



Strategic Plan for Targeted Outreach to Populations
Affected by Lead
Water Infrastructure Improvements for the Nation
(WIIN) Act

Safe Drinking Water Act 1414 (c)(5)

Note: This is an interactive document with embedded hyperlinks to supporting information. A printed version of this document will not contain this functionality.

*Office of Water (4606)
EPA 816-B-17-007
June 2017*

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Executive Summary

The Water Infrastructure Improvements for the Nation (WIIN) Act was enacted on December 16, 2016, and includes provisions regarding water infrastructure and drinking water. The WIIN Act added Section 1414(c)(5), “Exceedance of Lead Level at Households,” to Section 1414(c) of the Safe Drinking Water Act (SDWA). This Section requires EPA to develop a strategic plan that identifies how EPA, primacy agencies, and owners and operators of public water systems will provide targeted outreach, education, technical assistance, and risk communication to populations affected by lead in drinking water, including dissemination of information specified in Section 1414(c)(5)(C). The Strategic Plan provides:

- A description of the requirements in the “Exceedance of Lead Level at Households” section of the WIIN Act.
- An easy-to-follow workflow illustrating the roles and responsibilities of EPA, the primacy agencies, and public water systems in implementing the specific notice provisions in the Act for providing certain lead information to affected households.
- Standard forms and templates to assist in data evaluation, targeted outreach to households, and notification confirmation related to this notice provision.

Many public water systems already collaborate with primacy agencies, as needed, in order to meet the notification requirements for samples collected under the Lead and Copper Rule (LCR). The Strategic Plan outlines standard operating procedures EPA intends to follow in implementing SDWA Section 1414(c)(5) regarding how EPA will interact with the primacy agencies and the owners/operators of public water systems upon developing or receiving data from a source other than a state or public water system, that indicates one or more households served by a public water system have drinking water with lead concentrations that exceed the lead action level. Upon receiving this data, EPA intends to gather information on the sampling protocols and analytical methods used to collect and analyze the data. EPA will work collaboratively with the primacy agencies and public water system to disseminate information in a timely and effective manner to the affected households consistent with the WIIN Act.

The Strategic Plan provides resources to support effective communication with consumers about the potential adverse health effects of drinking water that contains a concentration of lead that exceeds the action level under section 141.80(c) of title 40, *Code of Federal Regulations*. In addition, the plan also includes templates and suggested language that cover what information should be collected about samples, the required information that needs to be included when notifying households affected by lead, and the delivery confirmation process. This Strategic Plan is a resource for EPA, primacy agencies, and public water systems, to implement effective targeted outreach to populations affected by lead in drinking water.

Background

The WIIN Act, enacted on December 16, 2016, amended Section 1414(c) of the Safe Drinking Water Act (SDWA), (“Notice to Persons Served”), by adding a new Section 1414(c)(5) “Exceedance of Lead Level at Households” (see [Appendix A](#)). This section directs EPA to develop a strategic plan within 180 days after enactment, in collaboration with public water systems and states with primary enforcement responsibility (see [Appendix C](#)). The purpose of the strategic plan is to identify how EPA, primacy agencies, and owners and operators of public water systems will work together to provide targeted outreach, education, technical assistance, and risk communication to populations affected by the concentration of lead in a public water system, including dissemination of information specified in Section 1414(c)(5)(C). The statutory deadline to complete and publish the strategic plan is June 14, 2017.

In particular, the plan is intended to address how EPA, states and public water systems will coordinate in providing the specific notice required under Section 1414(c)(5)(B) of the Act. That provision requires EPA to forward data and information to the owner and/or operator of a public water system and the primacy agency when EPA develops or receives certain data from a source other than a state or public water system, indicating that the drinking water of a household exceeds the action level for lead (See Figure 1 for a flow diagram of the process).¹ The notifications described in the strategic plan would not be for samples that were collected under a compliance monitoring plan used by public water systems to meet the requirements of the federal Lead and Copper Rule (LCR).

Under the Act, if the public water system receives the data and has not, since the date of the test, notified the affected household(s) of the concentration of lead and that it exceeds the action level, then the public water system is required to disseminate information on:

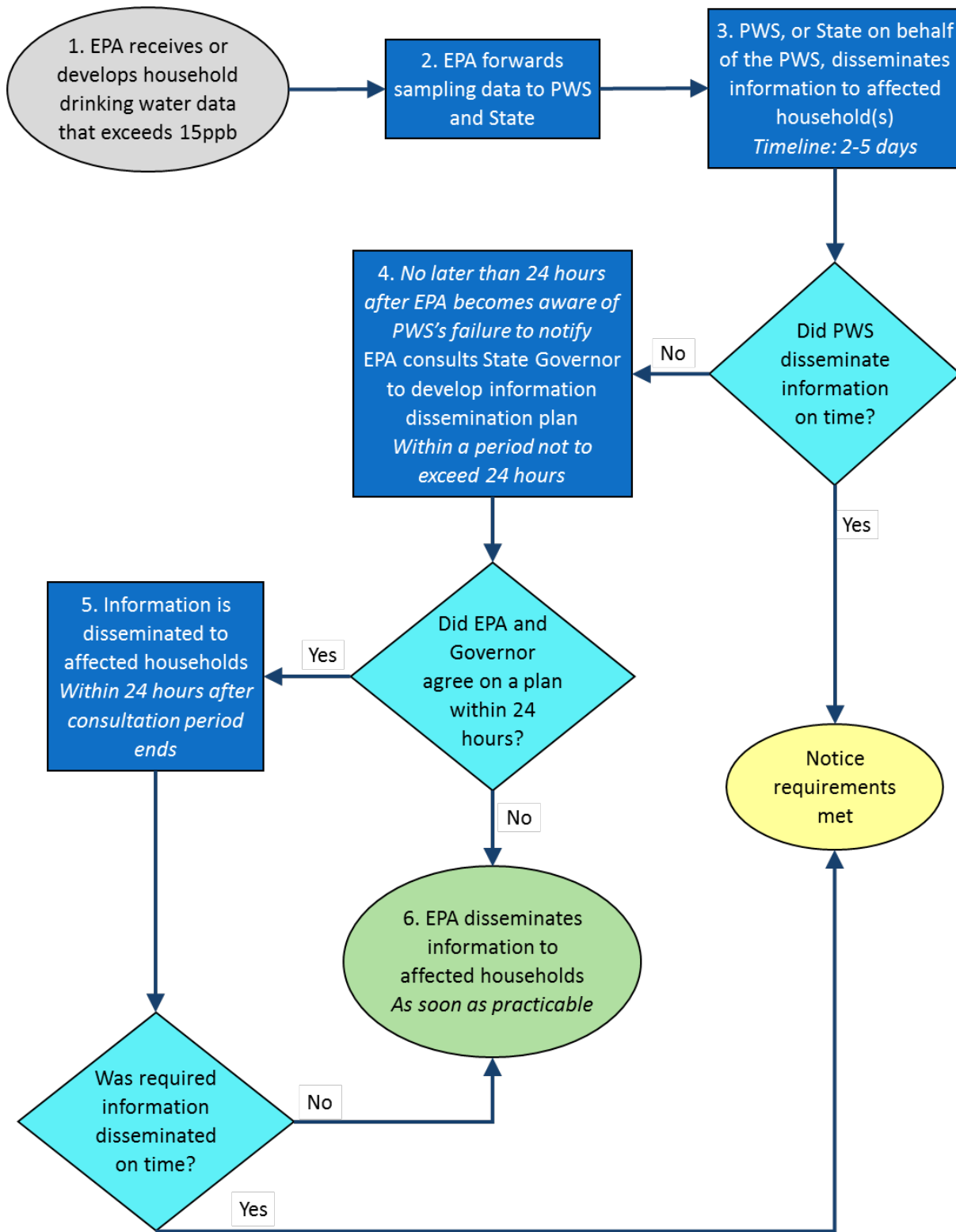
- (i) the potential adverse effects of lead on human health,
- (ii) the steps that the public water system is taking to mitigate the concentration of lead, and
- (iii) the necessity of seeking alternative water supplies until the concentration of lead is mitigated.

