

Water System Notification

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PNWS-AWWA Tacoma 2018

Incident Notification

- Recall U.S. EPA requirements
 - Each state that has primacy will align with U.S. EPA requirements
- Notification types
- Message mapping
- Notification partners
- Case study: North Santiam River, 2017

Recall U.S. EPA Requirements

- You must contact agency with primacy immediately when there is a boil water advisory
- U.S. EPA requirements:
 - Tier 1: Acute, immediate and serious adverse affect on human health (within 24 hours)
 - Tier 2: Non-acute serious adverse affect on human health (within 30 days)
 - Agency with primacy may determine Tier 1 notice is required
 - Tier 3: Other violations (e.g. failure to monitor) (within a year)



Required Notification Elements

- Description of violation
- When the violation occurred
- Any potential adverse health affects, be specific
- The population at risk (e.g. infants, people with compromised immune systems)
- Whether alternate water supplies should be used (e.g. bottled water)
- Actions consumers should take, including when to seek medical help
- What the public water supplier (PWS) is doing to correct the violation
- When the PWS expects to return to compliance
- The name, business address, PWS number to learn more information
- Standard monitoring or standard distribution language
- Multilingual requirement for areas will high percentage of non-English speakers

Source: U.S. EPA Public Notification Rule: A Quick Reference Guide EPA 816-F-09-010 August 2009

Notification Types

Informational	Boil Water	Do Not Drink Restricted Use	Do Not Use
Occasional	Frequent	Infrequent	Rare

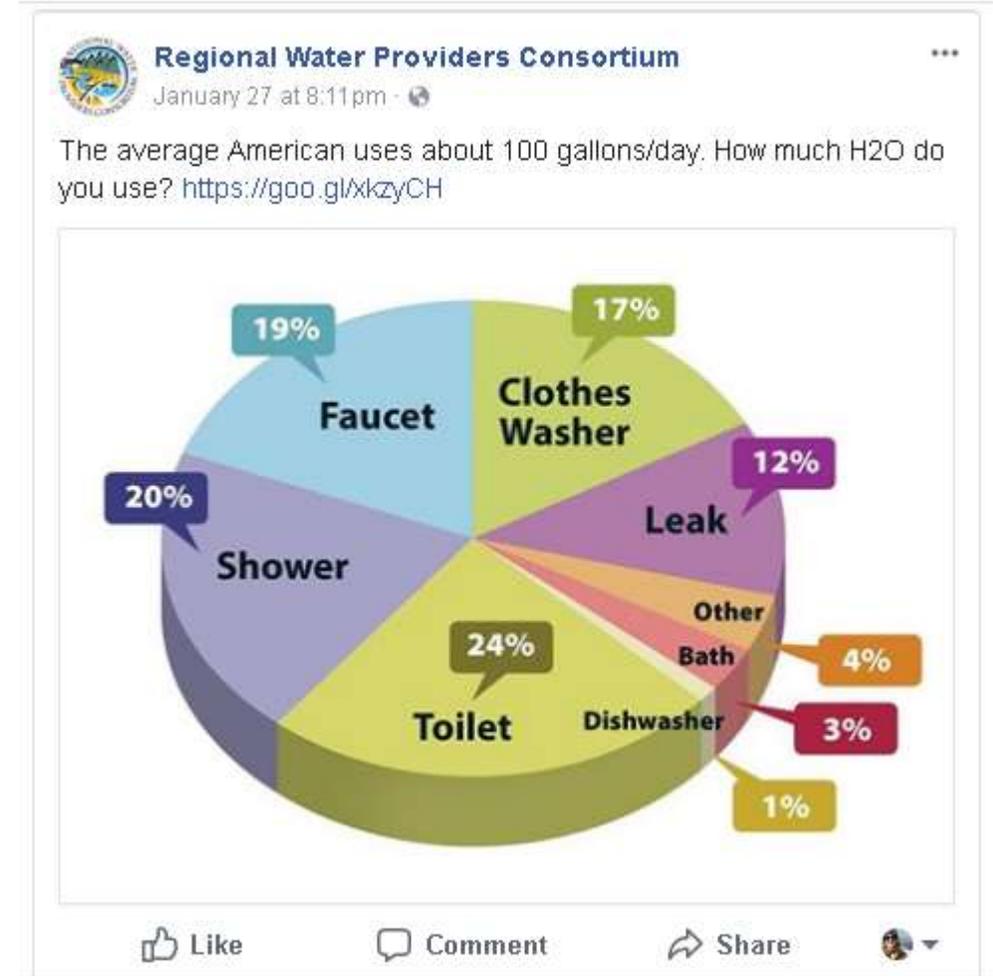


Source: Centers for Disease Control Drinking Water Advisory Toolkit Third Edition 2016

