Quality Report  
Utility ID: USAxxxxxxx

This report contains important information about the source and quality of your drinking water. In 2011, Anytown Water detected 53 contaminants in the drinking water and 5 of them were above the EPA accepted level for drinking water.

You can also view your annual water quality report and learn more about your drinking water on our website at [www.anytownwater.org/2011waterreport.pdf](http://www.anytownwater.org/2011waterreport.pdf). For a translation of the water quality report or to speak with someone about the report please call (555) 555-5555.

**www.anytownwater.org**  
*Correspondence & Office*  
8888 Electric Avenue  
Anytown, USA  
*Office Hours*  
8:00am - 4:00pm, M-F  
*Phone & Hours*  
(555) 555-5555, 711 TTY  
8:00am - 6:00pm, M-F  
*After Hours / Emergencies*  
(555) 555-5554

Mail – paper copy

←

←

## 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
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3. Email – direct URL to CCR
4. Email – CCR sent as a file attachment
5. Email – CCR embedded in the message
6. Additional electronic delivery that satisfies “otherwise directly deliver”

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

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](http://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](http://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](http://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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## 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 the message
6. Additional electronic delivery that satisfies “otherwise directly deliver”

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**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](http://www.anytownwater.org/2011waterreport.pdf) and [\[redacted\]](#) 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](http://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](http://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.

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**Email - CCR sent as a file attachment**

## CCR Delivery Methods and Approaches

### 2 Implementation Approaches

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**Delivery Methods**

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6. Additional electronic delivery that satisfies “otherwise directly deliver”

30

**IMPORTANT MESSAGE: Your Anytown Water 2011 Water Quality Report is Now Available!**

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 can also view your annual water quality report at [www.anytownwater.org/2011waterreport.pdf](http://www.anytownwater.org/2011waterreport.pdf) 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](http://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](http://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:**  
 Meter Reading and Billing Systems to Undergo Dramatic Improvements  
 Meter Reading and Billing Systems to Undergo Dramatic Improvements p. 1  
 Statement Improvements p. 1  
 Important Health Information p. 1  
 2011 Water Quality Testing p. 2-3  
 Boulder Subwatershed p. 2-3  
 Anytown Water Treatment Process p. 4  
 How You Can Help p. 4

**Email – CCR sent as an embedded image**

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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 the message
- 6. Additional electronic delivery that satisfies “otherwise directly deliver”**

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## Which method of delivery did you use or plan to use for bill-paying customers?

- Mail paper CCR
- Mail direct URL link
- Email direct URL link
- Email CCR as file attachment
- Email CCR embedded in the message

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## Do & Don't CCR Delivery Scenarios for Bill-Paying Customers

### DO!

- Include links to other non-required information on both paper and electronic CCRs.
- Include an easy way customers can request a paper CCR if they don't want an electronic copy.
- Electronically meet your recordkeeping requirement and keep the CCR URL posted on the Internet for at least 3 years.

### DON'T!

- The URL cannot lead to a webpage with multiple CCRs (e.g., multiple years and/or different system's CCRs.)
- Don't make a delivery change without telling customers if you start a new CCR delivery method.
- Don't forget to deliver follow-up CCRs if an email is returned.

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# CCR ELECTRONIC DELIVERY IMPLEMENTATION

## CASE STUDIES AND BEST PRACTICES

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### Case Study #1

**System type:** McCarthy City's drinking water system serves 500,000 customers

**Delivery method:** URL on billing statement, contact information to request paper copy

**Electronic Delivery program details:**

- Conducted customer outreach before e-delivery.
  - Utility newsletter
  - Ads in local newspaper
  - Postcards sent through local newspaper
- CCR posted on utility website
  - Interactive tabs webpage (allowed for additional information to be added to the CCR)
  - PDF format available for download (printer-friendly)

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## Case Study #1

**Website features:**

- Past CCRs
- Current CCR (PDF)
- Interactive tabs to display required information in CCR PDF

## Case Study #1

- **Challenges encountered:**
  - Billing vendor did not allow McCarthy to change the template of their billing statement.
  - Coordination and training between many departments.
    - IT, Customer Service, Billing, Communications, etc.
- **Lessons Learned:**
  - Start early – it will take longer than you think!
  - You have to include more departments than you realize.
  - An interactive website makes a big difference.
  - If using a vendor for billing, coordinate early to understand timeframe, limits, and requirements for adding messages to statement.
  - Outreach is critical, especially the first year.

