



**Town of Blandford Water Department
PWS ID 1033000
Drinking Water Emergency Action Plan**

Revised and Approved February 1st, 2024

Town of Blandford Water Department Drinking Water Emergency Action Plan

Town of Blandford Water Department PWS ID 1033000 Drinking Water Emergency Action Plan

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Town of Blandford Water Department Drinking Water Emergency Action Plan

I. Introduction

This plan is intended to provide a framework for the Town of Blandford's Water Department when responding to minor and major water emergencies. This plan does not supersede the Town of Blandford's Emergency Response Plan, nor are the contents of this plan part of the Town bylaws. This plan was developed to help the water department facilitate, in the most efficient manner, a response to both major and minor water emergencies described herein.

II. System Description

The Town of Blandford relies on one source of supply, the Long Pond Reservoir which is located at the western part of Blandford. The reservoir is approximately 1 mile long by 0.25 miles at its widest point with a surface area of 81 acres and a hydraulic grade elevation of 1,544 feet.

The water from the Long Pond Reservoir flows directly to the Long Pond Water Treatment Facility. The WTF treats up to a maximum flow rate of 250,000 gpd and utilizes the propriety MS Filter packed slow sand filtration system, combined with the addition of treatment chemicals. The plant was designed for turbidity reduction, removal of organic and inorganic particles, and waterborne microorganisms in order to comply with the SDWA and MADEP regulations.

In accordance with MADEP guidelines, the required 250,000 gpd capacity will be provided in all cases with one process train out of service. To meet the requirements, four filtration units were provided, each capable of treating up to 84,000 gpd.

Water flows directly to the WTF from Long Pond. After entering the building in the Pump Pit, raw water is pumped to the slow sand filters. Prior to entering the filters, gaseous ozone is injected to the oxidize organics and increase total organic carbon (TOC) removal efficiency. Water then flows to the splitter box which directs water to each of the four slow sand filters. Each filter tank, measuring 11.8 ft by 50.9 ft consists of three stages:

- The first stage is the roughing filter which consists of 6 inches of coarse gravel base progressing upwards to 6 inches of fine gravel, topped with 16 inches of granular activated carbon (GAC). This stage of filtering process protects the slow sand filter from excessive solids loading. The GAC media removes residual ozone to protect the *schmutzdecke* layer on the slow sand filter.
- The second stage is the slow sand filter, consisting of a large bed of fine sand supported by layers of progressively coarser sand and gravel. The filter serves as an effective means of filtering water and controlling microbiological contaminants.
- The final stage of the process is the GAC contactor. This stage consists of layering of materials similar to the roughing filter and provides final polishing for organics removal.

Water leaving the filters may be treated with sodium carbonate (soda ash) for PH adjustment and sodium hypochlorite for disinfection. Filtered water then enters the contact basin/two chamber concrete clear well with a combined capacity of 176,000 gallons. (The chlorine contact basin has a capacity of 26,000 gallons and the concrete clear wells have a total capacity of 150,000 gallons.) A baffle wall in the basin ensures the necessary contact time for disinfection.

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Before entering the clear well, post-CT basin water samples are continuously analyzed to determine the need for a second dosing of soda ash and sodium hypochlorite. At this time, aqueous ammonia may be injected to form chloramines for secondary disinfection within the distribution system. Water from the clear well is piped back into the treatment facility for final adjustment of soda ash, sodium hypochlorite, and aqueous ammonia as needed before being delivered to the distribution system.

A 500-gpm backwash pump is provided to deliver raw water to flush the sand media in the filters during filter cleaning. Spent backwash water is transferred to an onsite lined backwash water lagoon. The lagoon allows solids to settle prior to being decanted to Wheeler Brook.

III. Levels of System Emergencies

Emergency events are categorized into one of three levels, based on the severity of the situation. The three levels are categorized below. General response items for each level of emergency are also listed. Examples of emergencies and triggering criteria are discussed in the next section of this report.

Level I – This is the least severe emergency. A Level I emergency can typically be handled by existing water utility personnel and is not expected to last more than a day.

