

# Public Engagement and Lessons from the Trenches Canadian Water Network –Blue Cities, Toronto, 2018

Case Study **Lead Service Line Replacement**

## **Greater Cincinnati Water Works**

Before rolling out a new program to help homeowners replace lead service line water pipes across the city, the Director of Water Works sat down with a range of homeowners to get their feedback and to discuss what could work, and what won't.

Greater Cincinnati Water Works  
Lead Service Line Replacement Program Public Engagement  
Cathy Bernardino Bailey – Director  
May 1, 2018

# Build Social Intelligence



**Stop talking 'at people' Start talking 'with people'**

**Deliberate Relationships and Intentional Actions**

# The Ask – Provide feedback on new lead service line replacement program



Will it work for you?  
What will make the program attractive?

Oh, I get it. That works for me.



“ Show up to existing community groups and organizations in East Price Hill, including the Community Council, Holy Family Church, Bloc Ministries, and MyCincinnati.” - Tom

“ I think increasing public awareness of the scale of this issue, the replacement process, and the national trends around replacement will increase public demand, and hopefully also help Water Works ask for more money.” - Eddy

“ Tell people immediately about the \$1500, payment plans, and the customer assistance funds up front, because people will panic if you don't add that information.” - Sheila

# Strategic Plan Action Item



Ongoing Community Conversations

# From Feedback to Outcome



## Greater Cincinnati Water Works (GCWW) / City of Cincinnati Lead Service Line Replacement Program Quick Reference Guide

\*\*\*Please read the enclosed documents completely\*\*\*



### OPTION 1 - Owner Notice of Intent to Perform Lead Service Line Replacement

Property owner hires a certified plumber for replacement of the lead service line on their property. Note that all certified plumber costs will be the responsibility of the property owner.

1. **READ** enclosed Options to Replace Lead Service Line
2. **READ** enclosed Option 1: Owner Notice of Intent to Perform Lead Service Line Replacement
3. **COMPLETE** required Certified Plumber information on page 1
4. **SIGN** a

### OPTION 2 - Agreement for Private Lead Service Line Replacement

Property owner agrees to have GCWW coordinate and the private lead replacement with GCWW cost to option, up to \$1500 unpaid and semi-annual



## City of Cincinnati Lead Service Line F (LSLRF) Frequent

To reduce exposure to lead in drinking water, effective July 2 the Greater Cincinnati Water Works (GCWW) system. Enforce over 15 years, and owners will have a grace period before a take action will occur when GCWW serves the property owner service line replacement with copper piping. This will occur with a lead service line on the private property. GCWW may also of a lead service line is replaced on a planned or emergency!

#### What is a service line?

A service line provides water from the water main in the street to the property. Figure 1 illustrates a typical service line ownership situation.

The water main is installed down the street and the public (utility-owned) service line connects from the water main to the property line. This is the GCWW portion of the water service and is the responsibility of the utility.

The property owner is responsible for the private (customer-owned) service line section from the property line into the house/building.

How do I find out if my service line is lead? There are several ways to determine if your service line is made of lead:

1. Use the GCWW interactive **lead map** to look up the service line material in your home or business by address. It is located at [LSLRF.myGCWW.org](http://LSLRF.myGCWW.org).
2. Perform a **lead scratch test**. Watch the video on our Lead Awareness Website, [Lead.myGCWW.org](http://Lead.myGCWW.org) and click on "LINKS and External Resources" to view the video.
3. If you are still not sure, please call our Lead Hotline at (513) 651-LEAD (5322) to speak with an agent for assistance.

Am I require service line Effective July the GCWW's unit GCWW's of the request You will be r have a lead distance! through rano

[www.myGCWW.org](http://www.myGCWW.org) @CincinnatiWater [www.facebook.com/CincinnatiWater](http://www.facebook.com/CincinnatiWater)



### Greater Cincinnati Water Works Lead Service

THIS IS NOT A

LEAD SERVICE LINE REPLACEMENT & ASSESSMENT PROGRAM	Projects
	Auditor Parcel ID:
	GCWW Account no.:
	Notice Date:

Owner: Please read the information below and respond to 1 or Option 2 by the Return Date listed below.

"Return Date" is

Tenant or Non-Owner Occupant: Please forward immediately the GCWW Lead Program Community Liaison Kathy Fire

OWNER NAME ADDRESS from AUDITOR

Re: [PROPERTY ADDRESS] ("Property")

Dear Owner,

Greater Cincinnati Water Works (GCWW) records indicate water main to the plumbing system on your property may GCWW contractor will be replacing the existing water main a new water main, a new copper public water service line. To protect the occupants of your property from the potential **advises you to replace your "private" portion of the water main** with copper pipe during the water main dangerous to humans, causing irreversible health effects w and nervous system development in young children and increased risk of high blood pressure and kidney damage. ]

As of July 28, 2017, lead service lines are prohibited in the lead service lines will be required as a matter of public health single source of lead in a property's plumbing system and presents a challenge to maintaining safe water within a home building, particularly when disturbed by repairs or other nearby work. While GCWW owns and is responsible for the portion of the water service line from the connection at the water main in the street to the property line, property owners own and are responsible for the portion of the water service line from the property line into the house/building.

(0213171)-231 4747 Spring Grove Ave, Cincinnati OH, 45222 | Customer Service: 513.591.7700 | Hours: 7:30am-5:05pm

[www.myGCWW.org](http://www.myGCWW.org) @CincinnatiWater [www.facebook.com/CincinnatiWater](http://www.facebook.com/CincinnatiWater)

COMPLETE ONLY ONE APPLICATION PER PROPERTY  
Please complete all items and questions and attach required proof.  
Application must be completed by all property owners of record.  
Please copy and attach additional sheets if there are more than two property owners.  
(An incomplete application will delay assistance.)

