

APPENDIX G: CCR Certification Form (Suggested Format)

Consumer Confidence Report Certification Form

(to be submitted with a copy of the CCR)

(To certify electronic delivery of the CCR, use the certification form on the State Board's website at http://www.swrcb.ca.gov/drinking_water/certlic/drinkingwater/CCR.shtml)

Water System Name: Fresno, City of

Water System Number: 1010007

The water system named above hereby certifies that its Consumer Confidence Report was distributed on 30 June 2020 to customers (and appropriate notices of availability have been given). Further, the system certifies that the information contained in the report is correct and consistent with the compliance monitoring data previously submitted to the State Water Resources Control Board, Division of Drinking Water.

Certified by: Name: Robert Little
Signature: 
Title: Water System Supervisor
Phone Number: (559) 621.5355 Date: 14 September 2020

To summarize report delivery used and good-faith efforts taken, please complete the below by checking all items that apply and fill-in where appropriate:

- ☐ CCR was distributed by mail or other direct delivery methods. Specify other direct delivery methods used: _____
- ☒ "Good faith" efforts were used to reach non-bill paying consumers. Those efforts included the following methods:
- ☒ Posting the CCR on the Internet at www.fresno.gov/waterquality _____
 - ☐ Mailing the CCR to postal patrons within the service area (attach zip codes used)
 - ☒ Advertising the availability of the CCR in news media (attach copy of press release)
 - ☐ Publication of the CCR in a local newspaper of general circulation (attach a copy of the published notice, including name of newspaper and date published)
 - ☐ Posted the CCR in public places (attach a list of locations)
 - ☐ Delivery of multiple copies of CCR to single-billed addresses serving several persons, such as apartments, businesses, and schools
 - ☐ Delivery to community organizations (attach a list of organizations)
 - ☐ Other (attach a list of other methods used)
- ☒ For systems serving at least 100,000 persons: Posted CCR on a publicly-accessible internet site at the following address: www.fresno.gov/waterquality _____
- ☐ For investor-owned utilities: Delivered the CCR to the California Public Utilities Commission

This form is provided as a convenience for use to meet the certification requirement of the California Code of Regulations, section 64483(c).

Postcard mailed to residents

The 2019 City of Fresno Water Quality Report Is Available

DOWNLOAD YOUR COPY NOW

The 2019 Consumer Confidence Report is available to view. Go to www.fresno.gov/waterquality to download your copy. A translation of the report is also available in Spanish, Hmong or Vietnamese. To obtain a copy of this year's report, or for questions, please call Fresno's One Call Center at 3-1-1.

Este informe contiene información muy importante sobre su agua potable. Tradúzcalo o hable con alguien que lo entienda bien.

Daimntawv tshej lawm no muaj lus tseemceeb txog koj cov dej haus. Tshab txhais nws, log yog tham nrog tej tug neeg uas totaub txog nws.

Chí ti này th t quan tr ng, xin nh ngu i d ch cho qu y v.



