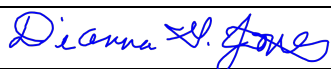


## Consumer Confidence Report Certification Form

Water System Name:	Los Angeles Department of Water and Power (LADWP)
Water System Number:	1910067

The water system named above hereby certifies that its Consumer Confidence Report was distributed on July 1, 2022 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 (DDW).

Certified by:

Name: Dianna G. Jones	Title: Manager, Regulatory Affairs and Consumer Protection
Signature: 	
Phone number: (213) 367-3307	Date: 8/11/2022

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

- ☐ CCR was distributed by mail or other direct delivery methods (attach description of other direct delivery methods used).
- ☒ CCR was distributed using electronic delivery methods described in the Guidance for Electronic Delivery of the Consumer Confidence Report (water systems utilizing electronic delivery methods must complete the second page).
- ☒ "Good faith" efforts were used to reach non-bill paying consumers. Those efforts included the following methods:
  - ☒ Posting the CCR at the following URL: [www.ladwp.com/waterqualityreport](http://www.ladwp.com/waterqualityreport)
  - ☐ 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)

- ☒ Publication of the CCR in the electronic city newsletter or electronic community newsletter or listserv (attach a copy of the article or notice)
- ☒ Electronic announcement of CCR availability via social media outlets (attach list of social media outlets utilized)
- ☐ 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 URL: [www.ladwp.com/waterqualityreport](http://www.ladwp.com/waterqualityreport)
- ☐ *For privately-owned utilities:* Delivered the CCR to the California Public Utilities Commission

### **Consumer Confidence Report Electronic Delivery Certification**

*Water systems utilizing electronic distribution methods for CCR delivery must complete this page by checking all items that apply and fill-in where appropriate.*

- ☒ Water system mailed a notification that the CCR is available and provides a direct URL to the CCR on a publicly available website where it can be viewed (attach a copy of the mailed CCR notification). URL: [www.ladwp.com/waterqualityreport](http://www.ladwp.com/waterqualityreport)
- ☒ Water system emailed a notification that the CCR is available and provides a direct URL to the CCR on a publicly available site on the Internet where it can be viewed (attach a copy of the emailed CCR notification).  
URL: [www.ladwp.com/waterqualityreport](http://www.ladwp.com/waterqualityreport)
- ☐ Water system emailed the CCR as an electronic file email attachment.
- ☐ Water system emailed the CCR text and tables inserted or embedded into the body of an email, not as an attachment (attach a copy of the emailed CCR).
- ☐ *Requires prior DDW review and approval.* Water system utilized other electronic delivery method that meets the direct delivery requirement.

*Provide a brief description of the water system's electronic delivery procedures and include how the water system ensures delivery to customers unable to receive electronic delivery.*

LADWP provided a bill insert to its customers starting May 10-11, 2022 and mailed postcards (attached) from June 23-24, 2022 informing them that the CCR would be available on July 1, 2022.
On July 1, 2022 an email notification was sent to customers providing a link to the CCR, and informing them that CCR was available for viewing and download on July 1, 2022.
The CCR was available on the website on June 30, 2022 and the link was shared on social media (see attached).

## 2021 LADWP DWQR Certification Information

### 1. Bill Inserts

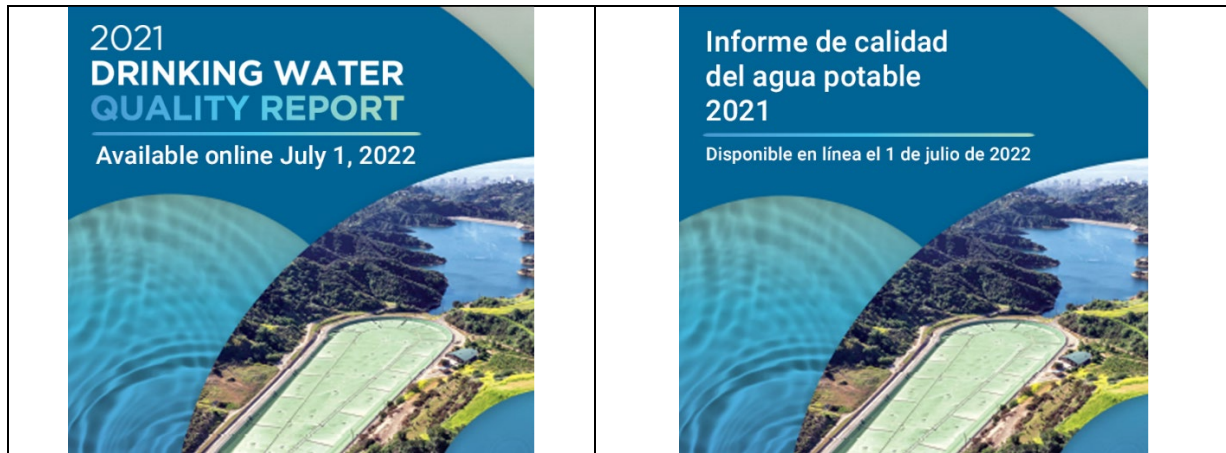
37,217 customers billed on May 10, 2022 received a notification in their bills that were mailed by the US Postal Service on May 11, 2022.

