

## Consumer Confidence Report (CCR) Guidance for WV Community Water Systems (CWS)

### WV CCR Delivery Method Options

***In order to meet the EPA requirements, CWSs can utilize a combination of delivery methods for their CCRs based on available technology and with consideration of demographic and technology limitations of their customers.***

1. CWSs serving 500 or under population can post a notice of the availability of the CCR in conspicuous places (e.g., water office, post office, grocery store bulletin boards etc.), advertise a complete CCR in the local newspaper(s), direct mail, or individual hand deliver copies of the CCR to each customer. **There is a mailing waiver from the Governor of West Virginia under §141.155(g)(2) to allow only the posting of a notice(s) to meet the CCR Rule for delivery.**
2. CWSs serving up to 10,000 population can advertise a complete CCR in the local newspaper(s), direct mail, or individual hand deliver copies of the CCR to each customer. **There is a mailing waiver from the Governor of West Virginia under §141.155(g) to allow only the advertising of a complete CCR in the local newspaper(s) to meet the CCR Rule for delivery.**
3. CWSs can mail a copy of the CCR to each customer.
4. CWSs choosing to use an electronic delivery system can
  - a. Mail to each bill-paying customer a notification, either separately or included on the bill, that the CCR is available and provide a direct URL to the CCR on a publicly available site on the internet where it can be viewed. This notification should also include a statement explaining the nature of the link.
  - b. CWSs can e-mail the CCR as an electronic file e-mail attachment (e.g., portable document format (pdf)) to a known customer e-mail address.
  - c. CWSs can e-mail the CCR text and tables inserted into the body of an e-mail (not as an attachment). The CCR email must be separate from other types of communication (e.g., bill, Boil Water Notice, violation notice, etc.).
  - d. Other electronic communication methods or technologies not included above. *CWSs working in conjunctions with their primacy agencies*, which are considering new methods or technologies, should consult with the EPA to ensure it meets the intent of “otherwise directly deliver.”

### “Directly Delivery” Requirements for Electronic Delivery

1. Electronic delivery must provide the CCR in a manner that is “direct”. The EPA interprets this rule requirement to mean that the CWSs can use separate mail, such as utility bills with a URL address, 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 becomes aware of any customer’s inability to receive a CCR by electronic means, it must provide the CCR by an alternative means 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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### Limitations to electronic CCR delivery

1. 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 the CCR.
2. 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.
3. If a CWS is aware of any customer’s inability to receive a CCR by the chosen electronic means, it must provide the CCR by an alternative means allowed by the rule.

### Important Considerations

There are several important considerations that the EPA recommends that a CWS should evaluate when choosing to deliver CCRs electronically.

- A CWS needs to ensure access to the CCR for every bill-paying customer, which may require a combination of paper and/or electronic delivery in a service area. For example, those customers accessing electronic CCRs should be provided an opportunity to also get a paper copy of the 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 and provide an opportunity to contact the CWS with any concerns or chance to register a preferred delivery approach.
- CWSs must describe their efforts to ensure their customers who do not have the ability to take advantage of electronic delivery methods can obtain a copy of the CCR by other methods.
- The direct URL notification (website address and “nature” statement) should be displayed in typeface (font) that is at least as large as the largest type (font) on the statement or other mailing notification.
- The direct URL should be a short, easy to type website address.
- Direct URL notifications should include a short message encouraging readership of the CCR.
- Electronic bill and auto-pay customers may fail to receive these emails. Therefore, it is necessary that CCR electronic delivery be by a separate dedicated e-mail to inform your customers of the availability of the CCR each reporting year.
- If the CWS sends the CCR via e-mail and it receives a message that the e-mail failed to reach the customer (i.e., it bounced back) the CWS should send the CCR by an allowable alternative means.
- CWSs should manage their e-mail databases regularly to guarantee correct e-mail deliveries.
- Once a customer requests a paper or electronic delivery of the CCR in a reporting year, a CWS should keep a record of these delivery preferences for future CCR deliveries.

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- Social media can be used for getting the word to non-bill paying customers (such as those in apartment complexes, etc)

### **Summary of Requirements for CWSs wanting to utilize electronic CCR delivery:**

1. All CWSs must conduct public outreach to the system's customers regarding the change in CCR distribution is appropriate.
2. All CWSs must plan for providing the CCR to their customers who do not have the ability to electronically access the CCR. A CWS should determine which customers wish to continue receiving a paper CCR. If the CWS becomes aware of any customer's inability to receive a CCR by electronic means, it must provide the CCR by an alternative means allowed by the rule.
3. **CWSs providing the CCR through a direct access URL website address must** meet the URL requirements including: a) link provides direct access to the CCR, b) the address is short and easily typed, c) a statement explaining the nature of the link and encourages readership, d) the URL links work, e) the CCR remains available at the link provided, f) CCR is in typeface (font) that is at least as large as the largest type (font) on the statement or other mailing notification, etc) g) CCR data provided at the URL is complete and accurate and contains the same data as the paper copy. h) CWS must prominently display a message and the direct URL ***in all mail notifications*** of CCR availability.
4. **CWSs providing the CCR via email** to its customers: a) have a plan to manage their email database, b) have a plan to provide the CCR via an alternative method if it is undeliverable electronically, c) the message that prefaces the CCR is appropriate and encourages readership, d) CCR data provided is complete and accurate and contains the same data as the paper copy, e) electronic delivery via email must be by a separate dedicated e-mail to inform your customers of the availability of the CCR each reporting year.

### **Water systems wanting to utilize electronic CCR delivery methods must submit an E-CCR Permission Request Form to OEHS. CWS's must receive from OEHS a written approval for electronic distribution of the CCR prior to public distribution of the CCR via electronic means.**

The approval need only be sought the first year of utilizing the electronic methods of CCR delivery. In subsequent years, water systems may continue to utilize the OEHS approved methodology. If the CWS wants to deviate from the OEHS approved CCR delivery method, they must submit the E-CCR Permission Request Form to OEHS.

For additional information and examples of notification wording that can be used, please visit:

A pdf link to the memorandum can be found at:

<http://water.epa.gov/lawsregs/rulesregs/sdwa/ccr/regulations.cfm> Safe Drinking Water Act –Consumer Confidence Delivery Options memorandum (PDF)

CCR Quick Reference Guide:

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

WV Bureau for Public Health website for CCR guidance documents, OEHS procedures for approval, request for approval form, templates, examples, etc: <http://www.wvdhhr.org/oehs/eed/i&cd/ccr.asp>  
(Scroll down, click on download)