

APPENDIX B: eCCR Certification Form (Suggested Format)

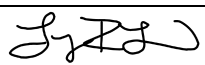
Consumer Confidence Report Certification Form

(To be submitted with a copy of the CCR)

Water System Name:	Western Municipal Water District – Murrieta Division
Water System Number:	CA3310036

The water system named above hereby certifies that its Consumer Confidence Report was distributed on June 25, 2021 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: Lyndy Lewis	Title: Principal Engineer
Signature: 	Date: 9/7/2021
Phone number: 951-571-7277	blank

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.wmwd.com/2020CCR
 - ☐ 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.wmwd.com/2020CCR
- ☐ *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.wmwd.com/2020CCR
- ☒ 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.wmwd.com/2020CCR
- ☐ 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.

Western designed a 2020 CCR postcard that was printed and mailed to all Western
customers. The mailing form is attached to confirm delivery of the postcard. We
utilized Constant Contact to email all customers who had provided a valid email
address to Western. Additionally, we mailed out bill stuffers, issued a press release
and conducted a social media campaign through various platforms to inform
Western customers of the availability of the 2020 CCR (attached). Please find
the attached CCR Outreach 2020 report put together by Western's Strategic
Communications Department that details Western's outreach strategy for the CCR.

*This form is provided as a convenience and may be used to meet the certification
requirement of
section 64483(c) of the California Code of Regulations.*

Company Detail	
Company Name	FPC GRAPHICS
Address	3336 DURAHART ST. RIVERSIDE. CA 92507
Contact Name	JIMMY VAUGHAN
Phone Number	(951) 686-0232
Profit Indicator	P
PS Form 3607R - Mailing Transaction Receipt	
Account Holder Account Number	1000035768
Account Holder Permit Number	2244
Account Holder Permit Type	PI
Account Holder CRID	2508958
Post Office of Permit	SAN BERNARDINO CA 92423-9998
Post Office of Mailing	SAN BERNARDINO CA 92423-9998
Post Office of Permit Cost Center	056744-0952
Post Office of Mailing Cost Center	056744-2152
Mailing Agent Name	FPC GRAPHICS
Mailing Agent CRID	2508958
Mail Owner Name	WESTERN MUNICIPAL WATER DISTRICT
Mail Owner CRID	6807177
JOB ID	00009503
Customer Reference ID	
CAPS Transaction Number	N/A
Class of Mail	USPS Marketing Mail
Processing Category	Letters
Postage Statement ID	434691426
Mailing Group ID	314946959
Mailer's Mailing Date	06/24/2021
Mailer Declared Total Pieces	25,035 pcs.
Mailer Declared Total Weight	650.9100 lbs.
Mailer Declared Weight of a single-piece	0.0260 lbs.
USPS Determined Total Pieces	25,035 pcs.
USPS Determined Total Weight	650.9100 lbs.
USPS Determined Weight of a single-piece	0.0260 lbs.
Total Number of Containers	30
Total Adjusted Postage	\$ 5,891.95
Payment Date and Time	06/24/2021 10:43
Payment Transaction Number	202117512431753M1
Adjustment Transaction Number	
Mailer Figures Adjusted?	No
Person authorizing adjustment	
Name	
Phone Number	
Acceptance Site Mailer ID	
Clerk Initials	
Mail Arrival Date and Time	06/24/2021 12:43



Department of Strategic Communications

Consumer Confidence Report Outreach

2020

Western Municipal Water District's (Western) Consumer Confidence Report Outreach includes both print and digital communications.

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Securing Your Water Supply

PRINT COMMUNICATIONS

Print communications include bill messages, bill inserts, newsletters, direct mail, fact sheets, and more. The Strategic Communications team uses various metrics and customer feedback to inform the use of print communications.

BILL INSERT(S)

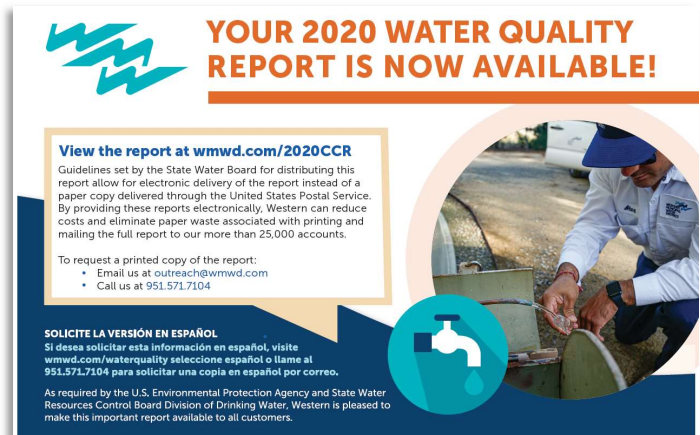
Bill inserts are produced monthly and included with all customer print and electronic billing statements.



DIRECT MAIL

Direct mail pieces are delivered to customers as needed to communicate project updates, targeted messaging, etc.