The public water system must disseminate that information by a deadline established by EPA. If the system does not meet that deadline, then, no later than 24 hours after EPA learns that the system has not met the deadline, EPA must consult with the applicable Governor, within a period of time not to exceed 24-hours, to develop a plan to disseminate the required information no later than 24 hours after the consultation period ends. In those instances where the public water system does not disseminate the information and EPA and the Governor do not agree on a plan to disseminate the information, EPA is required to disseminate the information as soon as practicable.

In addition to the requirement to disseminate the required information, EPA strongly recommends notifying the affected households of the sampling results with a statement explaining that the results exceed the action level (see [Appendix B](#)). The information that must be distributed under the SDWA Section 1414(c)(5) is similar to some of the information that public water systems must distribute under the LCR public education requirements, although the triggering events, persons to be notified and timelines are different. In general, the public education requirements in the LCR are triggered by action level exceedances of the concentration of lead in more than 10% of tap samples collected, whereas the information dissemination requirements in Section 1414(c)(5)(B) are triggered by an action level exceedance in individual households.

¹ Lead action level is currently set at 0.015 mg/L (40 CFR 141.80(c)(1))

Figure 1. Flow Diagram Illustrating 1414(c)(5)(B) – Click on numbered steps to go to associated discussion and find more detailed information.



Steps to Disseminate Information to Households

In the event that EPA develops, or receives from a source other than from a primacy agency or public water system, data that meets the requirements of SDWA Section 1412(b)(3)(A)(ii), EPA intends to follow the steps below to comply with the Act.

1. EPA Develops or Receives Data

Requirements of SDWA Section 1414(c)(5) are triggered if: EPA develops or receives data², other than from a primacy agency or a public water system, indicating that one or more households that are served drinking water by a public water system contain lead in their drinking water that exceeds the lead action level³ (“applicable data”).

An EPA employee who receives data indicating that one or more households that are served by a public water system have lead in their drinking water that exceeds the lead action level should send a notification to the manager responsible for the Public Water System Supervision (PWSS) program at the respective regional office. The designated individual in the drinking water program will, to the extent practicable, complete the *Data Submission* template provided in [Appendix B](#). EPA intends to use this template to collect, share and create a record of the data EPA received, including the sampling protocols and analytical methods used to collect the data. Upon receiving the information, EPA intends to complete the data submission template by close-of-business the following business day. This template will then be sent to the primacy agency and the public water system.

In determining if the data was collected by “accepted methods or best available methods” EPA will consider all the available information regarding the analytical method used to analyze the samples. The analytical methods that have been approved for drinking water compliance are examples of accepted methods⁴. Other analytical methods may also be considered “accepted” or “best available” based on EPA’s case-by-case consideration of all of the information available about the data and the analytical method used to analyze the sample.

SDWA Section 1414(c)(5)(B), as added by the WIIN Act amendments, only applies when the data is from a household served by a public water system. If the data developed or received by EPA is associated with a household served by a water system that does not meet the definition of “public water system” (e.g. because it serves fewer than 25 persons), then the notification requirements of SDWA Section 1414(c)(5) are not triggered. In this situation EPA will still work to share important information with the affected household. EPA intends to contact the relevant state agency to determine appropriate next steps to inform the homeowner of the data collected and steps to take to minimize their exposure.

If the data provided fails to trigger the WIIN Act amendments because the result was below the action level or the analytical method used was not an accepted or best available method (e.g., only a presence/absence test), then EPA will work with the state primacy agency to follow up with the individual who submitted the data and provide information regarding lead in drinking water and potential health risks, in addition to

² This refers only to data must meet the requirements of section 1412(b)(3)(A)(ii), i.e., “data collected by accepted methods or best available methods (if the reliability of the method and the nature of the decision justifies use of the data).”

³ Lead action level, 40 CFR 141.80, or a prescribed level of lead established for public education or notification in section 1412.

⁴ The current list of approved methods can be found in the Table in 40 CFR 141.23(k)(1) plus Appendix A to Subpart C of Part 141.

answering any questions the individual might have regarding lead exposure, sampling/testing, and ways to minimize lead exposure.

2. EPA Forwards Data to the Public Water System and Primacy Agency

Requirements: EPA will forward the applicable data and information on sampling and analytical techniques to the owner/operator of the public water system and the state primacy agency in which the affected household is located.

The WIIN Act directs the Administrator to require an “appropriate employee of the Agency” to forward the data and information on the sampling techniques to the public water system and the state in which the affected household is located, within a time period determined by the Administrator. As indicated in the previous section, the “appropriate employee” sending the data will be the manager responsible for implementing the PWSS program in the EPA regional office or the division director for PWSS implementation at EPA headquarters. With respect to the appropriate time period, as a general matter, the EPA employee intends to send a copy of the completed *Data Submission Template* to the public water system and state primacy agency the next day after completing the form.