Level I Response:

- 1) Investigate and evaluate situation/emergency.
- 2) Note special considerations for the type of emergency encountered.
- 3) Document/log situation and all response actions
- 4) Initiate response/repair
- 5) Continue to Level II response if there is potential for threat to public health.

Level II – This emergency is more critical than Level I and is initiated when there is a potential threat to public health. The Level II situation is still expected to be handled with the existing water utility personnel with minimal assistance from outside entities.

Level II Response:

- 1) Follow Level I response items.
- 2) Notify necessary outside repair team.
- 3) Notify the DEP Regional Office to determine if a Level III situation exists.
- 4) Inform affected customers of the water system.
- 5) Continue to Level III response if threat to public health is immediate or eminent.

Level III – This emergency is the most critical and will require additional staff, immediate alternative water supplies and a formal declaration of a water emergency. The threat to public health is immediate or eminent.

Level III Response:

- 1) Follow Level I and Level II response items.
- 2) Notify appropriate outside agencies.
- 3) Initiate precautionary measures to safeguard public health.

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- 4) Conduct additional public notification procedures

IV. Types of System Emergencies

The table below summarizes examples of water system emergencies at varying levels. This list is not meant to be exhaustive, but rather serves as a general guide when deciding how to categorize a water emergency.

Examples of Water System Emergencies

Level I	Level II	Level III
A water main break resulting in low or no water to customers, that is expected to be repaired within 24 hours	A water main break in an area that has the potential to contaminate the distribution system (e.g. in the beaver pond)	A water main break with an identified contamination/water quality problem
Minor water quality issues within the distribution system not attributed to a water main break (e.g. total coliform bacteria detection)	A water main break in a remote area that is difficult to access	A water main break that has not been repaired within 48 hours (with or without a water quality problem)
	A water main break that is not expected to be repaired within 24 hours, but there is no identified water quality contamination	A water main break at the vulnerable stream crossing
	Major water quality issues within the distribution system not attributed to the water main break (e.g. fecal coliform bacteria detection)	Multiple water main/equipment breaks within the distribution system
		A power failure with loss of back-up power

V. Emergency Situation Procedures in Detail

The flow chart below describes the procedures that will be initiated by the water department when addressing a water emergency. When an emergency situation arises, the Water Superintendent (or backup), in conjunction with the Board of Water Commissioners will determine the emergency situation level. The Water Superintendent in conjunction with the Board of Water Commissioners will coordinate all repair procedures. The procedures may not be applicable to every situation encountered but are presented as a guidance to expedite restoration of the system as efficiently as possible. Note that the procedures are outlined for water main breaks, and not distribution system water quality issues that are not associated with breaks. These procedures will be posted in the chlorination station. For each water emergency event, a water emergency log sheet will be filled out (Appendix A). Voluntary Emergency Water Use Restriction Guidelines are included in Appendix B. Guidelines for preparing a News Release can be found in Appendix C. Note that the procedures address provisions for providing potable trucked in water to either distribute to residents manually, or for filling of the storage tank. At

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no time should non-potable water be directly pumped into the distribution system. All trucked in water will come from a public drinking water source and be measured for chlorine residual on-site. A sample will also be collected and analyzed for coliform bacteria.

Emergency Situation Procedures

Emergency procedures for pump house on North St.

As of 10/05/13 the Blandford Water Department installed an emergency by-pass system for the pump house on North St.

This system will only be used in the event of pump house failure or work needed to be done at the facility.

A hydrant was installed on the discharge side of the pump house that feeds the North St. end of the water system. Another hydrant is located on the main line feed from the water treatment plant near the hydrant on the discharge side.

Between these hydrants is the blacktop pad. This pad will hold a portable water pump that will be set to supply the pressure and volume of water needed to satisfy the downstream water users.

An average flow of water to this area varies so a constant pressure of 70 psi and a portable pump that can handle 250 gpm in case of fire protection will be used for an emergency. If needed a fire truck can be tied into this system to help raise the pressure and water flow in case of a fire.

