

COORDINATED WATER SERVICE LINE IDENTIFICATION PLAN

Education Campaign

1. Postcards will be mailed to every water customer explaining the need to complete the water service line identification at their location.
 - a. Instructions and QR code will be included.
 - b. Incentives will be listed.
 - i. **\$15** off water bill to first **150** that complete water service line identification test.
 - ii. **\$10** off water bill to next **150** that complete water service line identification test.
 - iii. **\$5** off water bill to next 100 that complete water service line identification test.
2. Explain the state mandated testing and due date for completion.
3. Explain how the test is performed.
4. Offer free magnets at city hall (place on front counter) for those who do not have them.
5. Targeted campaign on the following: (include “how to” video where applicable)
 - a. Order and place temporary yard signs throughout the city. (Block captains and staff will place in designated areas)
 - b. Mail postcards.
 - c. City website.
 - d. City Facebook page.
 - e. Weekly e-newsletter.
 - f. Quarterly *Your Town* publication.
 - g. **Add “HAVE YOU DONE YOUR WATER TEST?!?” to water bills.**
 - h. **Hang banners at city hall (inside and outside) HAVE YOU DONE YOUR WATER TEST?!?”**

Block Captains

- a. Create block segments throughout the city.
- b. Incentivize block captain to sign up.
 - i. Block captains can earn **\$25 per 15** address contacted that completes test on their next water bill.
- c. Create and provide document to record addresses contacted/completed.
- d. Provide informational flyers to hand out.

RFP for Water Service Line Identification

- 1. Send out RFP on April 18, 2023.
- 2. Bid opening on May 8, 2023.
- 3. Award of Bid on May 15, 2023.
- 4. List of addresses where inspections/identifications need to take place will be created no later than May 26, 2023.
- 5. Project start date is June 1, 2023.
- 6. Project end date is June 1, 2024.

Other Ideas

- 1. Hire **part-time** retired plumber(s) or engineer(s) to do water service line inspections.
 - a. Responsible to schedule appointments with water customers.
 - b. Pay by inspection (\$25 x 3 inspections in one hour = \$75/hour).
 - c. **Work limited to 29 hours per week to avoid paying fringes.**
 - d. Would be covered under city insurance/workers compensation/liability.
- 2. Incentivize water customers to keep appointments.
 - a. \$25 fee charged to water customer for **first** missed appointment, **\$35** charged for **second** missed appointment, **\$50** charged for **third missed appointment.**
 - b. **Council authorize staff to shut-off water for customers that refuse to cooperate (as a last resort).**

Timeline for Implementation

- 1. Temporary yard signs ordered and placed no later than July 1, 2023.
- 2. Flyers created and printed for dissemination no later than May 25, 2023.
- 3. RFP timeline listed above.
- 4. Block captains given training of expectations by June 1, 2023.
- 5. Posting for inspector (if this option is chosen) will be done by April 21, 2023 and will run until May 8, 2023.
 - a. City Administrator will select top candidates to present to Council for selection and approval at the May 15, 2023 regular council meeting.

Monitoring Progress

- 1. Staff will monitor GIS self-reporting site weekly.
- 2. Addresses will be updated bi-weekly.
- 3. Block captains will report bi-weekly.
- 4. RFP or hiring plumber/engineer will report weekly.
- 5. Monthly updates will be given to Council.