3. The Owner/Operator of Public Water System Shall Disseminate

Requirements: If a public water system receives the data referenced above and has not, since the date of the test, notified the affected households with respect to the concentration of lead in the drinking water, as well as indicating that the lead concentration exceeds the lead action level, the water system shall disseminate the required information.

The public water system should disseminate⁵ the required information to the household as soon as practicable, and EPA will work with the state and public water system to determine an appropriate timeline at the time of the event, based on such factors as the level of lead and the number of households that must be notified. As a general rule of thumb, the likely timeframes would be:

- 2 business days for one to ten households.
- 5 business days for 11 or more households.

Other factors may suggest a longer or shorter period of time. For example, if the public water system lack capacity to easily disseminate additional time may be allowed whereas if factors indicate a significant health based risk less time may be required.

The WIIN requires that the following information must be sent to the affected households:

- (i) a clear explanation of the potential adverse effects on human health of drinking water that contains a concentration of lead that exceeds the lead action level under section 141.80(c) of title 40, Code of Federal Regulations (or a prescribed level of lead that the Administrator establishes for public education or notification in a successor regulation promulgated pursuant to section 1412);
- (ii) the steps that the owner or operator of the public water system is taking to mitigate the concentration of lead; and

⁵ Determined timelines are met when the information is disseminated. It will not include any additional time for the homeowner to receive the information.

(iii) the necessity of seeking alternative water supplies until the date on which the concentration of lead is mitigated.

EPA has developed example templates for public water systems, states or EPA employees that are disseminating information to the affected households as outlined in SDWA Section 1414(c)(5)(B). There are two versions of the templates located in [Appendix B](#). One is for the situation when the household's lead sample result and the 90th percentile value for the water system are greater than 15 ppb. The other is for a situation when the household's lead sample result greater than 15 ppb and the water system's 90th percentile level is below the action level. EPA's example notification templates have a section for sample results compared to the lead action level, and provide general information on lead in drinking water, and contact information. The templates also include the language required by Section 1414(c)(5)(C) regarding potential health effects and the necessity of seeking alternate supply, and have space for water systems to describe what steps it is taking to mitigate the concentration of lead. The templates also include information about how customers can reduce their exposure to lead. EPA has also provided a brief translation for non-English speakers that can be provided to the affected households. The translation states "This report contains important information about your drinking water" and it is translated into 27 languages. This template is also included in [Appendix B](#).

In addition, the public water system may wish to include confirmation sampling guidance and resources for the household, including information about lead testing/results for the public water system (if available). The public water system should consider contacting other local agencies, including health departments, that may provide assistance or resources to help further educate the affected household(s).

Information should be directly delivered to the affected household(s) by mail, preferably certified mail, hand delivered, or may be provided via electronic delivery if the public water system has a robust online billing system and a means to ensure that they will be able to reach the affected household directly⁶ via email. Public water systems or states that decide to utilize electronic notifications, are strongly encouraged to follow the *Safe Drinking Water Act – Consumer Confidence Report Delivery Options Memorandum* for best practices.

The information must be disseminated to affected households, and therefore it should be directed to occupants of the households. If the occupants are not the property owners, the public water system should also send a copy of the information to the owner or property manager. If the billing address does not appear to be the service location (i.e. if the bill goes to an address other than the service address or to a PO Box) the public water system should consider hand-delivered notifications or other methods to meet the requirement to notify the affected household. If the household is an apartment, the information must be disseminated to the unit(s) tested, and should also be provided to the property owner or property manager. If the household is unoccupied, the information must be provided to the owner. EPA recommends that it also be provided to the person that submitted the applicable data.

Once the public water system has disseminated the required information, the public water system should notify EPA and the primacy agency with a confirmation of delivery to the affected household. [Appendix B](#) has an example template of a confirmation of delivery. Confirmation may be submitted by email, fax, or mail, along with a copy of the information sent to the affected household. EPA suggests that confirmation sent by email and include a receipt request. These methods will help ensure prompt notification within the

⁶ "Directly Deliver" requirements are discussed in the Safe Drinking Water Act-Consumer Confidence Report Rule Delivery Options Memorandum attachment, page 4. See [Appendix B – Additional References](#) for link to document.

dissemination timeframe so that EPA does not unnecessarily initiate consultation with the Governor as described in [Step 4](#) of the Strategic Plan.

The state primacy agency may disseminate the required information on behalf of the water system.

Steps to Disseminate Information to Households in the Event of Failure to Do So by the Primacy Agency or Public Water System

4. EPA Consultation with State Governor⁷

Requirements: If the public water system does not disseminate the required information within the time period established by EPA, not later than 24 hours after EPA becomes aware that the public water system did not notify the affected households, the EPA Administrator (or designated representative, see below) must consult with the State's Governor, within a period not to exceed 24 hours, to develop a plan, in accordance with the Strategic Plan to disseminate the required information to affected households no later than 24 hours after the end of the consultation period.

EPA has up to 24 hours to initiate consultation with the Governor after becoming aware of the public water system's failure to disseminate the information. The EPA representative and Governor will have 24 hours to develop a plan. The EPA Administrator may delegate the duty to consult to an employee of the Agency who, as of the date of the delegation, works in the Office of Water at the headquarters of the Agency.

If EPA contacts the Governor's office by email, EPA will include the State's Drinking Water Administrator in the communication.

5. Dissemination of the Information Based on the Plan

Requirements: Within 24 hours of the conclusion of the consultation period, the required information will be disseminated in accordance with the plan developed by the Governor and the EPA.

EPA recommends that the State notify EPA that the required information has been disseminated by sending EPA a confirmation notice. ([See Appendix B for template of certification.](#))

The plan developed by the Governor and EPA may allow another entity (e.g., primacy agency, county environmental or health department) to disseminate the information.

6. EPA to Disseminate Information

Requirements: If the public water system does not disseminate the information within the time period determined by EPA and EPA and the Governor do not agree on a plan during the consultation period, or the Governor does not disseminate the information within 24 hours of the end of the consultation period, EPA is required to distribute information to the affected households as soon as practicable.

If EPA and the Governor do not come to an agreement in the established timeline regarding the notifications, then EPA will provide the required information to the affected households. EPA will utilize the templates developed in [Appendix B](#). EPA will utilize the same strategy described in [Step 3](#), with respect to determining the timeline to send the notifications based on the number of affected households requiring notification.

⁷ Or other appropriate leader, e.g., the Mayor of the District of Columbia. For public water systems where EPA has direct implementation, this process will involve joint dissemination between the Regional Administrator and the appropriate head of government.