Emergency Situation Procedures

PWS #103300

For any and all situations the primary operator is to be notified

1. First of all, determine what the emergency is.
2. Secondly, determine the emergency level.
3. In the event of an emergency D.E.P. is to be notified at their emergency number (888) 304-1133. If the event is chemical or bacterial, notify Berkshire environmental lab at (413) 243-1416.
4. In the event of a serious emergency the Water Commissioners will send out a call via the reverse 911 system for water users.

In the Water Treatment Plant there are maps of the distribution system and drawings of the treatment plant. These drawings outline the location of all valves and transmission lines to and from the treatment plant.

Raw Water Supply Problems

If the problem is at the source such as drought concerns, contamination, or the failure of the dam and water cannot be accessed from the reservoir, a 21-acre pond can be accessed from across Gibbs Road by way of a

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portable self-contained pump. A portable water line can be connected to the outside raw water hydrant and the water then would be treated by the treatment plant as usual.

1. Turn off raw water pumps at the plant.
2. Close raw water gate valve located at the reservoir.
3. Check the level of the Clearwell to determine how long the town supply of water will last.
4. Call XYLEM Dewatering Solutions a/k/a Godwin pumps at (860) 889-2343. Will need: model # cd100m 4" dri-prime pump, 5000 ft of 4" qd pipe, 4"x50' hd discharge hose, 4"x20' hd suction hose and screen and hose to hydrant fittings, and a portable contamination dike.
5. Contact Blandford Highway Department Hazard line (413) 848-4279 or (518) 505-8685 to help unload material, with installation and fueling.
6. The hydrant located outside of the main entrance is the raw water hydrant and the line from Godwin's pump is to be connected to it.
7. Godwin's pump needs to be set at 60 gals/min and 80 psi. At this pressure and flow, the plant will run as normal.
8. If the Clearwell is going below 3' in level before the portable can be installed, the water commissioners are to be notified and the water users are to be notified of a possibly temporary shutdown of the water supply. During a prior incident Godwin's pump and all materials were on site within 4 hours and with the help of the Highway and Fire Departments, the plant was refilling the Clearwell inside of an hour.

Raw Water Pump Failure: raw water pumps are running but no raw water is being pumped.

1. There is a raw water line screen just before the raw water pumps. This is the first place to look because if the screen is clogged, there will be little or no water reaching the raw water pumps. First close the gate valve on the raw water line just before the screen assembly. Then clean the screen. There are three wing bolts on top, just loosen them and the tip comes off. Pull the screen up and wash it out with a hose. Make sure the o ring is in place on the lid, then replace. The static water pressure from the reservoir will refill the raw water line by its self. No priming would be necessary.

Raw Water Pump Fails to Run at All

In the plant there are four raw water pumps. They are numbered 1 through 4. Numbers 1 and 2 are the smaller of the pumps, 2" lines. Pumps 3 and 4 are 4" lines. Under normal conditions, the plant runs on only one pump, either pump 1 or 2 at a rate of 50 to 60 gallons per/minute.

1. If a raw water pump fails, the gate valves at the pump are to be closed and the next pump is to be brought online.

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2. The flow rates can be adjusted by the controls in the generator room by adjusting the hrz on the panel. Pumps 1 and 2 can be set at 55 hrs for around 55 gallons per/minute and pumps 3 and 4 can be set at 35 hrs.
3. In the pump room there is a spare 2” pump that can be installed if a pump has failed. The controls are now set remote, however that can be changed by using the controls located near each pump. The switches are marked “remote” and “local”.

Disinfection Emergency

If there is a problem at the plant such as disinfection, the finished water is continuously monitored for chlorine residual.

1. First calibrate the two chlorine meters that read on the overview screen on the Scada. They are tied to the alarms. The O&M Manuals are found in the generator room.
2. Next a bench test must be completed. There is a portable free chlorine testing unit in the office. The plant operators are well trained to test and adjust or put on manual, all the units of the injection system. This system has a call-out alarm and the alarms are set to call-out well before a disinfection emergency or a low water situation.
3. Downtown water can be tested with a portable kit for cl₂ residual. All of the chlorine at the plant is kept in 55-gallon drums and are on spill containment platforms.
4. If for any reason the chemical pumps are set on manual, the operator is to check the plant flow and residuals at least every 4 hours for cl₂ residual and kept at 1.0 free chlorine on finished water. In the plant the O&M manuals as well as directions are located on all the stroke pumps. Rebuild kits and installation directions are kept on shelves in the generator room for all the stroke pumps.

