

CCR Rule - Electronic Delivery Options Fact Sheet

Effective January 3, 2013, the EPA interprets the existing Consumer Confidence Report (CCR) Rule language to allow for the electronic delivery of CCRs if the delivery will meet the regulatory requirement to “mail or otherwise directly deliver.” The official EPA memorandum (January 3, 2013) and guidance document (aka, CCR Rule Retrospective Review Summary, December 2012) can be found on our web-site at:

<http://hawaii.gov/health/environmental/water/sdwb/sdwb/pdf/CCR-Rule.pdf>

After reading these documents, what does it all mean?

The three (3) elements which must be met in order to use electronic delivery to comply with the “direct delivery” requirement:

1. Electronic delivery must provide the CCR in a manner that is “direct.” The EPA interprets this rule requirement to mean that community water systems (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.

A major emphasis by the EPA regarding electronic delivery of CCRs is the “one-click” rule. Any URL or web-site link to your entire CCR must be accomplished with one click of the mouse. Having to make a second or third click to access any part of the CCR is not allowed by the EPA.

Our friendly advice is to not feel pressured to make the switch to electronic delivery of your CCRs at this time. Give it some time and put some thought into it. All community water systems have been successful with their current delivery methods. However, if you are thinking about using electronic delivery:

Planning your CCR Delivery Program - Items to Consider

- Which delivery approach benefits my customers and my system?
- Would a gradual transition benefit my system?
- Delivery is your responsibility! A CWS must certify delivery to every bill-paying customer so keep in touch with your privacy agency (SDWB). CWSs may need to use a combination of methods for their service areas.

- Know your customer base! Be aware of specified electronic delivery method capabilities.
- 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.
- Know your costs! What are the resource implications of each delivery approach? Can we provide the needed resources? You may not see savings in the first year and it may take a few years for people to be comfortable with e-delivery.
- If you choose to convert your CCR into an electronic format, choose a format (e.g., pdf) that the CCR can be delivered both electronically and on paper.
- Make it bold! Make it short! Create a short, direct URL in typeface that is at least as large as the largest type on the statement or other mailing notification.
- Catch customers' attention! Include a short informational statement to promote and encourage readership of the CCR.
- 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 (i.e., a check box on every water bill, similar to change of address or pay by credit card). A CWS should display the direct URL on every mailing.
- Make a good faith effort to deliver CCR to non-bill paying customers. Electronic delivery can provide additional avenues to reach all customers (e.g., electronic newsletter, website signups, etc.).
- Email delivery! Provide CCRs through an alternative means if email bounces back. Respond to additional requests for mailed paper CCRs and update email databases routinely.
- Keep a record! Remember customer delivery preferences for future CCR deliveries.
- 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.
- Remember delivery certification is required.
- Maintain a copy of your CCR for three years.
- Questions? Confused? Uncertain? Contact the DOH-SDWB at (808)586-4258.