

## Safe Water Engineering Lead and Copper Rule Community Outreach Services

The Michigan Lead and Copper Rule includes many requirements for interacting and communicating with the public about lead in drinking water in general, and specifically about lead service lines (LSLs) that may deliver water to individual homes. The Lead and Copper Rule (LCR) is a complex regulation, which can make it challenging to provide clear and accurate communications about lead in water.

These requirements present a great opportunity for water utilities to build relationships and trust with community members through open communication, tools, and resources. Safe Water Engineering's customized packages are designed and tailored specifically to meet the needs of each water utility and community. Outreach packages start with basic compliance requirements and can be expanded to a variety of pro-active outreach options that will protect public health, educate your community, strengthen relationships, and build trust with your water department.

Services	Options
Outreach plans	<ul style="list-style-type: none"> <li>• Customized plans to inform, recruit and engage residents in outreach and discussions regarding LCR and LSL replacement programs, schedules, protections, and benefits</li> </ul>
Customized handouts for communities for web or printing	<ul style="list-style-type: none"> <li>• Lead in Water Educational Materials</li> <li>• Lead Service Line Replacement Materials</li> <li>• Service Line Notifications</li> <li>• Lead Service Line Replacement Agreements</li> <li>• Public Advisories</li> <li>• Public Education</li> </ul>
Customized materials for Townhall and Community Meetings	<ul style="list-style-type: none"> <li>• Agendas, speaker lineups, and presentations designed for in-person, webinar or Zoom-style meetings</li> <li>• Interactive educational sessions in schools, block clubs, and churches</li> </ul>
Training	<ul style="list-style-type: none"> <li>• LCR training for water utility staff for answering phone calls and customer concerns about lead in water</li> <li>• Train-the-Trainer events to prepare community spokespeople to educate communities about lead in water, including elected officials, school officials, and church leaders</li> </ul>
Technical advising	<ul style="list-style-type: none"> <li>• RFP and contract review to ensure comprehensive and clear, enforceable requirements</li> <li>• LSL replacement program monitoring, evaluation, and optimization</li> <li>• Service Line Inventories and Asset Management</li> <li>• Technical review of outreach and presentation materials</li> </ul>

**About the company:** Based in southeast Michigan, Elin Betanzo is the founder of [Safe Water Engineering LLC](https://www.safewaterengineering.com), a small consulting firm improving access to safe drinking water through engineering and policy consulting. Her specialty is bridging the gap between policy development, implementation in the trenches, and public communication. Safe Water Engineering focuses on monitoring, evaluating, and optimizing all aspects of drinking water infrastructure and quality with the primary focus on public health protection and collaborative approaches to meet the collective needs of communities. Elin is a Professional Engineer and a certified water operator.



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