Water Main Breaks

In the case of a water main break, most of the time the water operator doing the plant reading sees the water usage climbing or the answering machine at the plant has information on a leak in the water system. The town has published the water plant phone number as the emergency number to call for water users in case of a water-related problem.

1. If a leak cannot be found, Mass Rural Water can be called as they have the equipment to locate water leaks. Their number is (413) 834-8975 (John Tibbits).
2. Certain gate valves can be operated to isolate and contain the leak. Any threat of contamination or lack of disinfection can be tested with the free cl₂ test kit at the plant. The list of emergency contractors is to be used and dig safe is to be called.
3. The location of the leak can determine who needs to be called. If the leak is on rt. 23 or North Rd. the Mass State Highway Dept needs to be notified. For all other areas in town, the Blandford Highway Department is to be called.

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4. If the leak is before the Town Hall, the Town Hall will have to be notified of a possible shutdown of their water supply.
5. Any and all parts and equipment can be obtained from L.B Corp , M & M Excavation or E.J. Prescott. Their numbers are on the contact list.
6. In the event of a prolonged shut down of the water supply to certain sections of the water system, a potable water supply can be brought in from outside contractors. There are numbers on the contact list. If a hydrant is to be used to supply portable water, certain fittings are going to be needed as well as a way of disinfecting the supply. A 5-gallon container at the water plant can be filled with the transfer pump. In the chlorine room one of the 55-gallon drums and the chlorine with a 1 liter container can be used to douse the bulk supply.

Loss of Power

The treatment plant and the pump house on North Street have emergency generators that automatically run when a power failure occurs. They are tested once a week and routinely maintained. In the event that these generators are in use, the fuel supply will have to be maintained and the fluid levels checked to keep them running in an orderly manner. They are programmed to run as long as the outside power cannot be supplied. They will automatically shut down when the power is back on.

Bacteria or Chemical Contamination

1. First look for an intrusion either by way of weather, vandalism, or terrorism, such as gates and locks disrupted or instances at the treatment plant or reservoir. In the event of any of this reason, besides weather, the State Police are to be called at (413) 862-4511 as well as DEP. If the threat is chemical or bacterial, Berkshire Environmental Lab is to be called.
2. The clearwell hatches should be in place and secured.
3. The level of the emergency needs to be assessed.
4. The Valves on the top of the clearwells, all of them, are to be closed and the production of water from the plant stopped.
5. All of the water users are to be notified ASAP.
6. Testing would be started at the plant as well as downstream from the plant to gauge how far it has traveled to water users.

In the event of possible bacterial contamination there is a supply of special containers at the water plant that are kept in stock for this situation.

1. The best way to determine this problem would be to find out where the problem is originating and stop it at the source.

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2. If the problem is at the water treatment plant, it can come from only two sources, the reservoir or the plant itself. The raw water line coming into the plant would be the first testing spot. The test should be done where the raw water turbidity and the ph are tested constantly. The second location would be at the sample line from the clear wells. The test sites are well marked.

Control of Chemical Injection

Long Pond Water Treatment Plant's chemical injection is controlled by a S.C.A.D.A. (computer) system. This is determined by the flow of finished water from the plant.

1. If there was a failure of this system the injection system would have to be set manually. If this event occurred, an operator would be required to check the flows, turbidities and the chlorine residuals at the plant at least every 4 hours to maintain a controlled disinfection and flow to the Clearwell's. In the office of the plant are portable meters for testing turbidities, ph and chlorine residuals. The directions are with the units. In the generator room are the O&M manuals on how to run the chemical feed pumps on manual. A cl2 residual of 1.0 in the Clearwell's is a very good number to maintain.