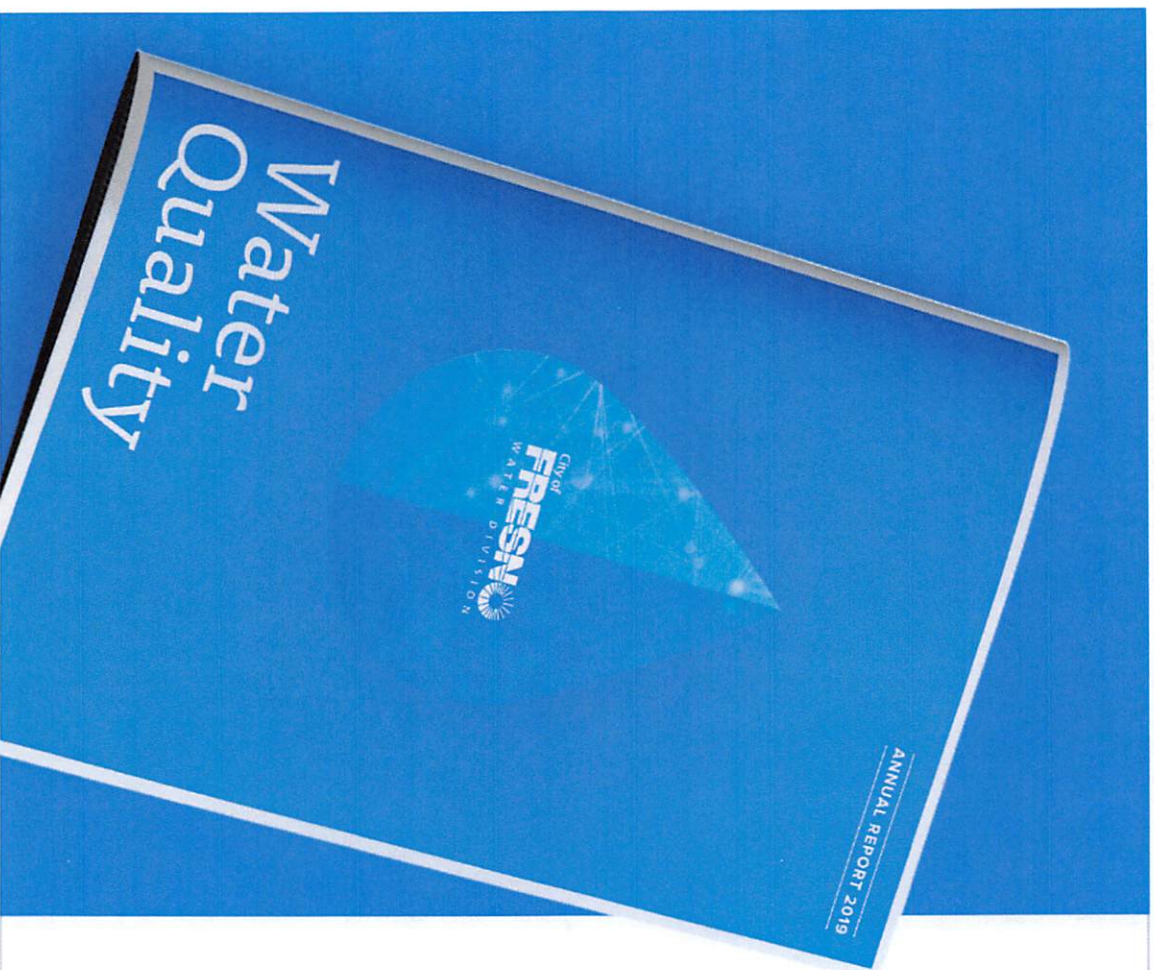
DPUWA 2020 Water Quality Report Media Reconciliation

Sorted by Station/Broadcast Month/Estimate#

Date: 9/14/2020

Station Name	Estimate#	Vendor Name	Inv#	Month	Year	Inv Date	Inv Net	Inv Spots	Approved
Estimate Description		Media	Flight Dates						
KWYE - FM									
	17800199701	KWYE - FM	BB2543827	JUL	2020	7/5/2020	\$612.00	24	Y
	DPUWA 2020 Water Quality Report Radio	Radio	7/1/2020 - 7/1/2020						
KMJ - AM									
	17800199701	KMJ - AM	BB2543845	JUL	2020	7/5/2020	\$680.00	23	Y
	DPUWA 2020 Water Quality Report Radio	Radio	7/1/2020 - 7/1/2020						
KLBN - FM									
	17800199701	KLBN - FM	IN-KL-1200725117	JUL	2020	7/12/2020	\$680.00	32	Y
	DPUWA 2020 Water Quality Report Radio	Radio	7/1/2020 - 7/1/2020						
KJFX - FM									
	17800199701	KJFX- FM	733-00239	JUL	2020	7/14/2020	\$340.00	24	Y
	DPUWA 2020 Water Quality Report Radio	Radio	7/1/2020 - 7/1/2020						
KHGE - FM									
	17800199701	KHGE - FM	6416069053	JUL	2020	7/7/2020	\$408.00	24	Y
	DPUWA 2020 Water Quality Report Radio	Radio	7/1/2020 - 7/1/2020						
KBIF - AM									
	17800199701	KBIF - AM	20070002	JUL	2020	7/15/2020	\$255.00	23	Y
	DPUWA 2020 Water Quality Report Radio	Radio - Hmong	7/1/2020 - 7/1/2020						
FRESNO BEE									
	17800199709	Fresno Bee - Display	4687242	JUL	2020	7/20/2020	\$1,275.00	31	Y
	DPUWA 2020 Water Quality Report Radio	Print	7/1/2020 - 7/31/2020						
	17800199709	Fresno Bee - Weather	4687193	JUL	2020	7/20/2020	\$0.00	1	Y
	DPUWA 2020 Water Quality Report Radio	Print	7/1/2020 - 7/1/2020						
	17800199709	Fresno Bee - Front Page	4687173	JUL	2020	7/20/2020	\$1,700.00	1	Y
	DPUWA 2020 Water Quality Report Radio	Print	7/1/2020 - 7/1/2020						
TOTAL							\$5,950.00		
Approved Budget:							\$5,950.00		
Variance:							\$0.00		
Comments:									