Appendix A: Water Infrastructure Improvements for the Nation (WIIN) Act

(5) EXCEEDANCE OF LEAD LEVEL AT HOUSEHOLDS. —

(A) STRATEGIC PLAN.—Not later than 180 days after the date of enactment of this paragraph, the Administrator shall, in collaboration with owners and operators of public water systems and States, establish a strategic plan for how the Administrator, a State with primary enforcement responsibility, and owners and operators of public water systems shall provide targeted outreach, education, technical assistance, and risk communication to populations affected by the concentration of lead in a public water system, including dissemination of information described in subparagraph (C).

(B) EPA INITIATION OF NOTICE. —

(i) FORWARDING OF DATA BY EMPLOYEE OF THE AGENCY.—If the Agency develops, or receives from a source other than a State or a public water system, data that meets the requirements of section 1412(b)(3)(A)(ii) that indicates that the drinking water of a household served by a public water system contains a level of lead that exceeds the lead action level under section 141.80(c) of title 40, Code of Federal Regulations (or a prescribed level of lead that the Administrator establishes for public education or notification in a successor regulation promulgated pursuant to section 1412) (referred to in this paragraph as an ‘affected household’), the Administrator shall require an appropriate employee of the Agency to forward the data, and information on the sampling techniques used to obtain the data, to the owner or operator of the public water system and the State in which the affected household is located within a time period determined by the Administrator.

(ii) DISSEMINATION OF INFORMATION BY OWNER OR OPERATOR. —The owner or operator of a public water system shall disseminate to affected households the information described in subparagraph (C) within a time period established by the Administrator, if the owner or operator—

(I) receives data and information under clause (i); and

(II) has not, since the date of the test that developed the data, notified the affected households—

(aa) with respect to the concentration of lead in the drinking water of the affected households; and

(bb) that the concentration of lead in the drinking water of the affected households exceeds the lead action level under section 141.80(c) of title 40, Code of Federal Regulations (or a prescribed level of lead that the Administrator establishes for public education or notification in a successor regulation promulgated pursuant to section 1412).

(iii) CONSULTATION. —

(I) DEADLINE.—If the owner or operator of the public water system does not disseminate to the affected households the information described in subparagraph (C) as required under clause (ii) within the time period established by the Administrator, not later than 24 hours

after the Administrator becomes aware of the failure by the owner or operator of the public water system to disseminate the information, the Administrator shall consult, within a period not to exceed 24 hours, with the applicable Governor to develop a plan, in accordance with the strategic plan, to disseminate the information to the affected households not later than 24 hours after the end of the consultation period.

(II) DELEGATION. —The Administrator may only delegate the duty to consult under subclause (I) to an employee of the Agency who, as of the date of the delegation, works in the Office of Water at the headquarters of the Agency.

(iv) DISSEMINATION BY ADMINISTRATOR. —The Administrator shall, as soon as practicable, disseminate to affected households the information described in subparagraph (C) if—

(I) the owner or operator of the public water system does not disseminate the information to the affected households within the time period determined by the Administrator, as required by clause (ii); and

(II) (aa) the Administrator and the applicable Governor do not agree on a plan described in clause (iii)(I)2 during the consultation period under that clause; or

(bb) the applicable Governor does not disseminate the information within 24 hours after the end of the consultation period.

(C) INFORMATION REQUIRED. —The information described in this subparagraph includes—

(i) a clear explanation of the potential adverse effects on human health of drinking water that contains a concentration of lead that exceeds the lead action level under section 141.80(c) of title 40, Code of Federal Regulations (or a prescribed level of lead that the Administrator establishes for public education or notification in a successor regulation promulgated pursuant to section 1412);

(ii) the steps that the owner or operator of the public water system is taking to mitigate the concentration of lead; and

(iii) the necessity of seeking alternative water supplies until the date on which the concentration of lead is mitigated.

Appendix B: Templates and Resources



Safe Drinking Water Act 1414(c)(5) Data Submission Form For Exceedance of Lead Level at Household(s)

This form is to be completed when EPA receives sampling data from a source other than a state or public water system (PWS). The purpose is to collect information so EPA can send it to the PWS/state so they can disseminate required information to the household and take any follow-up steps. If information is not available or is unknown, please indicate as such on the form.

Contact Information	
1. Name of contact providing the information:	2. EPA Contact Reviewing the Information:
1A. Contact Email:	2A. EPA Contact Email:
1B. Contact Phone Number:	2B. EPA Contact Phone Number:

1C. Contact Address:

Household Information		
3. Enter the sample address below.		
3A. Street house & Number:		
3B. City or Town:	3C. State:	3D. Zip Code:

4. Describe the reason for the sample collection (e.g., received consumer notice that water system exceeded lead action level, nearby school conducted sampling and I wanted to check my water):

5. Indicate the type of household where the sample was collected (e.g., single family, multifamily home, apartment complex):	6. Enter the age of the building/home:
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<p>7. Is the household occupied? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>7A. If not, how long has it been unoccupied?</p>
<p>8. Enter contact information for the resident or owner/property manager (if a rental property) below.</p>	
<p>8A. Name of Contact:</p>	<p>8B. Contact Email:</p>
<p>8C. Contact Phone Number:</p>	<p>8D. Address (If different from Contact Information section above):</p>
<p>9. Name of the public water system (ask if the resident receives a water bill):</p>	

Plumbing Information

10. If known, indicate the water pipe material from within the household (e.g., lead, copper, plastic, PEX):

11. If known, explain any recent changes to the household plumbing (e.g., replaced pipes, fixed leak):

12. Does the household have a point of use (POU)/point of entry (POE) devices?
 Yes No Unknown

<p>12A. If yes, indicate the type of treatment (e.g., reverse osmosis, water softener, etc.):</p>	<p>12B. If yes, was the water filter bypassed when the sample was collected? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
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Sample Collection Information

<p>13. Enter the date and time of the sample collection:</p>	<p>14. Name of Sample Collector:</p>
<p>15. Where was the sample collected? (e.g., kitchen, bathroom, drinking fountain):</p>	
<p>16. Describe the sampling protocols that were followed (e.g., first draw, flush, stagnation period, etc.):</p>	
<p>17. What was the sample volume?</p>	

18. Describe what was done to preserve the sample after collection (e.g., immediately sealed containers, left sealed samples out in room temperature, sent samples to lab in timely manner, etc.):

Analytical Results Information

19. Enter contact information for the laboratory that is analyzing the sample below.

19A. Name of the laboratory:

19B. Name of contact:

19C. Contact Email:

19D. Contact Phone Number:

19E. Contact Address:

20. Is the laboratory EPA certified for lead analysis?

Yes No

If yes, enter certification number:

21. What analytical method did the laboratory use to analyze the sample?

22. What is the laboratory hold time?

23. Was analysis conducted using a formal chain of custody?

Yes No

If yes, please attach documentation.

