



WEST VIRGINIA
AMERICAN WATER

WE KEEP LIFE FLOWING®

WEST VIRGINIA AMERICAN WATER

LEAD SERVICE LINE TOOLKIT

TABLE OF CONTENTS



INTRODUCTION	3
TALKING POINTS	4
SOCIAL GRAPHICS & CAPTIONS	5
DRAFT EMAIL	10
PRINTABLE ONE PAGER	11
DRAFT LETTER	12
VIDEO SCRIPTS	13
DRAFT WEBSITE CONTENT	14

INTRODUCTION



West Virginia American Water has launched an education campaign across the company's service areas to encourage customers to self-identify and report the material of the service line that brings water into their home. The educational effort is part of the company's Lead Service Line Replacement Program aimed at replacing all lead¹ water service lines over the course of the next several years.

Because customer-owned water service lines have historically not been tracked by water utilities, completing an inventory of customer-owned service lines is a necessary step to replacing all lead water service lines.

As part of the company's Lead Service Line Replacement Program, West Virginia American Water continues to replace lead service lines where other infrastructure projects are occurring.

¹Galvanized lines that follow lead piping are also eligible for the replacement program.

CLICK HERE
TO AUTOMATICALLY DOWNLOAD ALL THE MATERIALS IN THIS TOOLKIT TO YOUR COMPUTER



TALKING POINTS



- ▶ Customer-owned water service lines have historically not been tracked by water utilities, so **completing an inventory of the material of these lines is a necessary step to replacing the ones that are lead¹.**
- ▶ **To fully understand where lead and galvanized steel service lines requiring replacement currently exist, West Virginia American Water has launched an educational campaign across the company's service areas.** The campaign is designed to raise awareness and encourage customers to self-identify and report the material of the service line that brings water into their home.
- ▶ **West Virginia American Water has developed easily accessible resources, step-by-step instructions, and a video to walk you through how to check your home's service line.** You can upload a photo and submit your findings online, and if your service line is confirmed to be lead, they'll send you a notification when your anticipated replacement date is coming up. (Just know it may not be for a while, depending on the number of pipes in your area that need replacing.)
- ▶ **Helping West Virginia American Water to identify these lines, will enable them to move quickly and efficiently to replace lead service lines when they're in our communities.**
- ▶ **West Virginia American Water is committed to replacing all customers' lead service lines over the course of the next several years and they need your help.**
- ▶ Customers of West Virginia American Water should know that **the water delivered to their homes meets all drinking water quality standards, including those for lead.**
- ▶ Many residents may not be aware that **the most common source of lead in tap water is a home's own plumbing and service lines.**
- ▶ To learn more about West Virginia American Water's Lead Service Line Replacement Program, visit **westvirginiaamwater.com/leadfacts.**

¹ Galvanized lines that follow lead piping are also eligible for the replacement program.

SOCIAL GRAPHICS & CAPTIONS



WE NEED YOU



WE NEED YOU
to check your home's water service line for lead.

LEARN HOW


WEST VIRGINIA AMERICAN WATER
WE KEEP LIFE FLOWING®

We Need
YOU

TO CHECK YOUR HOME'S WATER SERVICE LINE FOR LEAD

LEARN HOW 
WEST VIRGINIA AMERICAN WATER
WE KEEP LIFE FLOWING®

CAPTION OPTION #1

Check and report your service line material to West Virginia American Water. Go to westvirginiaamwater.com/leadfacts to learn how you can have your lead and certain galvanized steel service lines replaced.

CAPTION OPTION #2

West Virginians know how to get the job done. That's why we're counting on you to identify, report and help West Virginia American Water to replace customers' lead and certain galvanized steel service lines. Go to westvirginiaamwater.com/leadfacts to learn more!

WE NEED YOU
to check your home's water service line for lead.

LEARN HOW


WEST VIRGINIA AMERICAN WATER
WE KEEP LIFE FLOWING®



WE NEED YOU
to check your home's water service line for **LEAD**

LEARN HOW


WEST VIRGINIA AMERICAN WATER
WE KEEP LIFE FLOWING®



COMMON SOURCE

DID YOU KNOW?