Application # \_\_\_\_\_ Office Use Only  
1788 (rev. 11/15)  
15 years old

### PROPERTY OWNER(S) PERSONAL INFORMATION SECTION Enter the information completely. PLEASE USE DARK BLUE OR BLACK INK YOU MUST SIGN THIS APPLICATION TO RECEIVE ASSISTANCE

PROPERTY OWNER (Please Print or Type)

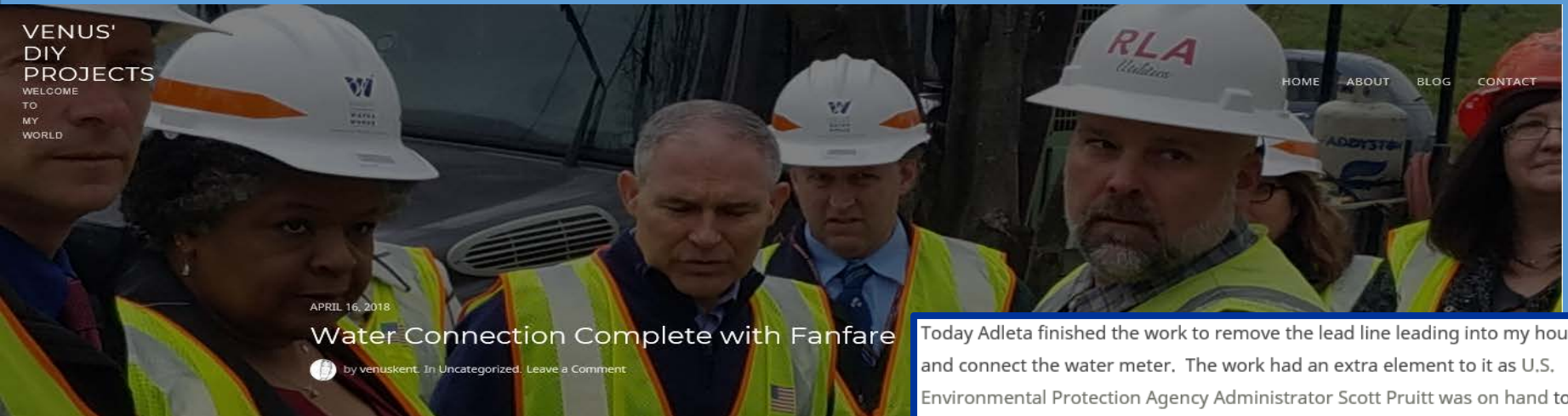
Social Security Number	First Name	M.I.	Last Name
Date of Birth	Property Owner		
Mo. Day Yr.	Yes <input type="checkbox"/> No <input type="checkbox"/>		
Current Service Address (no. and street, including route)			Apt/Lot/Unit/Floor
City	State	Zip Code	Ohio County
Current Mailing Address (if different above)			Apt/Lot/Unit/Floor
City	State	Zip Code	Ohio County
Daytime Telephone including Area Code		Email Address	
Home ( )			
Cell ( )			
Work ( )			

### ADDITIONAL PROPERTY OWNER(S) (Please Print or Type)

Social Security Number	First Name	M.I.	Last Name
Date of Birth	Property Owner		
Mo. Day Yr.	Yes <input type="checkbox"/> No <input type="checkbox"/>		
Current Service Address (no. and street, including route)			Apt/Lot/Unit/Floor
City	State	Zip Code	Ohio County
Current Mailing Address (if different above)			Apt/Lot/Unit/Floor
City	State	Zip Code	Ohio County
Daytime Telephone including Area Code		Email Address	
Home ( )			
Cell ( )			
Work ( )			

Propose . Listen . Understand . Deliver

# Customer Appreciation



Community Ambassadors  
Citizens Water Academy  
Participants

Today Adleta finished the work to remove the lead line leading into my house and connect the water meter. The work had an extra element to it as U.S. Environmental Protection Agency Administrator Scott Pruitt was on hand to watch the festivities. I was not let in on the planned visit, but my father knew immediately who he was when he walked to my front yard. I had no idea, but clearly when 20+ people were suddenly on hand just to see a lead line be pulled from the ground and secret service people were poised at the corners of my street someone high-profile was on hand.

Apparently I am one of the first city residents to sign up for the Lead Service Line Replacement Program (LSLRP) offered by the Greater Cincinnati Water Works (GCWW). The program consists of removing all known lead service lines located within the City of Cincinnati. To assist in accomplishing that goal, GCWW has established a cost sharing and a property assessment incentive. The new program is gaining national attention and is quickly being recognized as a model for other water utilities. They certainly made it a no brainer for me to jump on board and with the professionalism shown by Adleta they picked a great company to do the work.

The three primary guys on the crew doing the work were just awesome! The most friendly, all about business, but know how to have fun crew you could meet. As I shared previously they removed my sidewalk to nowhere for me, they graded the front well enough that I can probably just throw seed and straw, they finished my PEX connection to the meter and even connected the ground-line from my electric panel box, so I won't have to call JTL Electric to complete that final step of his work. Signing up for the LSLRP program was definitely one of the best decisions I've made in the restoring my home.

Thanks for your time and attention!

Cathy Bernardino Bailey

[Cathy.bailey@gcww.cincinnati-oh.gov](mailto:Cathy.bailey@gcww.cincinnati-oh.gov)

<b>Social Media/Website</b>	<b>Handle/Name</b>
Facebook	Greater Cincinnati Water Works
Facebook-Director	Cathy B. Bailey
Twitter	@CincinnatiWater
Twitter-Director	@1stLadyofWater
Lead Website	Lead.myGCWW.org