## Case Study #2

**System type:** Jackson WTP serves about 35,000 customers

**Delivery method:** URL on billing statement, checkbox to request paper copy

**Delivery program details:**

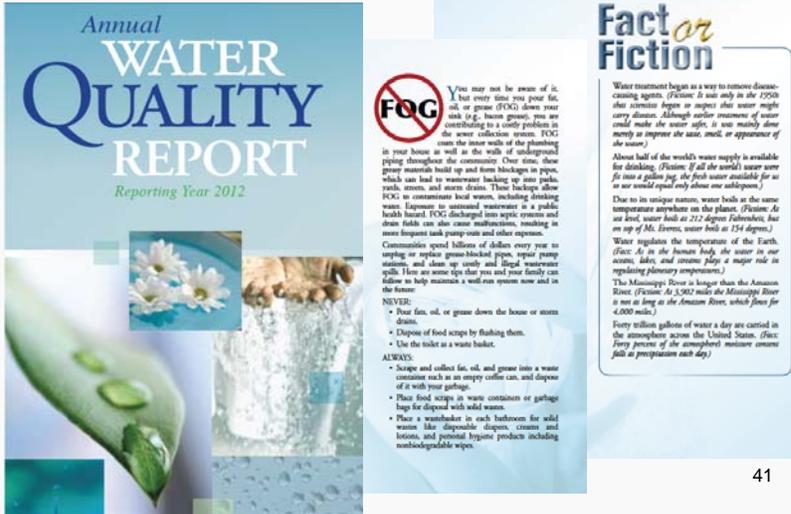
- Placed an outreach message on multiple billing statements and a notice in the local newspaper
- PDF posted on utility website
- Added more utility-specific information to CCR

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The screenshot shows a utility bill from Anytown Water. At the top, there is a barcode and a checkbox with the text: "Please check the box if you would prefer a paper copy of your annual water quality report delivered to your home." Below this, there is a Spanish translation: "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 the checkbox and its text. A blue circle highlights the "Annual Water Quality Report" section, which includes a "COMING SOON" notice and a URL for the report.

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

## Case Study #2



**Annual WATER QUALITY REPORT**  
Reporting Year 2012

**Fact or Fiction**

**FOG** You may not be aware of it, but every time you pour fat, oil, or grease (FOG) down your sink (e.g., bacon grease), you are contributing to a costly problem in the sewer collection system. FOG coats the inner walls of the plumbing in your home as well as the walls of underground piping throughout the community. Over time, these greasy materials build up and form blockages in pipes, which can lead to wastewater backing up into parks, yards, streets, and storm drains. These backups allow FOG to contaminate local waters, including drinking water. Lagoon or untreated wastewater is a public health hazard. FOG discharged into septic systems and drain fields can also cause malfunctions, resulting in more frequent tank pump-outs and other expenses. Communities spend billions of dollars every year to inspect or replace grease-blocked pipes, repair pump stations, and clean up spills and illegal wastewater spills. Here are some tips that you and your family can follow to help maintain a well-run system now and in the future.

**NEVER:**

- Pour fats, oil, or grease down the house or storm drains.
- Dispose of food scraps by flushing them.
- Use the toilet as a waste bucket.

**ALWAYS:**

- Scrape and collect fat, oil, and grease into a waste container such as an empty coffee can, and dispose of it with your garbage.
- Place food scraps in waste containers or garbage bags for disposal with solid waste.
- Place a wastebasket in each bathroom for solid waste like disposable diapers, cotton and toilet, and personal hygiene products including nonbiodegradable wipes.

Water treatment began as a way to remove disease-causing agents. (Fact: It was only in the 1950s that scientists began to suspect that water might carry disease. Although earlier treatment of water could make the water safer, it was mainly done merely to improve the taste, smell, or appearance of the water.)

Almost half of the world's water supply is available for drinking. (Fact: If all the world's water were fit into a gallon jug, the fresh water available for us to use would equal only about one eighths.)

Due to its unique nature, water boils at the same temperature anywhere on the planet. (Fact: At sea level, water boils at 212 degrees Fahrenheit, but on top of Mt. Everest, water boils at 154 degrees.)

Water regulates the temperature of the Earth. (Fact: As in the human body, the water in our oceans, lakes, and streams plays a major role in regulating planetary temperatures.)

The Mississippi River is longer than the Amazon River. (Fact: At 3,902 miles the Mississippi River is not as long as the Amazon River, which flows for 4,000 miles.)

Forty trillion gallons of water a day are carried in the atmosphere across the United States. (Fact: Every percent of the atmosphere moisture content falls as precipitation each day.)