The most common source of lead in tap water is **home plumbing & service lines.**

Learn how to check your service line.



DID YOU KNOW?

The most common source of lead in tap water is **home plumbing & service lines.**

Learn how to check your service line.



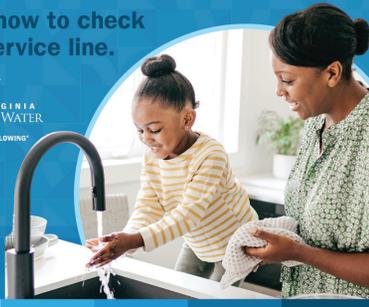
CAPTION OPTION #3

We're committed to replacing lead and certain galvanized service lines over the course of the next several years, but we can't do that without you. Go to westvirginiaamwater.com/leadfacts to learn more about what you can do to help.

DID YOU KNOW?

The most common source of lead in tap water is **home plumbing & service lines.**

Learn how to check your service line.



DID YOU KNOW?

The most common source of lead in tap water is **home plumbing & service lines.**

Learn how to check your service line.



CAPTION OPTION #4

I just checked and reported my service line material to West Virginia American Water. You can, too! Go to westvirginiaamwater.com/leadfacts to learn more about what you can do to help replace lead and certain galvanized service lines in our community!

COMPLETE THE SURVEY



IS YOUR HOME'S WATER SERVICE LINE MADE OF LEAD?

COMPLETE THE SURVEY TODAY



WEST VIRGINIA AMERICAN WATER
WE KEEP LIFE FLOWING™

IS YOUR HOME'S WATER SERVICE LINE MADE OF LEAD?

COMPLETE THE SURVEY TODAY



WEST VIRGINIA AMERICAN WATER
WE KEEP LIFE FLOWING™

CAPTION OPTION #5

I'm proud to support West Virginia American Water's efforts to replace all customers' lead and galvanized steel lines that follow lead piping! Let's work together to identify, report and replace these pipes so we can get the lead out. Go to westvirginiaamwater.com/leadfacts to learn more!

IS YOUR HOME'S WATER SERVICE LINE MADE OF LEAD?

COMPLETE THE SURVEY TODAY



WEST VIRGINIA AMERICAN WATER
WE KEEP LIFE FLOWING™

IS YOUR HOME'S WATER SERVICE LINE MADE OF LEAD?

COMPLETE THE SURVEY TODAY



WEST VIRGINIA AMERICAN WATER
WE KEEP LIFE FLOWING™

CAPTION OPTION #6

Do you know what your water service line is made of? West Virginia American Water is replacing all customers' lead and certain galvanized steel service lines at no direct cost, but we need your help to identify them. Go to westvirginiaamwater.com/leadfacts to learn more!

ONLINE MAP



REPORT YOUR WATER SERVICE LINE MATERIAL ON OUR ONLINE MAP



westvirginiaamwater.com/leadfacts



**Search.
Identify.
Report.**



Is your water service line lead? Visit our online map to find out or help identify the material if it's unknown.



westvirginiaamwater.com/leadfacts

CAPTION OPTION #7

The most common source of lead in tap water is a home's plumbing and service lines. Report your service line material on West Virginia American Water's online map tool. Go to westvirginiaamwater.com/leadfacts to learn more!

CAPTION OPTION #8

West Virginia American Water is replacing lead service lines over the course of the next several years. Galvanized lines that follow lead piping are also eligible for the replacement program. Help identify your service line material. Visit westvirginiaamwater.com/leadfacts to learn how.

DRAFT EMAIL



SUBJECT LINE GOES HERE



Today, I want to shine a light on an important initiative, which I believe is an opportunity for us to truly make a difference in our community: West Virginia American Water’s Lead Service Line Replacement Program.