24. Is there a copy of the laboratory report?

Yes No

Notice to Affected Household - Sample Templates

Sample template for public water system to send notice to households of their lead results.

- For households where the public water system's 90th percentile level is below the action level and the public water system becomes aware of a household's lead sample result that is greater than 15 ppb.
- For households where the public water system becomes aware of a household's lead sample result and that sample result and the 90th percentile value for the public water system are greater than 15 ppb.

Instructions: Fill in the correct case-specific information in sections marked with brackets. EPA recommends that you remove the brackets and de-italicize the text before distributing the letter. Sections in italics are required. These include:

- A clear explanation of the potential adverse effects on human health of drinking water that contains a concentration of lead that exceeds the lead action level;
- The steps that the owner or operator of the public water system is taking to mitigate the concentration of lead; and
- The necessity of seeking alternative water supplies until the date on which the concentration of lead is mitigated.

For households where the public water system’s 90th percentile level is below the action level and the public water system becomes aware of a household’s lead sample result that is greater than 15 ppb

Important Information About Your Drinking Water

Lead Sample Results for Your Home

Dear [Consumer's Name],

EPA has provided us with information regarding a lead sample of drinking water taken at your home. This sample was collected by [sampler information] on [sample date]. The sample shows lead levels that are greater than the lead action level of 15 ppb. However, the 90th percentile value of the various water samples collected throughout our entire water system for compliance with the Lead and Copper Rule is below the lead action level. [Water System] strongly urges you to take the steps listed on the next page to reduce your exposure to lead in drinking water.

The following table shows the results of the water sample:

Sample Collected	Lab Results Received	Lead Test Results	Action Level at 90 th Percentile Level	MCLG
[Date]	[Date]	[x] ppb	15 ppb	0 ppb

What Does This Mean?

Drinking water that is tested for lead is compared to standards set by the U.S. Environmental Protection Agency (EPA). These standards include:

- **90th percentile value:** The value that separates the bottom 90 percent of sample results from the top 10 percent.
- **Action Level:** The concentration of a contaminant which, if exceeded, triggers treatment or other requirements which a water system must follow. Under the authority of the Safe Drinking Water Act, the EPA set the action level for lead in drinking water at 15 ppb. Water systems are required to act if the sample results are greater than 15 ppb in more 10 percent of the samples collected for compliance.
- **Maximum Contaminant Level Goal (MCLG):** The level of a contaminant in drinking water below which there is no known or expected risk to health. MCLGs allow for a margin of safety. Because lead may pose serious health risks, the EPA set an MCLG of 0 ppb for lead.

How Does Lead Enter Drinking Water?

Lead is a toxic heavy metal that is harmful if inhaled or swallowed. It can be found in air, soil, dust, food, drinking water and products such as lead-based paints.

Lead typically enters drinking water through plumbing materials. All homes, regardless of their age, may have plumbing that contains lead. However, homes built before 1986 are more likely to have lead pipes, fixtures, and solder. Brass faucets, fittings, and valves, including those advertised as “lead-free,” may contribute lead to drinking water. The law currently allows pipes, fittings, and fixtures with up to 0.25 percent weighted average of lead to be identified as “lead-free.” Brass faucets and fittings and lead solder can leach lead into water, especially hot water.

For households where the public water system's 90th percentile level is below the action level and the public water system becomes aware of a household's lead sample result that is greater than 15 ppb

What Are the Health Effects of Lead?

Lead can cause serious health problems if too much enters the body from drinking water or other sources of lead. Pregnant women, infants, and young children have the highest risks of negative health effects from lead exposure. Lead exposure in children under the age of six has been linked to damage to the central and peripheral nervous system, learning disabilities, shorter stature, impaired hearing, impaired formation and function of blood cells, and lowered IQ. Lead can accumulate in our bodies over time, where it is stored in bones along with calcium. During pregnancy, lead is released from bones as maternal calcium and is used to help form the bones of the fetus. This can result in serious effects to the mother and her developing fetus, including reduced growth of the fetus and premature birth.

Adults exposed to lead could develop kidney problems or high blood pressure. Lead is stored in the bones and can be released later in life.

If you are concerned about lead exposure, you may want to ask your health care provider about testing children to determine the levels of lead in their blood.

How Can I Reduce Exposure to Lead from Drinking Water?

As a concerned resident, there are several steps that you can take to reduce your and your family's exposure to lead from drinking water. [Water System] recommends that you:

- **Run your water to flush out lead.** The longer water sits in your home piping; the more lead may leach from lead-containing fixtures. Before drinking, flush your pipes for several minutes by running your tap, taking a shower, doing laundry or a load of dishes [or insert a flushing recommendations that have been approved by your state primacy agency for your community].
- **Use cold water to cook and to prepare baby formula.** Do not cook with or drink water from the hot water tap; lead dissolves more easily into hot water. Do not use water from the hot water tap to make baby formula. Remember, **boiling water DOES NOT remove lead** from water.
- **Identify and replace plumbing fixtures that contain lead.** Brass faucets, fittings, and valves, including those advertised as "lead-free," may contribute lead to drinking water. The law currently allows pipes, fittings, and fixtures with up to 0.25 percent weighted average of lead to be identified as "lead-free." Plumbing materials that are lead free can also be identified by looking for lead free certification marks (<http://nepis.epa.gov/Exe/ZyPDF.cgi?Dockey=P100LVYK.txt>).
- **Consider using a filter certified for lead removal.** Read the package to be sure the filter is approved to reduce lead. Verify the claims of manufacturers by checking with independent certifying organizations that provide lists of treatment devices that they have certified.
- **Regularly clean faucet aerators.** Aerators, the screens at the end of faucets, can collect debris. Rinse out collected materials to reduce debris accumulation.
- **Use an alternative source.** *Until the concentration of lead in drinking water is mitigated, you should use a different source of drinking water (i.e. bottled water).*
- **Periodically re-test your water for lead.** Call [Water System] at [phone number] to find out how to get your water tested for lead. [Include information on your water system's testing program. For example, do you provide free follow-up testing? What labs in your area are certified to do lead in water testing?]

For households where the public water system's 90th percentile level is below the action level and the public water system becomes aware of a household's lead sample result that is greater than 15 ppb

What Steps Is My Water System Taking?