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## Case Study #2

- **Challenges to overcome:**
  - Overlooked coordination with Billing Dept.; no one was looking for the checked box as bills came in.
  - Inadequate preparation time
- **Lessons Learned:**
  - Have a plan on how to send out paper copies when requested and communicate this to all necessary departments.
  - Take advantage of the opportunity to promote to your customers the good work your utility is doing.

## Case Study #3

**System type:** Anytown system serves 8,000 customers

**Delivery method:** URL on billing statement, contact information to request paper copy

**Delivery program details:**

- Outreach before e-delivery was an article in the local newspaper
- Produced CCR in-house
- PDF on utility page within municipal website
- Cost savings achieved but impetus was to provide more information to customers on website.

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## Case Study #3

- Article informs residents CCR is now available online



### Online Consumer Confidence Report (CCR) Now Available to Residents Anytown's Water Quality Report Goes Green

Anytown, ST (June 12, 2013) - The Town of Anytown unveiled its new online Water Quality Report, officially called the annual Consumer Confidence Report (CCR), at [www.AnytownCCR.org](http://www.AnytownCCR.org).

This annual report is designed to help consumers make health-based decisions regarding their consumption of tap water and offer them water conservation tips to save costs.

The site is designed to provide consumers direct access to important information that is easy to understand and navigate. The centerpiece of the report is a comprehensive chart summarizing the Town's year-round testing and monitoring of water in 2012. Also included are details about the sources and quality of water the Town delivers to customers, as well as other articles of interest and tips such as facts about bottled water, reading your water meter, Anytown's award winning water projects.

Anytown water customers can visit [www.AnytownCCR.org](http://www.AnytownCCR.org) to view the information online, print select articles, or download and print their own copy of the entire report. While the Town is publishing a limited number of hard copies, which will be available upon request, customers are encouraged to enjoy the convenience of viewing their report online.

As part of a public awareness campaign about the new online Water Quality Report, notices were printed on water bills and special bill inserts mailed to customers as well as emailed to those who receive ebills. The Water Resources Division has also displayed announcements at 25 bus shelters throughout the city. And for those with smart phones, a quick scan of a special QR code provided throughout the new campaign takes them to the site effortlessly.

## Case Study #3

- **Challenges to overcome:**

- Length of the URL...
  - [www.townofsmithville.gov/utilitypage/currentccr](http://www.townofsmithville.gov/utilitypage/currentccr)

- **Lessons Learned:**

- Coordinate with IT to find ways to shorten URL for CCR.
- If the utility doesn't have a website, there might be an opportunity with the state or local association to post CCRs on behalf of smaller utilities.

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## URL Best Practices

### URL on a Utility Bill

- Understand the process for adding a statement on the utility bill and possible space limitations.
- Include the message and URL on multiple billing statements.
- Coordinate between departments for paper requests.

### URL on a Postcard

- Include non-bill paying customers in the mailing if feasible.

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## Email Best Practices

- Notify customers early to add email address to their “safe sender” list to avoid junk mail/spam filters.
- Consider capacity to send large volumes of emails and if a third party is needed to manage the delivery.
- Track how many emails are opened.
- Try to make the file size as small as practicable.

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## Universal Best Practices

- Start development of CCR early.
- Coordinate with other departments.
- Decide how to manage requests for paper copies.
- Start outreach early to notify customers about CCR delivery.
- Try to keep the URL as short as possible.
- Use the same URL each year.
- Delivery of a mixture of paper and electronic CCRs will be necessary.
- Track website hits and length of stay.

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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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## QUESTIONS?

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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](http://www.ccriwriter.com))

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**You are here:** EPA Home » Water » Drinking Water » Consumer Information » Consumer Confidence Reports » Where You Live

## 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**

**Do you understand the delivery requirements for the CCR better after the webinar?**

- Yes
- No
- Unsure

## Contact Information

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## Supplemental 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. 59