A Problem with High Turbidities

The main goal is to keep the turbidities as low as possible. If for any reason the turbidity reaches 1.0 ntu, DEP is to be called immediately after completing the following steps:

1. If the turbidity is climbing, the first thing that should be done would be to calibrate the meter. The finished water turbidity meter is in the area with all of the other meters and is labeled "finished water". The directions on how to perform his are in the generator room in the folder that is for the 1720 e Hach meter.
2. There are four slow sand filters in the treatment plant. Each one of them has a turbidity meter assigned to it. These meters tell you which filter is high on turbidity. There are O&M manuals on how these filters operate that can be found in the generator room. All of the meters are calibrated once a month. Before any filter is shut down a calibration should be done on it. The turbidity meters are Hach 1720 e and directions to calibrate are in the generator room.

Ozone Generators

1. The first action is to calibrate the sensor. O&M manuals are in the generator room.
2. There are two banks of ozone generators, and each bank has five generators. On the Scada the overview screen has the ozone reading on it. The amount of ozone normally is .01 and should be kept around that number. To maintain this treatment, dose if the raw water flow is changed at all. The valves from the ozone generators control the amount of vacuum that is needed to inject the ozone into the raw water. All adjustments on the generators should be followed by the O&M manual in the generator room.

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In the event of a power outage:

The Town of Blandford Water Department has two generator units, one at the Treatment Plant and one at the Pumping Station that supplies the pump house. These units are tested once a week, and they are fully automatic with dial out alarms.

In the event of a water main break or service line break:

Any and all water main breaks are repaired by hired licenses contractors. The repair is supervised by the Water Superintendent or a qualified Water Department employee if necessary. All disinfection is performed by the water operator. If water loss is at the water user's homes a service call is sent through the NCI (an automatic voice response system) system and a door hanger tag is left to notify them of the water loss and a contact number is included for any further questions.

In the event of chemical or biological contamination of the drinking water supply:

Upon contamination of the water source when found raw water will be closed to the Plant, Plant effluent will be closed until water is tested by the lab. A water supply back-up will be contacted. The Pump House on North Road is the designated point where the back-up water will be supplied.

In the event the Chlorine equipment/Chlorinator should fail:

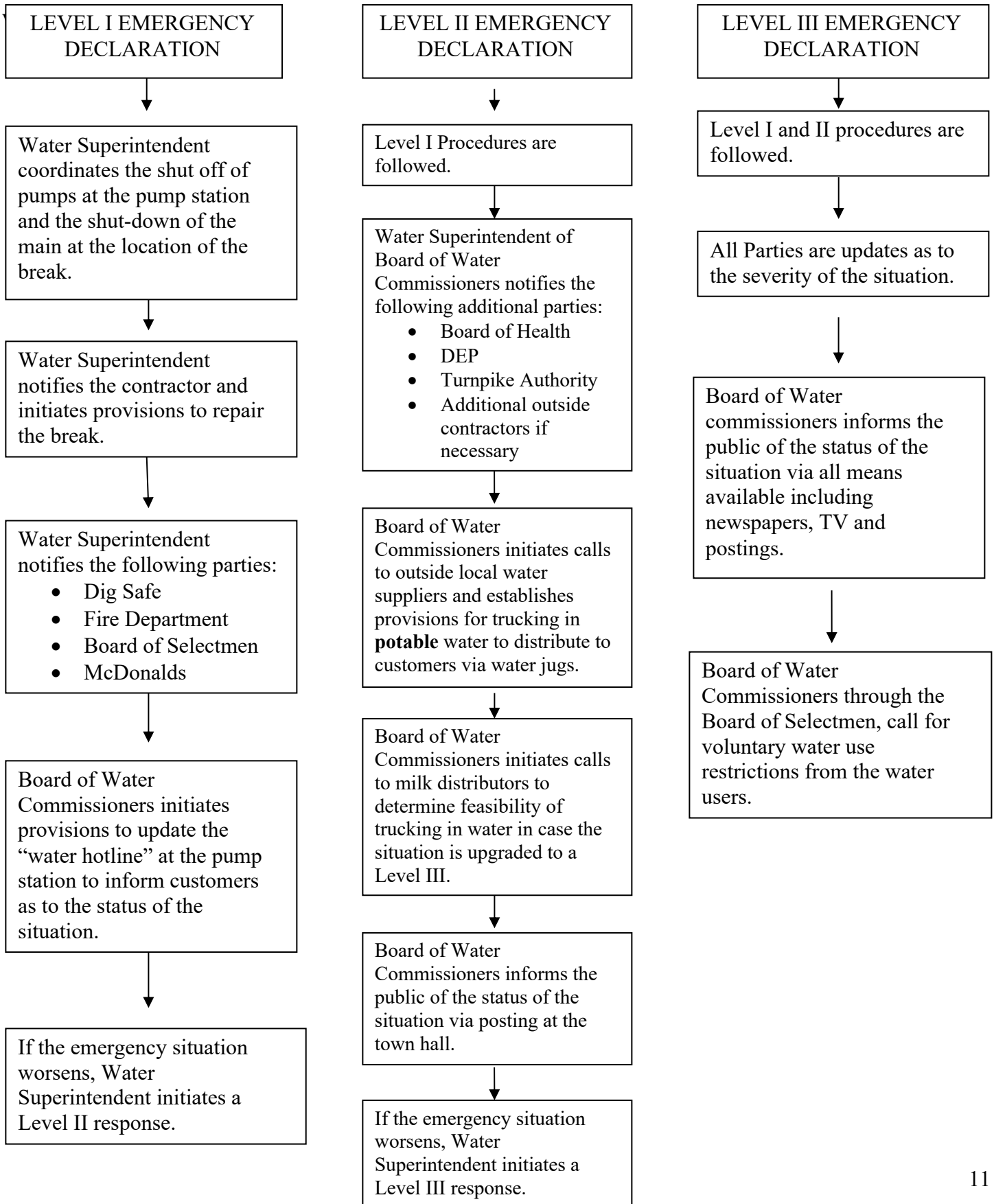
The Chlorine equipment has back-up pumps and is alarmed. The Water Operator is notified through the alarm system.

