

Implementing a Point-of-Use (POU)/Point-of-Entry (POE) Strategy

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A POU/POE Strategy for Arsenic Rule Compliance Can Succeed



(With POU) in the long run we get high quality water that's safe for us and our children at a very, very reasonable price compared to a large filtration plant.

- Customer currently using POU RO Treatment -



Critical Questions for the Community (and Water System)

- Is POU/POE the best strategy?
- What planning steps are necessary?
- What customer outreach strategy is needed?
- How can 100% participation be achieved?
- What about reluctant customers?



Is POU/POE the Best Strategy?

- POU or POE must clearly be the best compliance choice for the community
- Economic savings (\$\$/Household) provides the primary customer incentive
- The water system must be committed to making POU/POE work

We estimated that for our system serving 20 people, to install centralized treatment we'd have to pay \$200,000, plus \$20,000 to \$30,000 for maintenance each year...We told our customers we could take out a loan, make payments, and adjust our water rates accordingly. But POU was definitely the way to go.

- Manager of a Small System currently using POU RO Treatment -



What Planning Steps Are Necessary?

- Define roles and responsibilities
- Develop local ordinance; Define liabilities
- Determine state requirements
- Decide what vendor services are needed
- Develop outreach strategy and materials
- Schedule installation, service, sampling

We have to comply with the regulation by January 2006. We started more than two years ahead of time to warn people about the situation.

- Manager of a small system using POU Treatment -



What Customer Outreach Strategy is Needed?

- Informing customers about POU/POE
 - Written materials (Fact Sheets, letters, etc)
 - Mailings, public meetings, telephone calls, signs, newspaper notices, community events, DVD, email, web pages
 - Simplest, easiest, lower cost methods most effective
- Tailor outreach strategy to the community
 - How do customers get info about their water?
 - Who do customers trust? How is info passed on?
 - What socioeconomic factors should be considered?
 - How much effort (\$\$) can be directed to outreach?

How Can 100% Participation Be Achieved?

- 100% customer participation is expected for compliance
 - Start early...water systems should give themselves plenty of time
 - Customer outreach is an ongoing activity...not a one time event

Some people have already said "You're not coming in my house!"

*No water system wants to shut off water,
but they might have to be willing to do that...*



- May 2004 Focus Group participants -

What About Reluctant Customers?

- Each water system must tailor a strategy specific to their community
 - What incentives could be offered for participation?
 - Will the water system shut off water service?
 - Should POU/POE be required as a condition of water service?

I've been drinking this water for 50 years and I'm not dead yet.

Reluctant customer whose water system is currently using POU Treatment –

Younger people seem more receptive to the POU units; they are concerned if the current water could be hazardous for their children.



- Operator and manager of a small system currently using POU treatment -

Implementation Tools for Water Systems

- Model POU Ordinance
- “Generic” Fact Sheets
 - Long and short versions, special circumstances
 - Common objections to POU
- Draft Letters and Access Agreements
- Review of typical PIDs and how they work
- Model contract language for custom agreements
- Small Water System Planning guide
 - Example community outreach strategy

Note: The above draft POU “Tools” are currently under internal review by USEPA.

Key Questions for State Regulators

- Where does POU/POE make sense in my state as a compliance strategy?
- What submittal requirements from the water system will be required for state approval of POU/POE?
- What will be the role of the PID? How will service/monitoring intervals be set?
- What customer participation level must be met to initially proceed with POU/POE?