

Alderwood Waste Water District 2012 Annual Water Quality Report (Consumer Confidence Report - CCR) Delivery Plan

Implementation Approach – Electronic Delivery with Paper CCR Delivery Option

- 1) Reach Customers on E-Bill system and those that have email address on file with AWWD
 - a. Email CCR to customers via direct URL on email and/or attachment on email.
 - b. Email would be sent to customers that we have an email address for in our Billing Database.
 - c. Currently this is approx. 12,500 customers.
 - d. If email is returned as undeliverable, mail customer:
 - i. A postcard with the direct URL; or
 - ii. Paper copy of report
 - e. Need to provide option for customers to request a paper copy.
- 2) Reach Customers Receiving Paper Bill
 - a. Put a statement with Direct URL in comment section on paper bills
 - i. Comment Section very limited in size and text flexibility
 - ii. This would need to be ready by 4/12/13 in order to get the information out to all 8 billing controls prior to June 30 deadline.
 - iii. Suggest repeating comment for additional 8 weeks after URL is active with the report.
 - b. Need to provide option for customers to request a paper copy.
 - c. Include notice/article in District Newsletter that will be mailed out prior to June 30.
- 3) Reach consumers that do not receive bills from the District (i.e. apartment residents; renters; RV parks; etc).
 - a. AFTS will obtain a list of the deliverable addresses inside of our service area boundary. They will compare this list with our current billing addresses and remove our billing addresses from the deliverable address list.
 - b. Mail out Postcard with direct URL and some basic water quality highlights to the remaining addresses (2013 mailing estimated to be about 32,000).
 - c. Need to provide option for customers to request a paper copy.

Plan by the Numbers

	<u>Est. Counts of Customer Reached</u>
1) Send out Email to all customers that we have an email address for	12,500
2) Send out Notice in Comment Section on Customer Bill	35,000
3) Send out Post card mailer to remaining addresses on Occupant list	32,000

Additional Questions or Concerns:

- Computer (Online) Representation of report will be .pdf document.
- Printing Copies to Mail Upon Request will be done by printing copies of .pdf document.
- Conservation /Water Use Efficiency Information will be included as desired by Engineering staff.

- Well #5 Report will be completed using the same process as previous years.