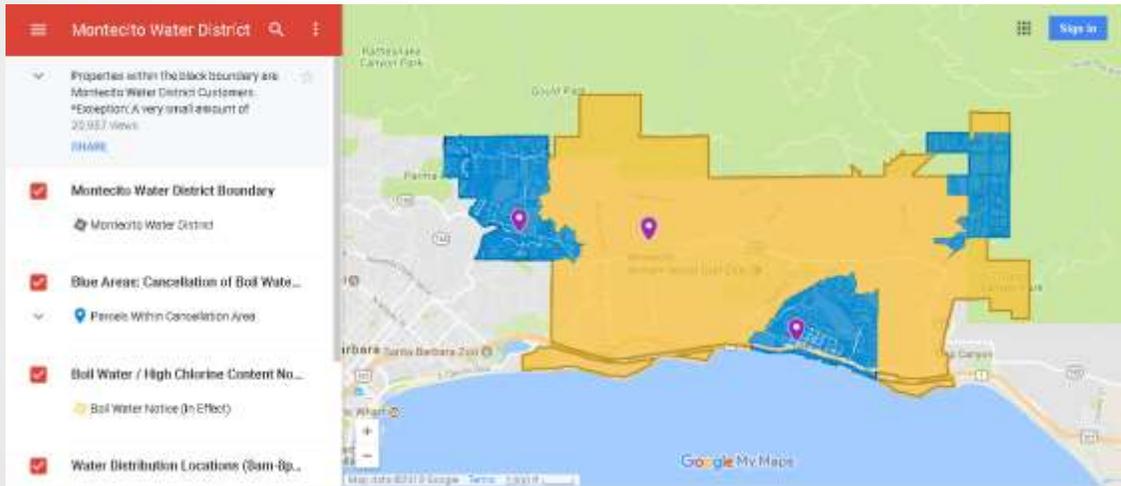
Informational Notice

- Failure to meet drinking water standards (non-acute) or administrative requirements (CCR)
- Build rapport with customers
- Emergency preparedness education
- Water conservation (non-emergency)

Source: Regional Water Providers Consortium Facebook page accessed 01/29/2018



Boil Water Notice



Source: Montecito Water District website, interactive boil water map page accessed 01/29/2018

- Used for potential or demonstrated microbial contamination
 - Low/loss of pressure (OHA Scenario 1,2,3)
 - Tier 1 microbial violation
 - Natural disasters (e.g. flooding, hurricane, etc.)
 - Vandalism
 - Backflow incident that results in microbial contamination
- By far the most common type of notice
 - Search engine for boil water notices on January 29, 2018 results show active or recently lifted notices for more than 20 U.S. jurisdictions from Ohio to Florida to Texas
 - Boil Water Watch Facebook page (international)

Do Not Drink Notice

- Used for potential or demonstrated contamination that could cause acute health effects:
 - Nitrate/nitrite MCL violation
 - Chemical overfeed into the water supply (but still safe for non-food purposes)
 - Natural disasters (e.g. flooding, hurricane, etc.)
 - Backflow incident that results in non-lethal chemical contamination (e.g. beer, wine)

Source: www.sonomacountyrecovers.org website sponsored by Sonoma County and City of Santa Rosa, accessed 01/29/2018

JOINT INFORMATION CENTER
SONOMA FIRES: CENTRAL LNU COMPLEX
PRESS RELEASE

FOR IMMEDIATE RELEASE Date: November 10, 2017
MEDIA CONTACT: 707-565-3040

Do-Not-Drink and Do-Not-Boil Water Advisory Issued for Two Specific Areas of Fountaingrove

SANTA ROSA, CA - The City of Santa Rosa Water Department has issued notices to customers in select areas advising them to stop drinking tap water due to recent damage to the water system resulting from the fires.

A total of 13 homes in Fountaingrove received the advisory notice after slightly elevated levels of contaminants were detected in two isolated areas. The Department advised residents in these areas to not use the tap water for drinking and cooking until further notice. Since the wildfires, the Water Department has increased water sampling beyond required regulations to closely monitor the integrity of the water system and ensure high-quality drinking water for residents. The enhanced sampling identified the contamination, and confirmed that the contamination is isolated to two specific areas of Fountaingrove only. To address the contaminations, Santa Rosa Water is flushing clean water through the system.

Those in the impacted area received the following recommendations:

Do Not Use Notice

POLITICS 12/15/2016 03:53 pm ET | Updated Dec 19, 2016

This Texas City Has Unsafe Water For The 4th Time In 2 Years

Corpus Christi residents can't use their tap water until further notice.



By Joseph Erbentraut



Source: Huffington Post accessed 01/29/2018

- Use with caution due to risk associated with lack of sanitation:
 - Microbial, chemical or radiological contamination with any contact is hazardous to public health
 - Error in treatment leading to water with a high or low pH that could lead to chemical burns
 - Backflow incident that could cause a physical hazard (e.g. compressed air)
- Typically water system stays pressurized
 - Fire protection
 - Preserve system component integrity

Library of Water Incident Door Hangers

- Simple door hanger template
- Boil notice activation
- Do not drink activation
- Do not use activation
- Return to service
- Mobilize water station for emergency water distribution

BOIL WATER NOTICE

TAP WATER IS SAFE TO DRINK

AM/PM

Date:

Address:

Sorry

The water system is compromised

Boil tap water and drink it until

Harmful organisms in the water supply. The water supply is not safe to drink. The water supply is not safe to drink until further notice. People or pets should not drink this water until further notice.

DO NOT DRINK NOTICE

Sorry we missed you.

The water system is not safe to drink your

Date:

Address:

Sorry

The water system is compromised

People or pets should not drink this water until further notice.

Harmful chemicals in the water supply. Chemicals in the water supply are not safe to drink.

DO NOT USE NOTICE

Date:

Address:

Sorry we missed you.

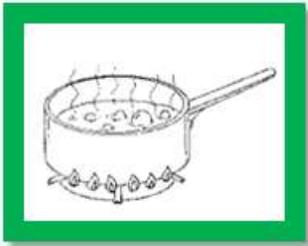
The water system has been compromised in your neighborhood.

You should not use tap water for any reason until further notice.

The water system is not safe to drink your

be in the area. The water system is not safe to drink your water until further notice. The water system is not safe to drink your water until further notice.

Picture is Worth 1,000 Words



BOIL TAP WATER BEFORE DRINKING OR FOOD USES.

Boil water to kill organisms that may be in the tap water and can make you sick.

Directions: Bring tap water to a rolling boil. Boil for at least one minute. Let boiled water cool before use. Store cooled water in a clean jar or jug with a cover.

Use cooled boiled tap water or bottled water when you: Drink water, brush teeth, wash fruits



USE BOTTLED WATER FOR DRINKING OR FOOD USES

Boiling tap water will not remove chemicals. Drinking tap water right now can make you sick.