Postcard



Consumer Confidence Report Outreach | 2020

Securing Your Water Supply

Mailing Certification

Company Detail	
Company Name	FPC GRAPHICS
Address	3336 DURAHART ST. RIVERSIDE, CA 92507
Contact Name	JIMMY VAUGHAN
Phone Number	(951) 686-0232
Profit Indicator	P
PS Form 3607R - Mailing Transaction Receipt	
Account Holder Account Number	1000035768
Account Holder Permit Number	2244
Account Holder Permit Type	PI
Account Holder CRID	2508958
Post Office of Permit	SAN BERNARDINO CA 92423-9998
Post Office of Mailing	SAN BERNARDINO CA 92423-9998
Post Office of Permit Cost Center	056744-0952
Post Office of Mailing Cost Center	056744-2152
Mailing Agent Name	FPC GRAPHICS
Mailing Agent CRID	2508958
Mail Owner Name	WESTERN MUNICIPAL WATER DISTRICT
Mail Owner CRID	6807177
JOB ID	00009503
Customer Reference ID	
CAPS Transaction Number	N/A
Class of Mail	USPS Marketing Mail
Processing Category	Letters
Postage Statement ID	434691426
Mailing Group ID	314946959
Mailer's Mailing Date	06/24/2021
Mailer Declared Total Pieces	25,035 pcs.
Mailer Declared Total Weight	650.9100 lbs.
Mailer Declared Weight of a single-piece	0.0260 lbs.
USPS Determined Total Pieces	25,035 pcs.
USPS Determined Total Weight	650.9100 lbs.
USPS Determined Weight of a single-piece	0.0260 lbs.
Total Number of Containers	30
Total Adjusted Postage	\$ 5,891.95
Payment Date and Time	06/24/2021 10:43
Payment Transaction Number	202117512431753M1
Adjustment Transaction Number	
Mailer Figures Adjusted?	No
Person authorizing adjustment	
Name	
Phone Number	
Acceptance Site Mailer ID	
Clerk Initials	
Mail Arrival Date and Time	06/24/2021 12:43

Consumer Confidence Report Outreach | 2020

DIGITAL COMMUNICATIONS

Digital communications include the public-facing website, email distributions and social media. The Strategic Communications team uses digital analytics associated with page views, impressions, engagement, and reach to inform the use of each digital communications channel for various forms of content (i.e., photos, video, stories, etc.).

EMAIL DISTRIBUTIONS

Targeted email distributions inform specific audiences of information relevant to their interactions with Western. Email distributions are sent through Constant Contact, providing us the ability to track successful deliveries, measure open and read rates, assess viewing by device, and confirm email receipt.

[Western is prepared for dry climate, releases annual water quality report and shares On Tap news](#) - Distributed on: July 20, 2021

- Sent to 19,889 customers
- Opened by 5976
- Open rate 32.5%

MEDIA COMMUNICATIONS

Western takes a proactive approach to generate news and works with media to inform the public of its strategic priorities, programs, and services in a positive, consistent, and credible manner.

OWNED MEDIA

Owned media is when you leverage a channel you create and control.

[Western announces another year of safe, reliable, high-quality water](#) - Posted on: June 25, 2021

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SOCIAL MEDIA

Western measures social media efforts through Instagram, Facebook and Twitter.

Post Performance Summary

Measurement	Total
Post impressions	1,525
Post engagements	26
Post engagement rate (per impression)	1.7 percent
Video views	73

Top Posts

 <p>@WesternMWD Fri 7/9/2021 2:27 pm PDT</p> <p>Western announces the release of its 2020 Consumer Confidence Report, an annu...</p>  <p>Total Engagements 8</p> <p>Likes 2</p> <p>Comments 1</p> <p>Shares 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 4</p> <p>Other Engagements 0</p>	 <p>@WesternMWD Thu 7/15/2021 7:52 am ...</p> <p>ICYMI We released our 2020 annual water quality report earlier this month...and we'r...</p>  <p>Total Engagements 6</p> <p>Likes 3</p> <p>Comments 0</p> <p>Shares 3</p> <p>Post Link Clicks 0</p> <p>Other Post Clicks 0</p> <p>Other Engagements 0</p>	 <p>@WesternMWD Mon 8/2/2021 8:12 pm P...</p> <p>When Western customers turn on their faucets, they can count on their water being purified,...</p>  <p>Total Engagements 4</p> <p>Likes 2</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Link Clicks 0</p> <p>Other Post Clicks 1</p> <p>Other Engagements 0</p>
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Securing Your Water Supply

Instagram Reel Insights

<https://www.instagram.com/reel/CSw11WSgeJz/>

Reel Insights	
We ❤️ providing safe, reliable drinking wate...	
🎵 city.whit - Rugrats Theme Song	
August 19, 2021 - Duration: 0:06	
Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. Learn More	
Discovery ⓘ	
Accounts Reached	565
Plays	576
Interactions ⓘ	
Likes	9
Comments	0
Shares	0
Saves	0

<https://www.instagram.com/reel/CSKv3CkBzBe/>

Reel Insights	
Western, like all public water agencies, is re...	
🎵 Kolektivo - Seu Sorriso (feat. Jasmine)	
August 4, 2021 - Duration: 0:14	
Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. Learn More	
Discovery ⓘ	
Accounts Reached	1,200
Plays	1,230
Interactions ⓘ	
Likes	10
Comments	0
Shares	1
Saves	0