In the event of a drop in chlorine residual:

If the Ch₂ residual drops below .2 DEP is to be notified and the water users will be notified. At the same time the environmental lab that is contracted through the Town will test wherever required by DEP.

Training for emergency situations will be conducted annually by the emergency coordinator, usually the Fire Chief. The fire department, police department, highway department and/or water department will train together to know what each department's actions would be in certain emergencies.

Town of Blandford Water Department Drinking Water Emergency Procedures and Plan



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VI. Master Contact List

A master contact list, presented below, includes information on all possible parties that may be encountered during a water system emergency. This contact list will be posted in the chlorination station.

Drinking Water Emergency Contact List

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Master Contact List

A master contact list, presented below, includes information on all possible parties that may be encountered during a water system emergency. The contact list will be posted in the chlorination station.

Drinking Water Emergency Contact List

Water Department

Name	Title	Phone	Cell	Email
Superintendent & Operators				
Avery, Gordon	Superintendent	(413) 848-4279 x304	(413) 537-3106	gavery@townofblandford.com
St. Martin, Bernard	Primary Operator		(413) 207-1112	
St. Martin, Norene	Operator		(413) 207-1164	
Steve Grondin	OIT/Laborer		(413) 557-6728	sggrondin@yahoo.com

Board of Water Commissioners				
Curry, Brad	Chair		(413) 579-1949	bcurry0825@gmail.com
Keier, Michael	Clerk		(413) 265-4795	m.keier@cityofwestfield.org
Thayer, Peter	Member		(413) 297-6030	Peter3271972@outlook.com
Shaw, Karen	Administrative Assistant		(413) 342-9797	kshaw@townofblandford.com

Water Main Repair Contractors and Dig Safe				
Dig Safe		(888) 344-7233		
Eversource		(877) 659-6326		
L.B Corp	Steve Garrity	(413) 441-1412		Tagarrity@verizon.net
M & M Excavation	Mark Boomsma	(413) 717-0211		mrrapt@aol.com
E.J. Prescott	Golec, Jeremy	(413) 205-7601		EJP@ejprescott.com

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Local Authorities

Board of Selectmen

Latendre, Cara	Chairmen	(413) 848-2459	(413) 552-9600	cletendre@townofblandford.com
Cousineau, TJ	Member	(413_ 949=2915	(413) 454-2310	tedcousineau@yahoo.com
Allen, Jeff	Member	(413) 848-2730	(413) 505-9487	No email
Martin, Joann	Admin	(413) 848-4279	(413) 455-9039	Dolby_selectboardadmin@townofblandford.com