Use bottled water when you:

- Drink water
- Brush teeth
- Wash fruits and vegetables



USE BOTTLED WATER FOR ALL WATER USES

Boiling tap water will not remove harmful substances.

Use bottled water when you:

- Drink water
- Brush teeth
- Wash fruits and vegetables
- Clean counter tops and cutting boards
- Make drink mixes, baby formula and ice
- Shower, bathe or wash clothes

Idaho Templates

- Easy access webpage dashboard
- Boil water advisory
 - Announcing advisory
 - Certification that public notice has been issued
 - Cancel advisory
- Quick link to EPA templates
 - Boil water notice
 - Do not drink notice (nitrates)
- Spanish translations

The screenshot shows the 'Public Notification Templates' webpage from the Idaho Department of Environmental Quality. The page features a header with the IDAHO logo and the text 'Department of Environmental Quality Public Notification Templates'. Below the header is a navigation bar with a 'Home' link. The main content area is titled 'Public Notification Templates' and is organized into four columns:

- EPA - PN Handbooks:** Contains two buttons: '2010 Public Notification Handbook' and '2010 Public Notification Handbook for Transient Water Systems'.
- Revised Total Coliform Rule (RTCR):** Contains three buttons: 'RTCR TIER 1', 'RTCR TIER 2', and 'RTCR TIER 3'.
- EPA - Public Notification Templates (Not for RTCR):** Contains one button: 'Tier 1, 2, & 3 for Community and Non-Community Systems'.
- Other Templates (Not for RTCR):** Contains three buttons: 'Boil Water Advisory Due to Loss of Pressure', 'Lead & Copper', and 'Failing to have a Properly Licensed Operator'. Below these buttons is a note: 'Note: Please contact your regulating agency (i.e. DEQ or Health District) prior to issuing a Boil Water Advisory.' and a button for 'Public Notification Certification Form'.

Oregon Templates

- Microbiological (boil water)
- Chemical do not drink (nitrates)
- Operational problems
- Harmful algae blooms
- Problem corrected notice
- Link to U.S. EPA Resources
- Link to State of Washington
 - Translations
- October 2017 new notice web form
 - Replaces contact reports
 - Directly enters into searchable database

Source: www.oregon.gov/oha/PH/HEALTHYENVIRONMENTS/DRINKINGWATER/OPERATIONS/Pages/publicnotices.aspx

The screenshot shows the Oregon Public Health Drinking Water Data Online interface. At the top, there is a navigation bar with the Oregon Health logo and links for Introduction, Data Search Options, WS Name Look Up, WS ID Look Up, and DWS Home. Below this is a 'Data Entry: Main Menu' section. The main content area is titled 'Drinking Water Services Web Forms' and features a login section with fields for Username and Password, and a 'Log In' button. To the right of the login section is a large blue heading: 'Appears on Data On-Line: Contacts & Advisories WORD for WORD'. Below the heading is a 'Lift Advisory' section. It contains the following information: 'BOIL WATER - E. coli, Confirmed in Distribution', 'Regulator: BYRD, MICHELLE P (DWP)', 'Person Contacted: David Ortega, 541-298-4496', 'Begin Date: 03/24/2017', and 'Area Affected: System-wide'. The 'Details - Begin:' section describes the incident: 'Spoke with David about three E. coli positive repeat samples collected in the distribution system - Cramer Camp - on Thursday, March 23rd, following an E. coli positive routine collected on Tuesday, March 21st. A triggered sample collected at the well on the 23rd was coliform absent. We discussed the boil water notice, investigating the source of contamination, disinfection protocols and follow-up sampling. Emailed David the boil water notice template and disinfection instructions. He will contact the county health department on Monday to discuss steps to lift the boil water notice. Corrective action is needed, followed by sampling to verify absence of coliform in the distribution system. Consultation with county regulator.' The 'Updates:' section states: '04/03/2017: David called. He shocked the system last week and collected a sample today.' There is a 'Date Advisory Lifted:' field with the value '4/5/2017'. The 'Advisory Lift Details:' field contains the text: 'A sample collected on April 3rd was coliform absent and the boil water notice has been lifted.' At the bottom of the form, there is a note: '*Choose words carefully and check for typos. Full text will appear online when the "Submit Data" button is clicked.' and a 'SUBMIT DATA' button.

Source: Advisories, the Web Form, and You, Kari Salis, P.E., Oregon Health Authority Drinking Water Services, October 17, 2017

Oregon Data Online: Water Advisories

Oregon Public Health
Drinking Water Data Online

Introduction :: Data Search Options :: WS Name Look Up :: WS ID Look Up :: DWS Home

Water Advisories [Reset Form](#)

Regulating Agency: All Agencies
County: All Counties
Date Range (leave blank for all dates): From to
Other Options:
 Include advisories currently in effect
 Include advisories that have been lifted
 Include inactive systems

Advisory Type: All Advisory Types
Advisory Reason: All Advisory Reasons

Note: Water advisory tracking began in May, 2017; most advisories from before this time will not be displayed here.

Results: 14 water advisories found for the selected criteria.

Click on a blue column heading to sort by that field.