As you may already know, the water provided to our homes by West Virginia American Water meets drinking water standards, including those for lead. But what you may not know is that the most common source of lead in tap water is a home’s own plumbing and service lines, which could be made of lead. (Insert Personal Reasons for Sending Letter)

Here’s the good news: West Virginia American Water is committed to replacing lead and galvanized service lines that follow lead piping over the course of the next several years at no direct cost to the property owner...

Full email copy is included in the downloadable kit (see pg. 3)

PRINTABLE ONE PAGER



REPORT YOUR WATER LINE MATERIAL

West Virginia American Water is committed to providing safe, reliable water service. As part of this commitment, we're replacing lead and certain galvanized service lines over the course of the next several years.

HELP US IDENTIFY YOUR SERVICE LINE MATERIAL IN 3 EASY STEPS

We are asking customers to self-identify and report the material of their customer-owned service line that brings water into their home or business. You can assess your service line material where it enters your home—typically in your basement, crawl space or garage—by following these three simple steps:

3 EASY STEPS

- 1. SCAN THE QR CODE OR VISIT westvirginiaamwater.com/leadfacts**

Search for your address. If the customer-owned service line material is labeled unknown or if it's identified incorrectly, help us to identify the material.

- 2. FOLLOW** the instructions, answer a few questions and upload a photo of your service line material.
- 3. CLICK "SUBMIT!"**



Please note: If your service line contains lead, it does not mean you cannot use water as you normally do. West Virginia American Water tests for lead in accordance with regulatory requirements and our water meets water quality regulations, including those related to lead. For steps you can take to reduce your potential exposure to lead, visit westvirginiaamwater.com/leadfacts.

DID YOU KNOW...

The most common source of lead in tap water is from the customer's plumbing and their water service line. Homes built before 1930 are more likely to have lead plumbing systems. Additionally, homes built before June 1988 are more likely to have lead-soldered joints.

WHAT IS A WATER SERVICE LINE?

A water service line is a pipe that connects your house or building to the water main in the street. Typically, the utility owns the portion of the service line from the main in the street to the shut off valve (generally located near the curb). The property owner owns the service line from the shut off valve to the inside plumbing.

Utility-owned vs. Customer-owned Portion of the Service Line



Please note: This diagram is a generic representation. Variations may apply.

Exposure to lead in drinking water can cause serious health effects, including decreases in IQ and attention span. Lead exposure can lead to learning and behavior problems. The children of women who have had an increased risk of these adverse health effects. Adults can have kidney or nervous system problems.

TYPES OF PIPE



Galvanized: A dull, silver-gray color. Use a magnet - strong magnets will typically cling to galvanized pipes.



Copper: The color of a copper penny.



Plastic: Usually white, rigid pipe that is jointed to water supply piping with a clamp. Note: it can be other colors, including blue and black.



Lead: A dull, silver-gray color that is easily scratched with a coin. Use a magnet - strong magnets will not cling to lead pipes.

for utilities or many service lines.

requirements extend to federal

acing in to a house).

A pdf of the handout is included in the downloadable kit (see pg. 3)

FOR MORE INFORMATION

Scan the QR code or visit: westvirginiaamwater.com/leadfacts

For more information on drinking water standards: Contact the EPA Hotline at 1-800-426-4791.

For more information on reducing lead exposure around your home/building and the health effects of lead: Visit USEPA's website at www.epa.gov/lead

lead service line replacement program and answers to commonly asked questions.

DRAFT LETTER



Dear Constituent,

I wanted to chat with you about something that's been on my mind lately—a critical issue that affects all of us—lead service lines in our homes. I know this might not be the most exciting topic, but bear with me because it's essential, and together we can make a real difference in our community! (Insert Personal Reasons for Sending Letter)

As you may already know, the water provided to our homes by West Virginia American Water meets drinking water standards, including those for lead. But what you may not know is that the most common source of lead in tap water is a home's own plumbing and service lines, which could be made of lead. Here's the good news: West Virginia American Water is committed to replacing lead and galvanized service lines that follow lead piping over the course of the next several years at no direct cost to the property owner.