Fire Department

Dolby, Adam	Interim Chief		(413) 358-3147	FireChief@townofblandford.com
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Police Department and Others

Dubiel, Jennifer	Chief	(413) 207-2397	(413) 454-2674	BPD@townofblandford.com
Town Hall		(413) 848-4279		
Waldron, Dave	Highway Superintendent		(518) 505-8685	Dwaldron@townofblandford.com

Board of Health

Girard, Jennifer	Director		(860) 573-9606	jgirard@townofblandford.com
Hartley, Bret	Member		(413) 531-6200	BOH@townofblandford.com

Massachusetts Department of Environmental Protection

Pokharel, Hem	Environmental engineer	(617) 455-7957		Hem.pokharel@mass.gov
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Potable Water Contractors

Jelly Belly Pools		(413) 568-1700		
Carpone Pools		(413) 467-2283		

Drinking Water Program Fax (413) 784-1149

Paine, Doug	Drinking Water Program Coordinator	(413) 755-2281		Doug.Paine@mass.gov
Pokharel, Hem	Environmental Engineer	(617) 455-7957		Hem.pokharel@mass.gov

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Emergency Response Fax (413) 784-11491149

DEP Switchboard		(413) 784-1100		
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Massachusetts DOT

Mass Turnpike Contact

McDonalds (East)	Eleanor	(508)2032190		
McDonalds (West)				

Emergency Outside Assistance

		(860) 763-1266		
MEMA				
Mass Rural Water	Tibbetts, Jon	(413) 498-5779		jtibbetts@massrwa.org
FEMA		(202) 257-6502		@fema.dhs.gov
ELM Electric	Palazzi, Brian	(413) 348-9307		bpalazzi@elmelec.com

Other Local Water Suppliers

Huntington Water	Jimmy Gobel	(413) 667-3356		
Town of Otis		(413) 269-0101		
Town of Tolland		(413) 258-4794		
Town of Chester				

Public Notification

Channel 22		(413) 786-2200		
Channel 40		(413) 733-8840		
Union News	Fax (413) 788-1301	(413) 788-1000		

VII. Sampling Criteria Following Emergency Situation

After a water main break is repaired, the Superintendent will ensure the distribution system is properly flushed and disinfected. Within 24 hours after repair of a water main break, the Superintendent will arrange to collect samples and have them analyzed for coliform bacteria as well as residual chlorine concentration at the following locations:

- Town Hall
- Turnpike MacDonald's

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VIII. Termination of Emergency Situation

The emergency situation will be terminated when the results of distribution system water quality samples are found to be acceptable and when water pressure is fully restored. Sample analysis should indicate zero detection of coliform bacteria and a sufficient level of residual chlorine.

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APPENDIX A
Emergency Response Log Sheet

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EMERGENCY RESPONSE LOG SHEET

A log sheet will be completed for every emergency situation and filed by the Water Department. If the emergency is a Level II, a copy of the log sheet will be sent to the Department of Environmental Protection, Drinking Water Program.

Name of Person Completing Form: _____

Signature: _____

Title: _____ Date: _____ Time: _____

Location of Emergency: _____

Declared Water Emergency Level (I, II or III): _____

Detailed Description of Emergency Situation (including date and time and parties contacted):

Problems Encountered During Emergency Situation:

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APPENDIX B
**Voluntary Water Use Restriction
Guidelines**

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VOLUNTARY WATER USE RESTRICTION GUIDELINES

During periods of low flow, or when the Town is being served by the storage tank, the Board of Water Commissioners, in conjunction with the Board of Selectmen, will call for the following voluntary water use conservation measures from the users of the water system:

1. Outdoor water ban, including but not limited to:
 - Watering lawns
 - Washing cars
 - Filling swimming pools
 - Irrigating gardens
 - Street, driveway and sidewalk washing.
2. Storing water in clean containers for sanitary purposes in case water service is lost.

The Board of Water Commissioners will post these measures in applicable places around the Town and will inform water users by effective means via the newspaper, radio, etc.

