# Lead Service Line Planning Task Force

# Meeting Minutes

May 26th, 2022

Meeting Called to Order at 2:00 p.m. by Kenley Farmer, appointed Chair.

1. Roll Call of Task Force Members

* Kenley Farmer, designee for Department of Energy and Environment (DOEE)
* Matthew Nestopoulos, designee for Department of Consumer and Regulatory Affairs (DCRA)
* Stephen Varga, designee for District Department of Transportation (DDOT)
* Randy Speck, public representative appointed by Council
* Valerie Baron, public representative appointed by Council
* John Deignan, designee for DC Water and Sewer Authority (DC Water)

**Guest Panelists**

* Kishia Powell, DC Water
* Matt Brown, DC Water

1. Adoption of Meeting Agenda and Meeting Minutes

The meeting agenda was adopted and meeting minutes from the 5/12/2022 meeting can be adopted.

1. Timeline Review of Council’s Independent Cost Assessment

There are no updates from council staff regarding the independent cost assessment.

1. Review of DC Water’s Lead-Free DC Communication and Outreach Playbook

CIPERR Block-by-Block Progress:

* Construction is underway for 90 of the 150 blocks that are planned for 2022 (60%).
* Currently experiencing delays in the completion of block’s, due to homeowner’s not participating at a 100% rate.
* Completed over 700 replacements as of June 2022, 400 of which were from the Block-by-Block program and 130 from the Lead Pipe Replacement Assistance Program.

Customer Participation:

* 68% (871/1288) of the homes where construction has started, have returned signed agreements. Less than 1% have declined (5) and 32% remain unsigned (412).
* Question - Can you breakdown the 412 that remain unsigned and confirm how many are tenant occupied opposed to homeowner occupied?
* Answer - Roughly 20% of the signed agreements we’ve received are tenant occupied homes.
* Question - What does the unsigned no response, no engagement mean?
* Answer - We’ve done door to door knock engagement at different times and days, in which no one answered. Phone calls, emails, and texts were also met with no response.
* Question - When you say homeowner, it doesn’t necessarily mean the homeowner lives there?
* Answer - When we say homeowner, we mean those who have already signed the agreement.

Construction Playbook:

* Customer Outreach for Construction - Execute outreach and communication in tandem with construction to maximize homeowner participation in LSL (lead service lines) replacements.
* Program Marketing - Marketing, promotion, and education to raise awareness and activate community support and understanding of 2030 LFDC goal and importance of lead service line replacements.
* Stakeholder Engagement - Engage stakeholders to advance incorporation of equity and prioritization of vulnerable populations in implementation of Phase II LFDC plan.
* Question - Who are the DC Water ambassadors mentioned in the playbook?
* Answer - Employees who’ve taken the initiative to get educated about major initiatives that we are conducting at DC Water. We educate the ambassadors, as they are representatives of all the programs and initiatives DC Water offer.
* Question - Are the ambassadors district residents?
* Answer - The ambassadors are not always district residents, but they take great pride in becoming ambassadors to provide great service to our customers.

1. Outreach and Partnership Opportunities

* DC Water’s outreach and communication strategy includes multiple campaigns before, during, and after active construction with 13 touchpoints that include both indirect and direct customer engagement methods.
* The indirect engagement methods include mail and email customer brochures, and automated messaging distributed by text, email, and phone. Indirect messages are communicated to unsigned homeowners a minimum of 7 times throughout the project. This does not include programmatic LFDC 2030 marketing campaign efforts.
* The direct engagement methods include door to door campaigns and direct phone call campaigns. There are a minimum of 6 direct engagement touchpoints in the outreach strategy for unsigned residents, this does not include community outreach events.
* DC Water’s Program Marketing included several themes for marketing campaign including LFDC 2030 vision, health and safety, social equity, program description, and construction coordination.
* “Imagine a City Without Lead” displayed along public transportation; buses and trains.

Suggestions:

* Display a map in the DC Water Communication and Outreach playbook showing where each outreach effort has taken place.
* Measure the effectiveness of each outreach effort.
  + Explain explicitly what communications were changed after you’ve assessed the strategy of the DC Water Communication and Outreach playbook.
  + DC Water should make partnerships with different community organization’s such as the local chapter of the NAACP’s lead emergency for the district and other organizations.
  + Can DC Water resemble the Red Cross’ ambassador example of attempting to get people from each ward to get things done in their neighborhood?

1. Question and Answer Session

Q: Is DC Water on track to reach this year’s goal?

A: To reach 100% homeowner cooperation, will require something stronger for incentivizing homeowner replacements. We will not reach our 2030 goal without getting full homeowner participation. Currently, we’re in phase 2 of our project which is the Block-by-Block program.

Q: How can we do a better job of informing the community of the health risks of having lead service lines, and heighten the urgency of signing up for our programs?

A: We’ve displayed children on ad’s, met with our government affairs, and researched zip codes with a great number of children to better inform our community. We are looking at focus groups in the next coming month to evaluate how many people may know about our programs.

1. Action Items and Future Agenda Items

Action Items

* + Task Force will:
    - Discuss Councilmember Janeese Lewis George’s “D.C. Green New Deal” Bill that she has recently introduced.
    - Explore policy recommendations for the lead disclosure section of the amendment act, that will allow landlord’s written consent allowing tenant’s authority to have a private side replacement during a potential DC Water Block-by-Block project.
  + Kenley Farmer will:
    - Reach out to Council staff to get an update on the independent cost assessment.
* Task Force members will:
  + Continue to identify District agencies that can aid in the development of the lead service line plan to the Council.
  + Share related documents (memorandum of agreement, studies, etc.) to help with the formulation of the plan via the Lead Service Line Planning Task Force Box.com account.
    - Prepare questions for the meeting with Keisha Powell and Matt Brown with DC Water.

Suggestions:

* + Adding a mandated law that won’t allow tenants to be kicked out or have their rent increased due to the cost of replacements.
  + Force the testing and replacements of lead service lines.
  + When can we setup the public listening session?

**Proposed Agenda for 6/9/22**

1. Roll Call of Task Force Members
2. Adoption of Meeting Minutes and Meeting Agenda
3. Timeline Review of Council’s Independent Cost Assessment
4. Review of DC Water’s Communication and Outreach Playbook
5. Discuss Outreach and Partnership Opportunities
6. Reports from Subcommittees
7. Question and Answer Session
8. Action Items and Future Agenda Items