## 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)

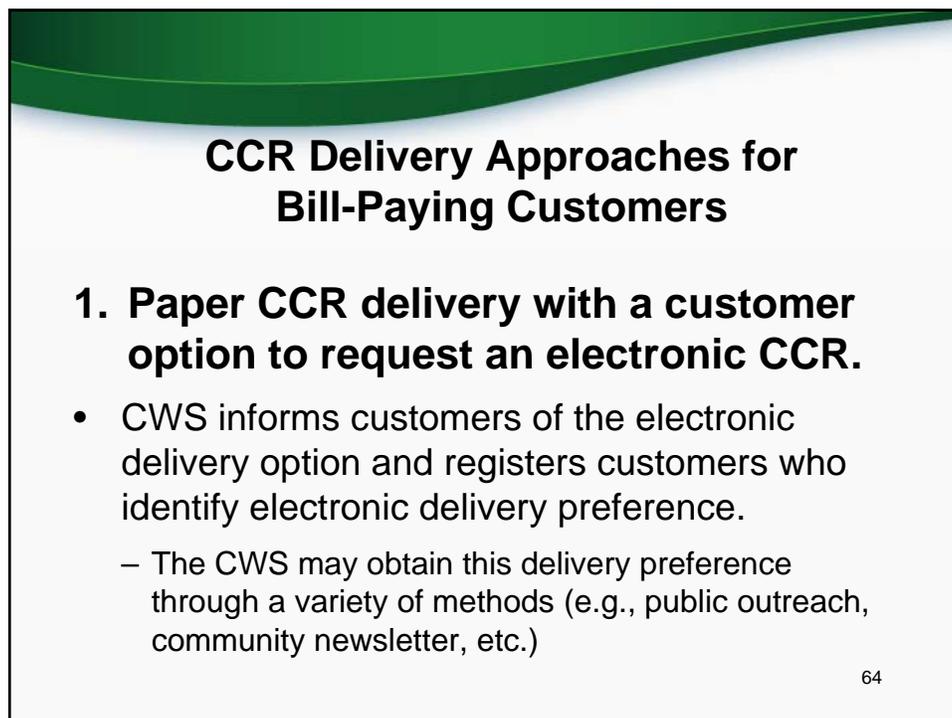
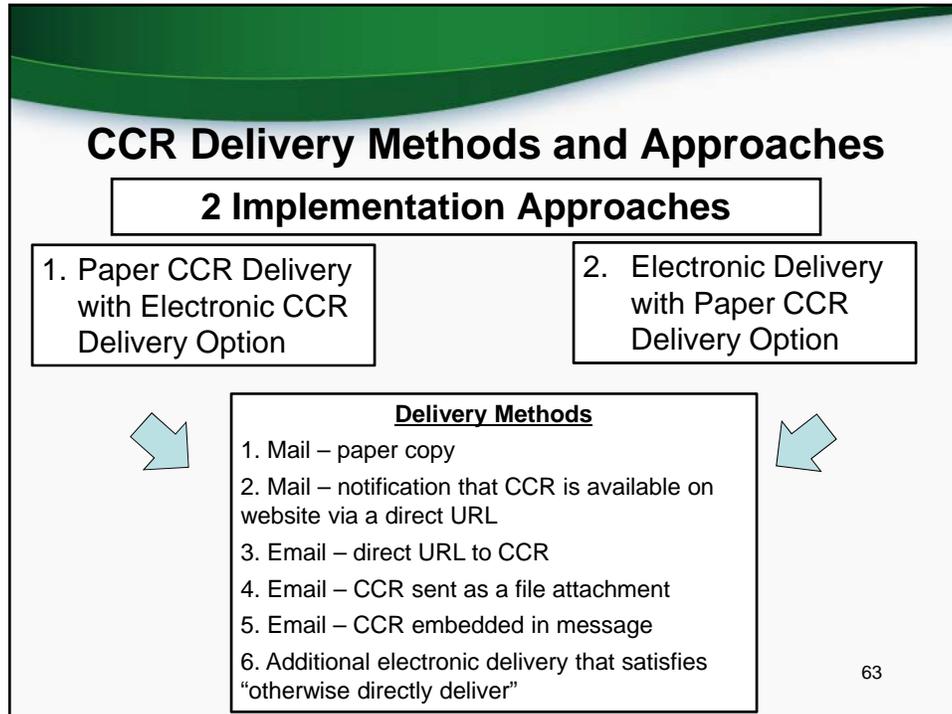
- CWSs should manage their email databases regularly to ensure correct emails are being used for electronic delivery to their customers.
- Once a customer requests a paper or electronic CCR for one year, a CWS should keep record of this delivery preference for future CCR deliveries.
- A CWS may want 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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## CCR DELIVERY METHODS AND APPROACHES

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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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## 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.
- There must be a way for a customer to request a paper CCR.
- Other important considerations:
  - The URL should be short.
  - Include a short statement about water quality to promote readership.

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## 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.
- Must include information on how to request a paper CCR.
- Other important considerations:
  - Include a short statement encouraging readership.
  - Email bounce-backs – respond by sending the customer a CCR by another allowable delivery method.

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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)).
- There must be a way for customers to request a paper CCR.
- Other important considerations:
  - Include a short statement encouraging readership.
  - Email bounce-backs – respond by sending the customer a CCR by another allowable delivery method.

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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.
- There must be a way for customers to request a paper CCR.
- Other important considerations:
  - Email bounce-backs – respond by sending the customer a CCR by another allowable delivery method.

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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.**