[Water System] is taking the following steps to keep your drinking water safe:

- *[We will work to keep drinking water corrosivity as low as possible because corrosive water can cause lead to leach from plumbing materials that contain lead.]*
- *We will continue to monitor lead levels in consumers' homes to ensure that the 90th percentile value remains below the action level.*
- *[Insert additional steps that your system is taking here.]*

Contact Information

Please contact [Water System] with questions at [phone number], [email address], or [mailing address]. For more information on reducing lead exposure around your home and the health effects of lead, visit EPA's Web site at www.epa.gov/lead, call the National Lead Information Center at 800-424-LEAD, or contact your health care provider.

For households where the public water system becomes aware of a household’s lead sample result and that sample result and the 90th percentile value for the public water system are greater than 15 ppb

Important Information About Your Drinking Water

Lead Sample Results for Your Home

Dear [Consumer's Name],

EPA has provided us with information regarding a lead sample of drinking water taken at your home. This sample was collected by [sampler information] on [sample date]. The sample shows lead levels that are greater than the lead action level of 15 ppb. The 90th percentile value of all the samples collected throughout our entire water system for compliance with the Lead and Copper Rule is also greater than the lead action level. [Water System] strongly urges you to take the steps listed on the next page to reduce your exposure to lead in drinking water.

The following table shows the results of the water sample:

Sample Collected	Lab Results Received	Lead Test Results	Action Level at 90 th Percentile Level	MCLG
[Date]	[Date]	[x] ppb	15 ppb	0 ppb

What Does This Mean?

Drinking water that is tested for lead is compared to standards set by the U.S. Environmental Protection Agency (EPA). These standards include:

- **90th percentile value:** The value that separates the bottom 90 percent of sample results from the top 10 percent.
- **Action Level:** The concentration of a contaminant which, if exceeded, triggers treatment or other requirements which a water system must follow. Under the authority of the Safe Drinking Water Act, the EPA set the action level for lead in drinking water at 15 ppb. Water systems are required to act if the sample results are greater than 15 ppb in more 10 percent of the samples collected for compliance.
- **Maximum Contaminant Level Goal (MCLG):** The level of a contaminant in drinking water below which there is no known or expected risk to health. MCLGs allow for a margin of safety. Because lead may pose serious health risks, the EPA set an MCLG of 0 ppb for lead.

How Does Lead Enter Drinking Water?

Lead is a toxic heavy metal that is harmful if inhaled or swallowed. It can be found in air, soil, dust, food, drinking water and products such as lead-based paints.

Lead typically enters drinking water through plumbing materials. All homes, regardless of their age, may have plumbing that contains lead. However, homes built before 1986 are more likely to have lead pipes, fixtures, and solder. Brass faucets, fittings, and valves, including those advertised as “lead-free,” may contribute lead to drinking water. The law currently allows pipes, fittings, and fixtures with up to 0.25 percent weighted average of lead to be identified as “lead-free.” Brass faucets and fittings and lead solder can leach lead into water, especially hot water.

For households where the public water system becomes aware of a household's lead sample result and that sample result and the 90th percentile value for the public water system are greater than 15 ppb

What Are the Health Effects of Lead?

Lead can cause serious health problems if too much enters the body from drinking water or other sources of lead. Pregnant women, infants, and young children have the highest risks of negative health effects from lead exposure. Lead exposure in children under the age of six has been linked to damage to the central and peripheral nervous system, learning disabilities, shorter stature, impaired hearing, impaired formation and function of blood cells, and lowered IQ. Lead can accumulate in our bodies over time, where it is stored in bones along with calcium. During pregnancy, lead is released from bones as maternal calcium and is used to help form the bones of the fetus. This can result in serious effects to the mother and her developing fetus, including reduced growth of the fetus and premature birth.

Adults exposed to lead could develop kidney problems or high blood pressure. Lead is stored in the bones and can be released later in life.

If you are concerned about lead exposure, you may want to ask your health care provider about testing children to determine the levels of lead in their blood.

How Can I Reduce Exposure to Lead from Drinking Water?

As a concerned resident, there are several steps that you can take to reduce your and your family's exposure to lead from drinking water. [Water System] recommends that you:

- **Run your water to flush out lead.** The longer water sits in your home piping; the more lead may leach from lead-containing fixtures. Before drinking, flush your pipes for several minutes by running your tap, taking a shower, doing laundry or a load of dishes [or insert a flushing recommendations that have been approved by your state primacy agency for your community].
- **Use cold water to cook and to prepare baby formula.** Do not cook with or drink water from the hot water tap; lead dissolves more easily into hot water. Do not use water from the hot water tap to make baby formula. Remember, **boiling water DOES NOT remove lead** from water.
- **Identify and replace plumbing fixtures that contain lead.** Brass faucets, fittings, and valves, including those advertised as "lead-free," may contribute lead to drinking water. The law currently allows pipes, fittings, and fixtures with up to 0.25 percent weighted average of lead to be identified as "lead-free." Plumbing materials that are lead free can also be identified by looking for lead free certification marks (<http://nepis.epa.gov/Exe/ZyPDF.cgi?Dockey=P100LVYK.txt>).
- **Consider using a filter certified for lead removal.** Read the package to be sure the filter is approved to reduce lead. Verify the claims of manufacturers by checking with independent certifying organizations that provide lists of treatment devices that they have certified.
- **Regularly clean faucet aerators.** Aerators, the screens at the end of faucets, can collect debris. Rinse out collected materials to reduce debris accumulation.
- **Use an alternative source.** *Until the concentration of lead in drinking water is mitigated, you should use a different source of drinking water (i.e. bottled water).*
- **Periodically re-test your water for lead.** Call [Water System] at [phone number] to find out how to get your water tested for lead. [Include information on your water system's testing program. For example, do you provide free testing? Are there labs in your area that are certified to do lead in water testing?]

For households where the public water system becomes aware of a household's lead sample result and that sample result and the 90th percentile value for the public water system are greater than 15 ppb

What Steps Is My Water System Taking?