Regulating Agency	County Served	PWS	PWS Name	System Type	Population	Primary Source	Advisory Type	Reason	Begin Date	Date Lifted	Details and Contact Info
BENTON COUNTY	Benton	93714	KINGS VALLEY CHARTER SCHOOL	NTNC	180	GW	Boil Water	Loss of Pressure	Jan 29, 2018	Open	See details
REGION 2	Coos	94283	SLEEPY HOLLOW RV PARK	NP	17	SW	Boil Water	Treatment Failure, Filtration	Jan 26, 2018	Open	See details
HOOD RIVER COUNTY	Hood River	92634	USFS CLOUD CAP/COOPER SPUR	NC	30	GW	Boil Water	Other	Nov 17, 2017	Open	See details
JOSEPHINE COUNTY	Josephine	05280	MURPHY TRAILER PARK	NP	8	GW	Boil Water	E. coli, Confirmed at GW Source Without Treatment	Nov 03, 2017	Open	See details (1 followup)
MULTNOMAH COUNTY	Multnomah	06170	ODF&L CASCADE HATCHERY	NP	13	GWP	Boil Water	Loss of Pressure	Oct 18, 2017	Open	See details
DOUGLAS COUNTY	Douglas	00714	UMPQUA RANCH COOP	C	140	GW	Boil Water	Other	Aug 15, 2017	Open	See details
LANE COUNTY	Lane	94339	USFS MCKENZIE BRIDGE CG HP #2	NC	50	GW	Boil Water	E. coli, Confirmed in Distribution	Aug 10, 2017	Open	See details (1 followup)
UNION COUNTY	Union	94877	USFS OREGON TRAIL BLUE MTN CROSSING	NC	25	GW	Boil Water	E. coli, Confirmed in Distribution	Jul 26, 2017	Open	See details (3 followups)
REGION 2	Curry	05381	EIGHTY ACRES WATER CO-OP	NP	23	SW	Boil Water	Treatment Failure, Filtration	Jun 01, 2017	Open	See details (1 followup)

- Source: Your water.oregon.gov [select "Water Advisories" from the copious hyperlinked menu]

Washington Templates

- The most complete coliform advisory packet available in PNWS
- The most complete nitrate advisory packet in the PNWS
- Backflow incident notification
- Basic phrases translated into 28 languages
 - Boil water
 - Do not drink
 - Important drinking water notice, ask someone to translate for you

May 2010
DOH 331-259-1



Nitrate Public Health Advisory Packet

Instructions for water systems

If you have nitrate sample results above the maximum contaminant level (MCL) of 10 milligrams per liter (mg/L), you must notify your customers within 24-hours. We developed this packet to help you respond when nitrate levels are above the MCL.

Templates and Forms	DOH Pub.	Publications
Door Hanger (English and Spanish)	331-259-2	Nitrate in Questions
News Release Template: Announcing the Nitrate Advisory	331-259-3	Nitrate in Questions
News Release Template: Rescinding the Nitrate Advisory	331-259-4	Nitrate No Brochure
Warning to Drinking Water Customers (English)	331-259-5	Office of authority water systems
Warning to Drinking Water Customers (Spanish)	331-259-6	Drinking Emergency
Public Notice Certification Form: Nitrate MCL Violation	331-248	

Public Notification Templates and Forms
Page 2 has information and instructions on using the nitrate public notification templates and forms.



HELPING TO ENSURE SAFE AND RELIABLE DRINKING WATER

March 2011
DOH 331-269-1



Coliform Public Health Advisory Packet

We developed this packet to provide the tools you will use to manage fecal contamination in your water supply. We will work closely with you to help you identify the source of contamination, eliminate it, and determine if you need to issue a public health advisory. You can get an electronic version of this packet—including all the templates and forms listed below—at <http://www.doh.wa.gov/chp/dw/Coliform/coliform.htm>

Publications	Pub #	Publications	Pub #
Public Health Advisory: Coliform Questions & Answers	331-179 *	Emergency Water Supply Guidelines for Food Services Establishments Fact Sheet	331-182 *
Coliform Bacteria and Drinking Water Fact Sheet	331-181	Drinking Water After-Hours Emergency Hotline Brochure	331-133
Troubleshooting Checklist for Coliform Contamination Fact Sheet	331-180	Treatment of Drinking Water For Emergency Use Brochure	331-115
Emergency Disinfection of Small Systems	331-242	Office of Drinking Water authority over operators and water systems Fact Sheet	331-449

* Publication also available in Spanish.

Templates and Forms	Pub #	Templates and Forms	Pub #
Boil Water Door Hanger (English and Spanish)	None	News Release Template: Boil Water Advisory	331-260-2
Coliform Public Notice Certification Form	331-264	News Release Template: Rescinding Boil Water Advisory	331-260-3
Drinking Water Warning for community water systems	None	Drinking Water Warning for noncommunity water systems	None

Public Notification Templates and Forms
Page 2 has information and instructions on using the coliform public notification templates and forms.



HELPING TO ENSURE SAFE AND RELIABLE DRINKING WATER

Source: www.doh.wa.gov/CommunityandEnvironment/DrinkingWater/DrinkingWaterEmergencies/EmergencyPublicationsforWaterSystems

Washington Active Alerts



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Topics A-Z

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Drinking Water

Active Alerts

A - Z Topics List

Contaminants +

Disinfection +

Drinking Water Emergencies +

Fluoride in Drinking Water +

Drinking Water Alerts

This page contains information on all active Drinking Water Alerts within Washington State.

Sort by:

County

System Name

Date Issued

Jump to County ▾

Benton County

[Coxville Water Association #1](#)

Issued: 2/21/2014

Do Not Drink >

[CAME - Columbia Creek Water](#)

Issued: 4/2/2014

Do Not Drink >

Recent Alerts in Washington State

This page contains information on all active Drinking Water Alerts within Washington State.