So, here's where I need your help. Customer-owned water service lines have historically not been tracked by water utilities, so completing an inventory of the material of these lines is a necessary step to replacing the ones that are lead or galvanized steel requiring replacement.

As part of its Lead Service Line Replacement Program, West Virginia American Water developed easily accessible resources, including an online map indicating the material of the company-owned and customer-owned service line material, if known, to help with this process. Using the map, you can search for your address. If the customer-owned service line material is labeled unknown or if it's identified incorrectly, you can update the information.

bsite offers step-by-step you through how to check your fill out the short survey, attach to them. If your service line is steel following lead piping, they'll in water main replacements in a for a while... they're replacing vice area over the course of the

ater to identify these lines will efficiently replace lead and 're in our community.

sage with your friends, family, lse your social media platforms, ther channels you have at your is left in the dark about this

your water service line is lead or safe to drink. The water provided Vater continues to meet state and cluding those set for lead.

ogether, we can help get the t Virginia American Water's Lead n, and lead and drinking water, ater.com/leadfacts.

Full letter copy is included in the downloadable kit (see pg. 3)

VIDEO SCRIPTS



OPTION 1:

Did you know that the most common source of lead in tap water is from a customer's own plumbing and service lines?

That's why I am proud to partner with West Virginia American Water in their efforts to replace lead and certain galvanized steel service lines across the state!

But they need your help to identify and replace them!

Everyone can do the test!

Learn more at West Virginia A M Water dot com slash lead facts.

(westvirginiaamwater.com/leadfacts)

OPTION 2:

West Virginia American Water is committed to replacing lead and certain galvanized steel service lines at no direct cost!

But they need our help to identify them, so they can replace them!

First: Check your home's service line

Next: Upload a photo to West Virginia American Water

Then: Then you'll get a notification of your anticipated replacement date

Learn more at West Virginia A M Water dot com slash lead facts.

(westvirginiaamwater.com/leadfacts)

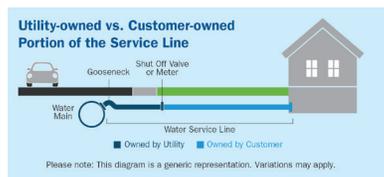
OPTION 3: MAKE YOUR OWN SELF-ID VIDEO

West Virginia American Water would love to partner with you to create specific videos for your municipal and/or organization.

DRAFT WEBSITE CONTENT

General Website Content

West Virginia American Water's Lead Service Line Replacement Program



West Virginia American Water is committed to replacing lead and certain galvanized water service lines over the course of the next several years. Customers can visit www.westvirginiaamwater.com/leadfacts to learn more about the program, look up their address on the interactive inventory map and review a variety of resources to better inform them about lead service lines and the company's replacement process.

West Virginia American Water is asking their customers to help support this initiative by locating and identifying their water service line material and submitting a short survey at www.westvirginiaamwater.com/leadfacts. If the service line is confirmed to be lead¹, West Virginia American Water will work to have those service lines replaced in accordance with the company's replacement plan.

During this process, customers can still use their water as they normally would, as the water provided by West Virginia American Water continues to meet state and federal water quality standards, including those set for lead.

To learn more about the program, please visit www.westvirginiaamwater.com/leadfacts. Any questions customers may have about the program that are not answered in the website's frequently asked questions section can be sent to the West Virginia American Water Lead Team at leadfreewv@amwater.com.

To learn more about
West Virginia American Water's
**LEAD SERVICE LINE
REPLACEMENT PROGRAM**

CLICK HERE 

Button should be linked to
www.westvirginiaamwater.com/leadfacts

West Virginia American Water has compiled draft website content to provide your constituents with more information about our Lead Service Line Replacement Program.

Full web copy and images are included
in the downloadable kit (see pg. 3)



WEST VIRGINIA
AMERICAN WATER

WE KEEP LIFE FLOWING®

THANK YOU

Reach out to leadfreewv@amwater.com with questions.
Feel free to reshare any posts from our social media platforms.