Because the 90th percentile value for the water system is above the action level, [Water System] is actively working to mitigate the problem. We are taking the following steps to keep your drinking water safe:

- **Increased sampling:** *We [are beginning/will begin] sampling for lead every 6 months so we can closely monitor the lead levels in our water system. Your continued participation and support in our lead tap monitoring program is very important.*
- **Public Education campaign:** *We [have initiated/will initiate] a public education campaign to ensure all our customers know about the water system 90th percentile value exceeding the action level, the health effects of lead, the sources of lead in drinking water, and actions they can take to reduce exposure to leads in drinking water.*
- **Source water monitoring:** *We [have conducted/will conduct] monitoring in our source water to ensure that lead is not entering our water system from the source water.*
- **Corrosivity control:** *We will [initiate controls/improve on our controls] to reduce the corrosivity of our water. Corrosive water can cause lead to leach from plumbing materials that contain lead.*
- **[Lead service line replacement:** *We will initiate lead service line replacement programs in our water system.]*
- *[Insert additional steps that your system is taking here.]*

Although we are acting to reduce lead levels, your elevated lead level may also be due to conditions unique to your home such as the presence of lead solder or brass faucets, fittings, and valves that may contain lead. Please see the strategies listed on the previous page to reduce lead exposure.

Contact Information

Please contact [Water System] with questions at [phone number], [email address], or [mailing address]. For more information on reducing lead exposure around your home and the health effects of lead, visit EPA's Web site at www.epa.gov/lead, call the National Lead Information Center at 800-424-LEAD, or contact your health care provider.

Translations for English Instructions

The translations below are examples state or public water systems may use. The translations are included in the *Preparing Your Drinking Water Consumer Confidence Report Guidance for Water Suppliers*. Translations are provided courtesy of the State of Washington Department of Health. None of these translations has been independently verified.

Translations for the English Text: “This report contains important information about your drinking water. Have someone translate it for you, or speak with someone who understands it.”	
<p>Amharic:</p> <p>ይህ ዘገባ ስለሚጠብቅ ውሃ ጠቃሚ መረጃዎችን ይዟል ። ሌላ ጉዳዩን የሚረዱ ሰው አንዳት ለረገጡ ስዎት ወይም እንዲያስረዱዎት ያድርጉ ።</p>	<p>Arabic:</p> <p>هذا التقرير يحتوي على معلومات مهمة عن ماء الشرب الذي تستخدمه. لطلب من شخص ما ان يترجمه لك لو يستطيع فهمه.</p>
<p>Cambodian (Khmer):</p> <p>រាយការណ៍នេះ មានសារៈសំខាន់ណាស់ គឺស្តីអំពីទឹកផ្តល់ឲ្យលោកអ្នក អ្នកអង្គុយបាន ។ ប្រសិនបើមាននរណាម្នាក់ស្តាប់កម្រិតផ្តល់ឲ្យលោកអ្នក ឬគិតថាមាននរណាម្នាក់ ដែលយល់ច្រើននៃនេះស្តាប់ណាស់ ។</p>	<p>Chinese (simplified):</p> <p>此报告包含有关您的饮用水的重要信息。请人帮您翻译出来，或请看懂此报告的人将内容说给您听。</p>
<p>Chinese (traditional):</p> <p>此報告包含有關您的飲用水的重要資訊。請人幫您翻譯出來，或請能看懂此報告的人將內容說給您聽。</p>	<p>Farsi:</p> <p>این گزارش شامل اطلاعات مهمی درمورد آب آشامیدنی شما میباشد. از شخصی بخواهید که به شما ترجمه کنند و یا با شخصی که این موضوع را میفهمند صحبت کنید.</p>
<p>French:</p> <p>Ce rapport contient des informations importantes à propos de votre eau potable. Demander à quelqu'un de traduire ces informations pour vous ou discuter avec une personne qui comprend ces informations.</p>	<p>Greek:</p> <p>Αυτή η αναφορά περιλαμβάνει σημαντικές πληροφορίες σχετικά με το πόσιμο νερό σας. Ζητήστε από κάποιον να σας τη μεταφράσει, ή μιλήσετε με κάποιον που την καταλαβαίνει.</p>

<p>Hebrew:</p> <p>זוה מולל מידע חשוב בנוגע למי השתייה שלכם. בקשו ממישהו שיתרגם אותו עבורכם, או שוחחו עם מישהו שמבין את תוכנו.</p>	<p>Hindi:</p> <p>यह रीपोरट में आपके पीने वाले पानी के बारे में जरूरी जानकारी है। किसी से जिसे इसका अनुवाद करना आता हो उस से बात करें।</p>
<p>Hmong:</p> <p>Dlaim ntawv tshaabxu nuav muaj lug tseemceeb heev nyob rua huv kws has txug cov dlej mej haus. Kuas ib tug paab txhais rua koj, los nrug ib tug kws paub lug thaam.</p>	<p>Japanese:</p> <p>このレポートには飲料水に関する重要な情報が記載されています。この英文を訳してもらるか、またはどなたか英語が分かる方にたずねてください。</p>
<p>Korean:</p> <p>이 보고서에는 귀하의 식수에 대한 중요한 내용이 실려있습니다. 그러므로 이 보고서를 이해할 수 있는 사람한테 번역해 달라고 부탁하시기 바랍니다.</p>	<p>Laotian:</p> <p>ໃບລາຍງານນີ້ມີຂໍ້ມູນສຳຄັນກ່ຽວກັບນ້ຳດື່ມຂອງທ່ານ ໃຫ້ຄົນອື່ນມີຄວາມສາເຫັນທ່ານຝັງ, ຄື ເວົ້າເຖິງຄົນ ໃດຄົນຝັງຜູ້ທີ່ເວົ້າໄດ້.</p>
<p>Oromo:</p> <p>Gabaasii kun odceffanno barbachisa wa'ce bisaan dhugaatii qaba. Akkaa isinii turjumaa'uu gaafadhaa yokaan nama afaan keessan dubbatuu dubbisaa.</p>	<p>Polish:</p> <p>Następujący raport zawiera ważną informację na temat wody pitnej. Proszę poprosić kogoś o przetłumaczenie lub porozmawiać z kimś kto rozumie.</p>
<p>Punjabi:</p> <p>ਇਸ ਰੀਪੋਰਟ ਵਿਚ ਤੁਹਾਡੇ ਪੀਣ ਵਾਲੇ ਪਾਣੀ ਬਾਰੇ ਜ਼ਰੂਰੀ ਜਾਣਕਾਰੀ ਹੈ। ਕਿਸੇ ਕੋਲੋਂ, ਜਿਸ ਨੂੰ ਸਮਝ ਆਉਂਦੀ ਹੋਵੇ ਇਸ ਦਾ ਅਨੁਵਾਦ ਕਰਵਾ ਲਵੋ ਜਾਂ ਉਸ ਨਾਲ ਗੱਲ ਕਰੋ।</p>	<p>Russian:</p> <p>В этом сообщении содержится важная информация о воде, которую вы пьёте. Попросите кого-нибудь перевести для вас это сообщение или поговорите с человеком, который понимает его содержание.</p>