Sort by:

1/30/2018	Maple Hill Park, Island County	Do Not Drink	>
1/25/2018	Snoqualmie Pass Utility District, King County	Boil Water	>
1/17/2018	WSP Kennewick Detachment, Benton County	Do Not Drink	>
1/11/2018	Hart Creek Summer Homes, Yakima County	Boil Water	>
1/3/2018	SMWE - Columbia Crest Winery, Benton County	Do Not Drink	>
12/11/2017	Golden Valley Water Assn, Grant County	Do Not Drink	>
10/18/2017	Bullman Beach, Clallam County	Boil Water	>
10/9/2017	Rivers Edge Lodge, Chelan County	Do Not Drink	>
9/23/2017	My Place Bar and Grill, Spokane County	Boil Water	>
9/20/2017	Pleasant Valley, Whatcom County	Boil Water	>

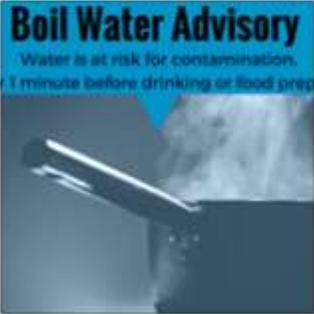
Principles of Message Mapping

- Limit number of key messages using as few words as possible (nine second sound-bite or 27 words)
 - Should work as a stand alone message (because that is what is often used in the media)
- 6 – 8 grade reading level (no matter the education level of the reader, the stress of an emergency causes confusion so the lower grade level the better)
 - Hemmingway Editor and Word scores OHA & EPA templates at grade 9+)
- Most important message first and last in a list
- Cite credible 3rd party sources
- Provide caring and compassionate context, personal stories as appropriate
- Develop graphics and visual aids (infographics)
- Avoid use of absolutes (no, not, never, always)
- Tell me, tell me more, tell me again
- Provide support information that addresses outrage and fear factors

Sample Boil Water Message Map

Boil Water Watch
3 hrs · 🌐

Retweeted KDHE (@KDHE):
Boil Water Advisory Issued for the City of Thayer, Neosho Co.
<https://t.co/7pFy6BRew7>



Boil Water Advisory
Water is at risk for contamination.
1 minute before drinking or food prep

Boil Water Advisory Issued for the City of Thayer, Neosho Co.
TOPEKA, Kan. – The Kansas Department of Health

Boil Water Watch
3 hrs · 🌐

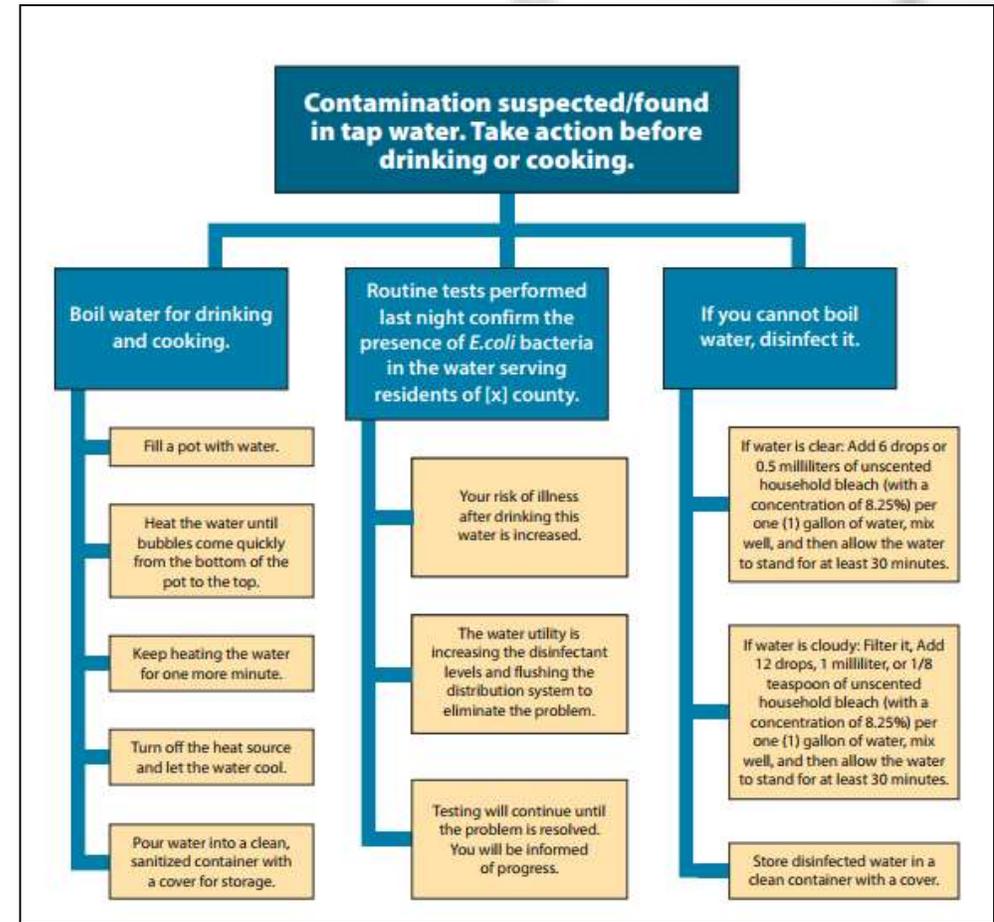
Retweeted KDHE (@KDHE):
Boil Water Advisory Rescinded for Neosho County RWD 3 in Neosho Co.
<https://t.co/MyXbin81t>



Boil Water Advisory Rescinded for Neosho County RWD 3 in Neosho Co.
TOPEKA, Kan. – The Kansas Department of Health and Environment (KDHE) has rescinded a boil...
KHAP2.KDHE.STATE.KS.US