Fresno Bee Weather Page



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Fresno Bee front page

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Bob Little

From: Tara Monreal <tara@jpmktg.com>
Sent: Tuesday, September 1, 2020 4:28 PM
To: Bob Little
Cc: Jane Olvera
Subject: Re: 2019 CCR notification methods

External Email: Use caution with links and attachments

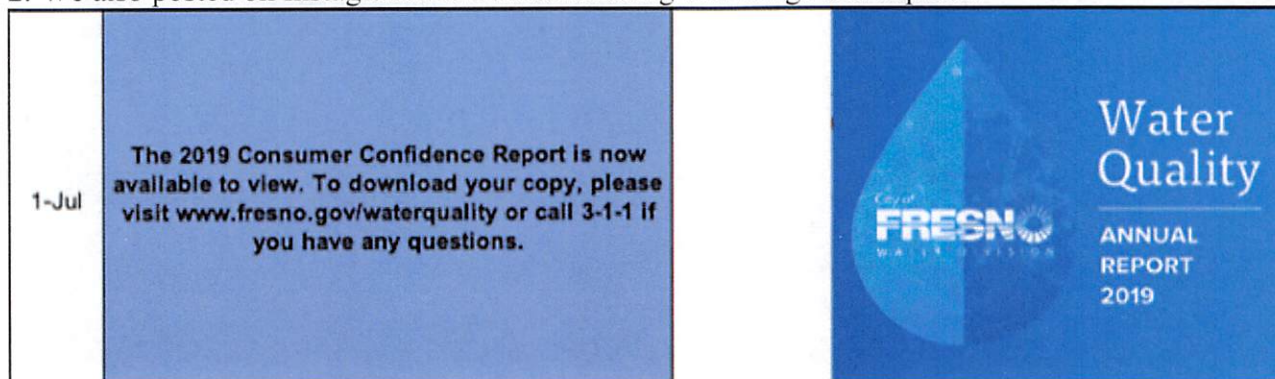
Good afternoon Bob,

I have provided here everything in your previous email. Please see below:

1. Here is a link to the Media Reconciliation Report. This lists all media outlets that were used for CCR outreach, how many times the spots were aired and/or displayed, and how much was spent.

Link to Media Recon: <https://jpmarketing.egnyte.com/dl/oz0i0wjt2P>

2. We also posted on Instagram and Facebook using this image and caption.



3. Here is a link to the final postcard we printed. I have some hard copies on my desk that I am more than happy to drop off if you would like!

Link to postcard: <https://jpmarketing.egnyte.com/dl/qHCmIEo64M>

4. We printed 1550 of the Water Quality Reports that Donelle delivered to the DPUWA division. We printed that same quantity last year as well. For the postcard, we mailed those to an existing mailing list that DPUWA provided, along with apartment and condo residents that the vendor, Fresno Trade & Bindery provided that we purchased.

Please let me know if this is what you were looking for. If we are missing anything, we will be sure to get it to you. Thank you!

Best Regards,
Tara



Tara Monreal