<p>Samoan:</p> <p>O le lipoti lenei o lo'o iai ni mea e sili ona taua e uiga i le vai o lo'o e taumafaina nei. Su'e se tagata e fa'aliliuina mo oe, po'o lou talatalanoa i seisi e iai sona malamalama i lenei mataupu.</p>	<p>Serbo-Croatian:</p> <p>Ovaj izvještaj sadrži važnu informaciju u vašoj vodi za piće. Neka vam neko prevede, ili popričajte sa nekim ko se u ovo razumije.</p>
<p>Somali:</p> <p>Warbixintan waxay wadataa macluumaad muhiim ah ee la xiriira biyaha aad cabtid. Cid ha kuu tarjunto ama la hadl cid fahmaysa.</p>	<p>Spanish:</p> <p>Este informe contiene información importante acerca de su agua potable. Haga que alguien lo traduzca para usted, o hable con alguien que lo entienda.</p>
<p>Tagalog:</p> <p>Naglalaman ang report na ito ng importanteng impormasyon tungkol sa iyong iniinom na tubig. Magkaroon ng isang tao na isasalin ito sa iyong wika para sa iyo, o makipag-usap sa isang tao na nakakaintindi dito.</p>	<p>Thai:</p> <p>รายงานนี้มีข้อมูลสำคัญเกี่ยวกับน้ำดื่มของท่านโปรดขอให้บุคคลในครอบครัวหนึ่งแปลข้อความให้ท่าน หรือปรึกษาผู้ที่เข้าใจข้อความนี้</p>
<p>Tigrigna:</p> <p>እዚ ጽሑፍ ብዛዕባ ተሰታይዎ ማይ አገዳሲ ሓበሬታ ክለዎ። ዘተርጉሙልኩም ወይ ዘረዳልኩም ሰብ ድለዩ።</p>	<p>Ukranian:</p> <p>Це повідомлення містить важливу інформацію про воду, яку ви п'єте. Попросіть кого-небудь перекласти вам це повідомлення або поговоріть з людиною, яка розуміє його зміст.</p>
<p>Vietnamese:</p> <p>Tài liệu này có tin tức quan trọng về nước uống của quý vị. Hãy nhờ người dịch cho quý vị, hoặc hỏi người nào hiểu tài liệu này.</p>	

Confirmation Sample Template

Sample template for public water system (PWS)(or agency designated by the primacy agency) to send confirmation to EPA after disseminating the required information. Confirmation to the EPA should be submitted to the point of contact that forwarded the sample data. If the public water system is submitting the confirmation, an additional copy may be sent to the primacy agency.

Safe Drinking Water Act 1414(c)(5) Exceedance of Lead Level at Households	
Information Delivery Confirmation	
Public Water System or Agency Name: _____	
Point of contact: _____	Phone: _____
Date PWS/state received data and information: _____	
Date information was distributed to affected household(s): _____	
Deadline to disseminate the information: _____	
Delivery method (check all that apply):	
<input type="checkbox"/> Mail <input type="checkbox"/> Certified mail <input type="checkbox"/> Hand delivery <input type="checkbox"/> Email	
<input type="checkbox"/> Other (e.g., posting): _____	
Required information (SDWA 1414(c)(5)(C):	
<ul style="list-style-type: none">• Explanation of potential adverse human health effects• Steps the PWS is taking to mitigate the concentration of lead• The necessity of seeking alternative water supplies	
The public water system/jurisdiction indicated above hereby affirms that the required information listed above has been provided to the affected household(s) within the timeline assigned.	
_____ Signature of owner/operator or Agency Point of Contact	_____ Date

Additional References:

Strategic Plan for Targeted Outreach to Populations Affected by Lead:

<https://www.epa.gov/dwreginfo/strategic-plan-targeted-outreach-populations-affected-lead>

Safe Drinking Water Act – Consumer Confidence Report Delivery Options Memorandum:

<https://www.epa.gov/ccr/safe-drinking-water-act-consumer-confidence-report-delivery-options-memorandum>

Public Notification Templates for Community and Non-transient Non-community Water Systems:

<https://www.epa.gov/dwreginfo/public-notification-templates-community-and-non-transient-non-community-water-systems>

Lead and Cooper Rule: <https://www.epa.gov/dwreginfo/lead-and-copper-rule>

Lead in Drinking Water Regulation: Public Education Guidance:

<https://nepis.epa.gov/Exe/ZyPDF.cgi?Dockey=P10058E4.txt>

Revised Public Notification Handbook: <https://nepis.epa.gov/Exe/ZyPDF.cgi?Dockey=P1006ROA.txt>

Appendix C: Stakeholder Engagement

As directed in the WIIN Act, SDWA 1414(c)(5)(A), EPA collaborated with diverse range of stakeholders to develop this Strategic Plan. During the annual Association of State Drinking Water Administrators' annual conference held in March 13-17 2017, members of EPA's Office of Ground Water and Drinking Water/Drinking Water Protection Division introduced the WIIN Act Strategic Plan effort. EPA staff provided a presentation outlining the WIIN Act amendments and answered questions from conference attendees.

EPA's Drinking Water Protection Division hosted two public webinars and two comment periods to receive input on the Strategic Plan. The first webinar was held on March 23, 2017. EPA explained the WIIN Act amendments to SDWA 1414(c)(5), provide an overview of the draft Strategic Plan, answer questions from stakeholders, and discuss next steps. In the first draft of the Strategic Plan, EPA noted specific aspects they wanted input from stakeholders, including timeframes, information to collect in the *Data Submission Form* ([Appendix B](#)), methods of providing the notification to the affected households, and additional resources (templates). This webinar was attended by 575 persons representing public water systems, states, national associations and EPA.

Immediately following this webinar, EPA opened the first comment period for two weeks (from March 23, 2017 to April 5, 2017). EPA received valuable feedback from 15 stakeholders, representing two cities, two counties/state regional jurisdictions, seven state-level agencies, three associations, and two EPA regional offices. EPA received the most comments related to method of notification, data collection template, timeframes, and data validity/methods.

EPA hosted a second webinar on May 3, 2017 that was attended by 154 persons. This webinar discussed changes made to the Strategic Plan based on this input received during the first comment period.

Immediately following this webinar, EPA opened the second comment period (from May 3, 2017 to May 12, 2017). EPA received comments from eight stakeholders representing four state-level agencies, three associations, and one EPA regional office. Similar to the first comment period, EPA received the most comments related to notification, and data collection, timeframes. EPA considered these comments and used them to revise and finalize the Strategic Plan.