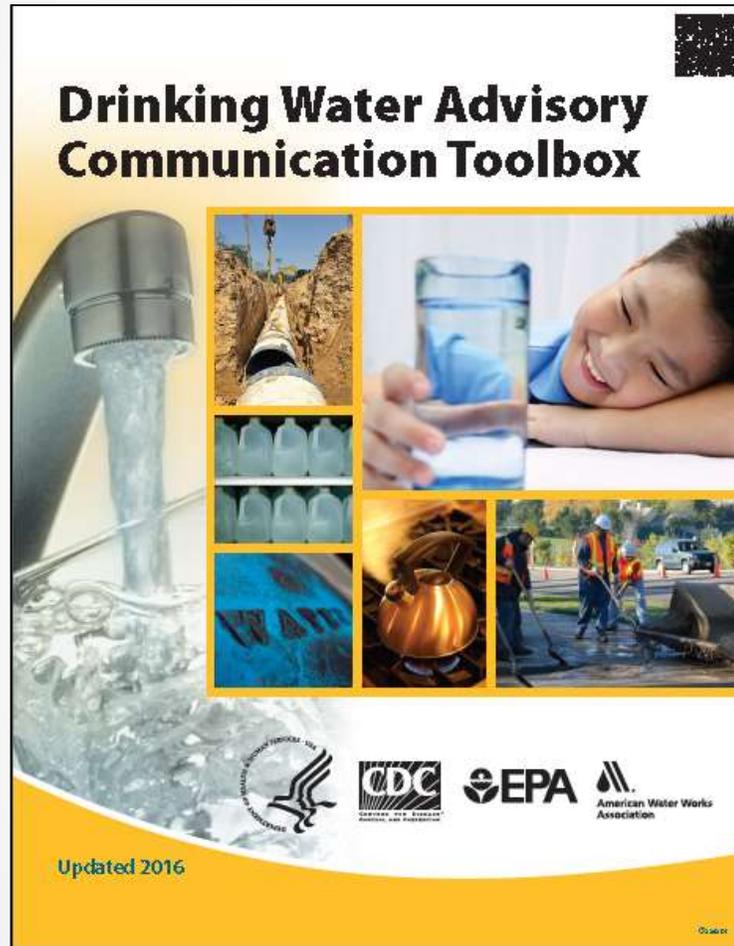
Like Comment Share

Source: Boil Water Watch Facebook page 01/29/2018



Source: Centers for Disease Control Drinking Water Advisory Toolkit Third Edition October 2016

CDC Water Advisory Toolbox 2016



- Previous toolbox versions were exclusively about boil water notices
- 2016 version updated to include do not drink and algae bloom notice
 - Frequently asked questions are provided, to be used for developing messaging
- Still no advice or support for do not use notice (very rare)
- No advice or support for water source notice other than algae blooms (e.g. spill, wildfire)
- U.S. EPA public notice requirements apply to all types of drinking water quality notices

Water Source Notification

- Spill that reaches surface water:
 - Oregon Department of Environmental Quality (spill reporting requirement, oversees clean-up)
 - Oregon Department of Fish & Wildlife (if fish or animals could be affected)
 - Oregon Department of Transportation (if spill takes place on a highway)
- Wildfire in your watershed:
 - Wildfire Incident Command
 - County Emergency Manager
 - Oregon Department of Forestry
 - Oregon Department of Fish & Wildlife
 - U.S. Forest Service
- The water utility is responsible for customer notification about water quality as defined by U.S. EPA and Oregon Administrative Rules
 - If water quality is not affected, there is no requirement to notify and no specific timeline
 - The utility can issue notification even if not required (recall the informational notice to build rapport with customers)

Notification/Response is a Shared Responsibility

- Though water utilities are required to notify, don't go it alone!
- All incidents:
 - County health department is required by the Oregon Health Authority to monitor and advise businesses that serve the public during a water quality emergency (e.g. restaurants, health care facilities)
- Incidents affecting a large population:
 - Emergency managers are required by FEMA to be the gatekeeper for FEMA reimbursable funds, so should be in the loop regarding water utility response and notification
- Incidents affecting populations across jurisdictions:
 - Joint Information Center is required by Incident Command Protocol to coordinate notifications, so should be in the loop regarding the response and notification conducted by each water utility
- Share responsibility but maintain your role as drinking water expert

Notification/Response Partners

- Oregon Health Authority
- County health department(s)
- Neighboring utilities
- Utilities that share a water supply/watershed
- Emergency managers (counties, cities)
- Emergency responders (fire, police, hospital)
- Subject matter experts (e.g. wildfire responders, chemical spill responders, testing laboratories)
- Major customers

Be Informed, Make A Plan, Build A Kit

Before an Incident

- Organizing for Drinking Water Advisories
- Collaborating with Partners
- Developing a Message
- Conducting Exercises
- Tools and Templates: Before an Incident—Preparing for an Advisory

During an Incident

- Initiating an Advisory
- Preparing an Advisory
- Distributing an Advisory
- Ending an Advisory
- Tools and Templates: During an Incident—Issuing an Advisory