### 2. Customer Notification in addition to Bill Inserts

LADWP mailed a postcard to **521,347** customers on June 23, 2022 and sent an e-mail blast to **265,671** customers (English and Spanish) on June 24, 2022 informing them that the CCR would be available on July 1, 2022.

**Total: 787,018 customers received notification that the CCR would be available July 1, 2022 with URL Link**

POSTCARD FRONT	POSTCARD BACK
	
E-MAIL ENGLISH GRAPHIC WITH EMBEDDED LINK	SPANISH GRAPHIC WITH EMBEDDED LINK



### 3. Social Media

The CCR became available on the LADWP website June 30, 2022 and the link was shared via organic posts the next day July 1, 2022 on LADWP's social media platforms Facebook, Twitter, Instagram and NextDoor

#### Post Image:



#### Post Text:

Los Angeles' water quality is the highest it's ever been in city history. Get the facts in our 2021 Drinking Water Quality Report. #WaterQuality

#### Facebook

Impressions: 710

Reach: 709

#### Instagram

Impressions: 462

## Twitter

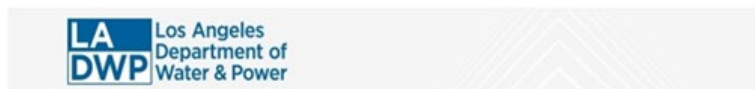
Impressions:1,823

## NextDoor

Impressions: 23,440

## 4. DWQR Specific E-Mail

On July 5, 2022 an email notification in several languages was sent to customers providing a link to the CCR, and informing them that CCR was now available for viewing and download.



The 2021 Drinking Water Quality Report is available for online viewing and download at [www.ladwp.com/waterqualityreport](http://www.ladwp.com/waterqualityreport). This report contains important information about your drinking water.

### SPANISH:

El Informe de Calidad del Agua Potable para el Año 2021 está disponible para verse en línea o descargarse en [www.ladwp.com/waterqualityreport](http://www.ladwp.com/waterqualityreport). Este informe contiene información importante sobre su agua potable.

### KOREAN:

2021 식수 수질 보고서는 [www.ladwp.com/waterqualityreport](http://www.ladwp.com/waterqualityreport) 에서 온라인으로 확인하거나 다운로드하실 수 있습니다. 이 보고서에는 여러분이 마시는 식수에 관한 중요한 정보가 포함되어 있습니다.

### CHINESE:

2021 年饮用水质量报告可在 [www.ladwp.com/waterqualityreport](http://www.ladwp.com/waterqualityreport) 在线查看和下载。本报告包含有关饮用水的重要信息。

### FARSI:

گزارش کیفیت آب آشامیدنی سال 2021، برای مشاهده آنلاین و دانلود در وبسایت [www.ladwp.com/waterqualityreport](http://www.ladwp.com/waterqualityreport) موجود است. این گزارش حاوی اطلاعات مهمی در مورد آب آشامیدنی شما است.

### TAGALOG:

Maaaring mabasa at makuha ng ulat tungkol sa kalidad ng tubig inumin sa Los Angeles sa [www.ladwp.com/waterqualityreport](http://www.ladwp.com/waterqualityreport). Ang nilalaman ng ulat na ito ay mahalagang impormasyon tungkol sa inyong tubig inumin.

### ARMENIAN:

2021 թ. խմելու ջրի որակի վերաբերյալ հաշվետվությունը հասանելի է առցանց ուսումնասիրելու և վերբեռնելու համար [www.ladwp.com/waterqualityreport](http://www.ladwp.com/waterqualityreport) կայքից: Այս հաշվետվությունը կարևոր տեղեկություններ է պարունակում Ձեր խմելու ջրի վերաբերյալ:

1-800-DIAL-DWP (1-800-342-5397)



LADWP has sent this annual Drinking Water Quality Report as required by the State of California, State Water Resources Control Board – Division of Drinking Water.

Campaign Launch Date	Domain Name	# E- Mail Messages Sent	# E-Mail Messages Opened	E- Mail Message Open Rate (%)
7/5/2022	Spanish	30826	12834	42%
7/5/2022	Other Domains	133574	68485	51%
7/5/2022	Yahoo	180874	87966	49%
7/5/2022	Gmail	476477	294544	62%
<b>Totals</b>		<b>821751</b>	<b>463829</b>	<b>56%</b>

## 5. Online Go-Live Publication

The CCR went live on LADWP's website on June 30, 2022.

## 6. LADWP In the Community Electronic Newsletter

On July 15, 2022 information announcing the CCR's availability was sent to customers as part of LADWP Community Newsletter to subscribed customers.



July 2022

### L.A.'s 2021 Drinking Water Quality Report is Here!

LADWP's 2021 Drinking Water Quality Report is now available [online](#). In 2021, LADWP supplied an average of 454 million gallons of water per day to the more than 4 million residents of Los Angeles, its businesses and visitors. Once again, L.A.'s water quality is the highest it has ever been in the city's history -- exceeding all federal and state drinking water standards.



To learn more, [download](#) a printable version or call [\(213\) 367-3182](tel:2133673182) to request a printed copy to be mailed to you.

**Newsletter e-mail to customers: 2,402**

**Open Rate: 52.1%**

**Click Rate: 5.4%**