

From: Cindy Ziernicki
To: [commentletters](#)
Subject: Comments - Proposed Revised POU/POE Regulations
Date: Thursday, January 4, 2018 4:21:50 PM



Dear Ms. Jeanine Townsend, Clerk to the Board and State Water Resources Control Board Members:

Thank you for providing the opportunity to comment on Proposed Revised POU/POE Regulations.

I would like to comment on Sections 64418.6 (3.c.1) and 64420.6 (3.c.1). These sections are identical except for 64418.6 discusses Point of Use systems and 64420.6 Point of Entry systems. Both sections state:

“Following the public hearing, the community water system shall deliver a survey to each of its customers. The survey shall be delivered in a manner designed to reach each customer and in the language appropriate for communication with the customers. The survey shall consist of the following two choices:

- A. I vote FOR the use of POU or POE treatment devices and*
- B. I vote AGAINST the use of POU or POE treatment devices*

- C. Use of POU/POE treatment devices in lieu of centralized treatment shall be considered to have no substantial community opposition if*
 - 1. The sum of the number of non-voting customers and the number of customers voting against POU or POEs, is less than half of the total customers and,*
 - 2. No more than twenty-five percent of the total number of customers voted against POU or POEs.”*

I recommend the following changes:

“Following the public hearing, the community water system shall deliver a survey to each of its customers. ~~The survey shall be delivered in a manner designed to reach each customer and in the language appropriate for communication with the customers.~~ The survey shall consist of the following two choices:

- A. I vote FOR the use of POU or POE treatment devices and*
- B. I vote AGAINST the use of POU or POE treatment devices*

- C. Use of POU/POE treatment devices in lieu of centralized treatment shall be considered to have no substantial community opposition if no more than twenty-five percent of the total number of customers voted against POU or POEs.”*

- ~~1.-The sum of the number of non-voting customers and the number of customers voting against POU's or POE's, is less than half of the total customers and;~~
- ~~2.-No more than twenty-five percent of the total number of customers voted against POU's or POE's."~~

The justification for the proposed modifications are below:

I recommend that 64418.6 3.c.1 (for POU's) and 64420.6 3.c.1 (for POE's) "The sum of the number of non-voting customers and the number of customers voting against POU's or POE's, is less than half of the total customers" be removed.

Based on 64418.6 3.c.1 (for POU's) and 64420.6 3.c.1 (for POE's) current criteria, the expectation that "*The sum of the number of non-voting customers and the number of customers voting against POU's or POE's, is less than half of the total customers*", over 50% of ALL customers (not just survey responders) would need to vote with a positive response in order for a community water system to not have substantial community opposition. It is not recommended to have a requirement based on how customers will respond to a survey, particularly when the response expectation is much greater than an average survey response. Based on our own in-house surveys and survey organizations, a 'good' survey response rate is approximately 15%. According to Surveygizmo.com, "the average response rate for external surveys is 10 – 15%." According to Benchmarkemail.com, "it is not possible to provide a "typical" or "normal" response rate with surveys, since many different factors contribute and the results differ from business to business. Generally speaking, an email open rate of **15-20%** is considered "good." However, not everyone who will open your email will participate in your survey. Therefore, you can expect the percentage of subscribers who respond to the survey to be even less than that."

I recommend that the following sentence be removed or replaced from 64418.6 3 (for POU's) and 64420.6 3 (for POE's) "*The survey shall be delivered in a manner designed to reach each customer and in the language appropriate for communication with the customers.*" If replaced, I propose the following language: "*The survey shall be delivered in English and Spanish to all customers. In addition, for each non-English speaking group other than Spanish-speaking that exceeds 1,000 residents or 10% of the residents in the community, the system must include the survey in the appropriate language(s).*"

Thank you again for the opportunity to provide comments.

Sincerely,

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