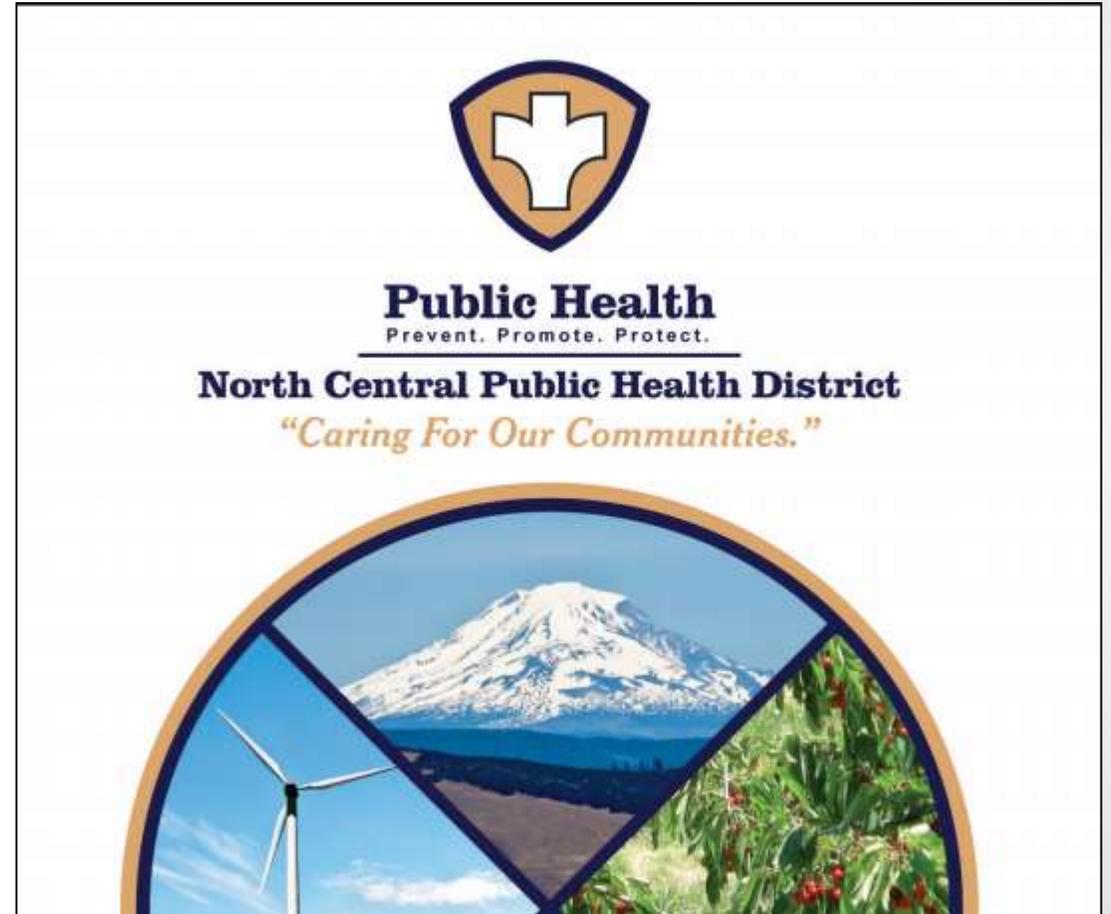
After an Incident

- Reporting Requirements
- Debriefing an Incident
- Conducting an Evaluation
- Modifying Standard Operating Procedures
- Improving Public Outreach
- Tools and Templates: After an Incident—Evaluating an Advisory



Collaborate With Partners

- Reach out to notification/response partners
- Include partners in message development
 - Unified messaging
 - Build trust and expertise
- Rely on partners to share notification received from the water utility
 - Learn about each partner's network
 - Utilize the communication tools available to each partner
- Conduct joint exercises



Case Study: North Santiam River



- Gas tanker truck crash closed a portion of OR Highway 22
- Crash occurred late on Friday evening December 15, 2017
- Media reports that gas was seen in the river, booms deployed
- Santiam River is a water source for several utilities
 - DEQ completed water and air sampling at utility intakes by Sunday
 - Results showed no gasoline

North Santiam Incident Notification

- Incident required to be reported to Oregon Emergency Response System (OERS) within 24 hours
- OERS Notifies DEQ and OHA
- OHA Notifies water utilities
 - DEQ may coordinate directly with water utilities
- Utility specific response (not directed by OHA)
- If public notice issued, it will be posted online by the utility (new in October 2017)

Water Advisories [Reset Form](#)

Reporting Agency: All Agencies | County: All Counties | Date Range (leave blank for all dates): From: | To: | Other Options: Include advisories currently in effect, Include advisories that have been lifted, Include inactive systems. [Update Search Results](#)

Note: Water advisory tracking began in May, 2017. Most advisories from before this time will not be displayed here.

Results: 12 water advisories found for the selected criteria.

Reporting Agency	County	IRIS	PWS Name	Source Type	Population	Primary Source	Advisory Type	Reason	Start Date	Date Lifted	Details and Contact Info
HOOD RIVER COUNTY	Hood River	00334	USFS COULED CANYON/ROPER SPR	NC	20	Sh	Bad Water	Other	Nov 17, 2017	Open	See details
JOSEPHINE COUNTY	Josephine	00303	MURPHY TRAILER PARK	NP	8	Sh	Bad Water	E. coli Confirmed at GW Source without Treatment	Nov 03, 2017	Open	See details (1 following)
MULTNOMAH COUNTY	Multnomah	00170	ODPIAL CASCADE HATCHERY	NP	13	GW	Bad Water	Loss of Pressure	Oct 16, 2017	Open	See details
DOUGLAS COUNTY	Douglas	00714	LAFOLA RANCH COOP	C	140	Sh	Bad Water	Other	Aug 15, 2017	Open	See details
LAINE COUNTY	Laine	00130	USFS BROWNIE BROOKS CO HP	NC	95	Sh	Bad Water	E. coli Confirmed in Distribution	Aug 14, 2017	Open	See details (1 following)
LINCOLN COUNTY	Lincoln	04077	USFS CROOK TRAIL BLUE MTH CROSSROAD	NC	23	Sh	Bad Water	E. coli Confirmed in Distribution	Jul 26, 2017	Open	See details (2 following)
REGIONS 2	Curry	00191	EIGHTY ACRES WATER CO OF	NP	23	Sh	Bad Water	Treatment Failure, Filtration	Jun 21, 2017	Open	See details (1 following)
CLATSOP COUNTY	Curry	00127	SALMON RUN SOLE COURSE	NC	100	Sh	Bad Water	E. coli Confirmed at GW Source without Treatment	Nov 14, 2016	Open	See details
REGIONS 1	Lincoln	00124	LOGJUMP MOBILE VILLAGE	C	90	Sh	Bad Water	E. coli Confirmed at GW Source without Treatment	May 15, 2016	Open	See details
CROOK COUNTY	Cook	00500	WESTRIDGE SUBDIVISION	C	74	Sh	Bad Water	E. coli Confirmed at GW Source without Treatment	Apr 29, 2016	Open	See details
REGIONS 1	Wheeler	00106	WALHEAR CO PARKS BILLY CREEK	NP	20	Sh	Do Not Drink Water	Advisory	May 18, 2015	Open	See details
WASHCO COUNTY	Wheeler	00110	WEST SHAMON WATER SYSTEM	NP	19	Sh	Bad Water	E. coli Confirmed at GW Source without Treatment	Dec 22, 2014	Open	See details

Utility Specific Response

 **City of Salem**
December 18, 2017 - 🌐



Salem's Drinking Water Remains Safe Following Weekend Gas Spill on North Santiam

– UPDATE: December 19, 2019

The City of Salem opened its drinking water intake at the Geren

- December 16 City of Salem switched to back up groundwater and reservoirs
 - “There was not an immediate concern of threat. I believe they made the decision to ease public concern. We have days and days of supply outside of the river...”
 - Rescinded December 19
- December 18 City of Stayton switched to city well water
 - Asks for conservation measures
 - Still posted, not rescinded online

Timing Issues



- Accident occurred shortly after 11:00 p.m.
- OERS on a list of emergency numbers
 - Required notice within 24 hours
- OHA notified in the middle of the weekend
 - Who is on call?
- Utility notified in the middle of the weekend
 - OHA only has one utility contact number
- News stories dated mid-day Saturday December 16

Recall: No Requirement to Notify

- OHA requires notification only when the water supply does not meet Safe Drinking Water Act
- North Santiam River Incident did not affect drinking water quality
- Recall: The utility can issue notification even if not required (recall the informational notice to build rapport with customers)
- If it is in the news, best to tell your own story



Case Study: Eugene, OR



- Boil water notice door hangers issues early morning to a very limited area
 - Not usually newsworthy
- The morning news reader for a television station received one of the door hangers
- The news reader then announced on the morning news that a boil water notice had been issued
- Many calls!

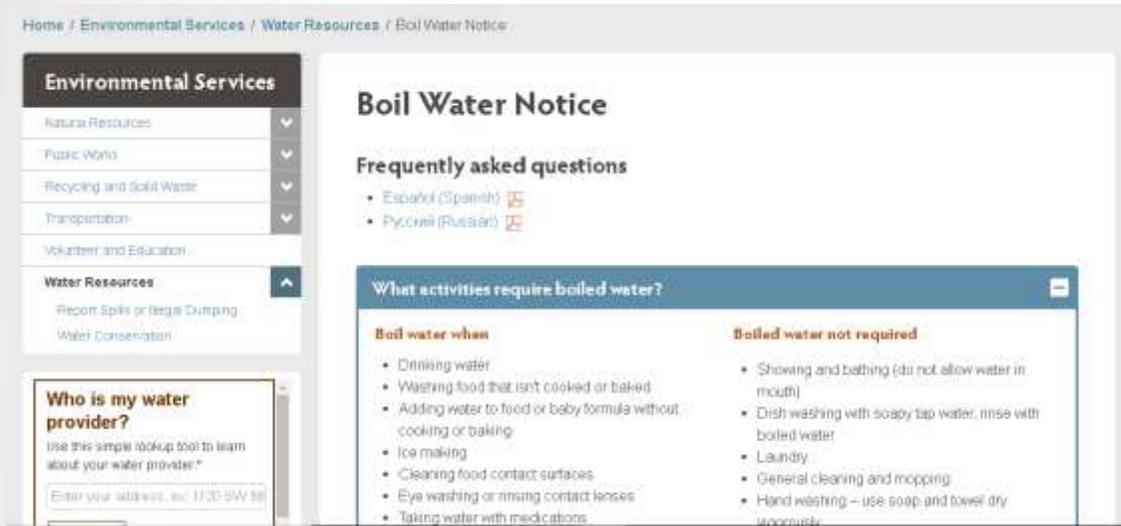
Case Study: Troy, NY

- Clear communication helped accurate media coverage
 - Caused by loss of pressure
 - What the utility was doing about it
 - When test results were expected
- Media did not include EPA required notice information even though the press release provided the information
 - Symptoms
 - Risk population
- Clear notice of rescinded notice on the website



Source: TimesUnion (Troy NY) Troy issues boil water advisory October 17, 2017 accessed 02/26/2018

Notification Considerations



- Once you have created the messaging, should it be out there all the time?
 - Website
 - Fact sheets
- Social media channels can be timely, but have a limited audience
- Keep contact lists updated

Do's and don'ts of notification

- Do's

- Principles of message mapping
- Notification intervals
- Assign one and only one spokesperson, preferably media trained
- Manage the media
- Notify when the unsafe condition is resolved

- Don'ts

- No comment is never acceptable, but the comment should come from the Public Information Officer
- Consent to a media interview without prepared messaging, then do stick to the message
- Ignore crisis recovery, share lessons learned & urge customers to take action (It ain't over, 'til it's over...and even then it might not be over)

Common Notification Errors

- Before
 - Failure to send a message on time or at all
 - Solution: Maintain internal and external incident contact and on-call list
- During
 - Incorrectly composing message
 - Solution: Develop EPA compliant templates, review/update templates at least annually
 - Mistakes in messaging, perhaps due to inadequate template
 - Solution: Correct the mistake in a timely manner (we all make mistakes sometimes)
- After
 - Not rescinding the notice
 - Solution: Include rescinding in the demobilization checklist

Common Notification Feedback

- You should have sent a notification...
- You should have sent it quicker...
- You didn't include enough information...
- You send too many notifications...
- I don't know what I am supposed to do with this information...
- I already got this from the news...

Notification bottom line

- By failing to prepare, you are preparing to fail
- Educate your Public Information Officer if not a water utility expert
 - Make sure the PIO knows OHA requirements
 - Use backflow and other case studies to create a teachable moment
- Make a written plan if you can
- Keep your media costume in your office
 - Tie and clean shirt
 - Utility branded jacket or polo shirt
 - This is not a joke!

Thank you!
Any questions?