**Town of Blandford Water Department
Drinking Water Emergency Action Plan**

The Town of Blandford Board of Selectmen, in Conjunction with the Board of Water Commissioners, hereby approves the Blandford Water Department’s Drinking Water Emergency Action Plan. It is noted that this plan is intended to provide a framework for the Water Department when responding to minor and major water emergencies. This plan does not supersede the Town of Blandford’s emergency response plan, nor are the contents of this plan part of the Town bylaws. This plan does not authorize the Water Department to declare a Town emergency. Rather, this plan was developed to help the Water Department facilitate, in the most efficient manner, a response to both major and minor water emergencies.

For the Blandford Board of Selectmen,

Cara Letentre

Name	Signature	Date
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TJ Cousineau

Name	Signature	Date
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Jeff Allen

Name	Signature	Date
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For the Blandford Board of Water Commissioners,

Brad Curry

Name	Signature	Date
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Michael Keier

Name	Signature	Date
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Peter Thayer

Name	Signature	Date
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APPENDIX C

Guidelines for Preparing a News Release

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Public Information Recommendations for Emergency Water Quality Public Notifications

During a crisis, the public receives and processes information differently. To ensure a sufficient public response during an emergency, officials need to practice risk communication skills that share information openly, avoid mixed messages that can cause distrust, acknowledge what information is known and not known, and express empathy for the situation.

Once a Public Notice has been released, water utility agencies should consider taking the following actions:

- Within 1-2 hours of the Public Notice release, contact the media in the form of a news release, press conference or media advisory. When creating your message, be concise, avoid technical jargon and ensure that the message is consistent with all media sources. Also keep in mind the following:
 - Acknowledge the event with empathy.
 - Explain the event in simple but clear form.
 - Explain the response that is being taken and expected outcome, if known
 - Commit to continued communication, especially regarding unknown information.
- Post information regarding the Public Notice on your agency Web site, along with fact sheets, Frequently Asked Questions (FAQ's), backgrounders, and any media materials that have been released.
- Immediately respond to any media errors; this is best done by working directly with the individuals reporting on the story.
- Contact community partners to coordinate information release and reach constituency groups and/or special populations.

If the event is ongoing beyond 48 hours, water utility agencies should consider the following actions:

- Hold a town hall meeting to discuss continuing investigation, resolution and actions needed by the community.
- Continue scheduled media briefings to keep information current.
- Set up a crisis hotline to disseminate public messages and instructions.
- Conduct community mailings, especially for hard-to-reach populations.

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Organizing Your Emergency and Risk Communication Response Within Thirty Minutes After Start of Crisis:

Information Gathering

1. Verify the Situation

Get the facts from your water system personnel.

Obtain information from additional sources such as, local public health, law enforcement, fire departments, hospitals or CDHS to put the incident in perspective.

Ascertain information origination and determine credibility.

Review and critically judge all information.

Determine whether the information is consistent with other sources in other markets.

Determine whether the characterization of the event is plausible.

Clarify information through subject matter experts.

Attempt to verify the magnitude of the event and human impact.

2. Conduct Notification

Follow established communication protocol.

Make sure your General Manager or emergency management chain of command is aware of the situation.

Get his or her authorization to proceed.

Contact key personnel and provide briefing on issue.

Contact your CDHS District Engineer

3. Identify Staffing and Resource Needs

Assemble your crisis communication team.

Secure an appropriate space, equipment and supplies for the course of the event.

Ensure crisis information is being communicated to staff members.

4. Conduct Assessment/Activate Crisis Communication Plan

Continue to gather and check the facts.

Determine who is being affected by the crisis. What are their perceptions? What do they want and need to know?

Determine what the public should be doing.

Activate plan to join Joint Information Center (JIC) or begin emergency communication operation.

Activate your communication team with a call down list.

Determine stakeholders and partners.

Activate spokesperson(s).

Monitor what is being said about the event. Is the information accurate?

5. Organize Assignments

Determine the current priorities.

Identify subject matter experts and spokespersons.

Decide whether communication should operate 10, 12, 20 or 24 hours a day.

Decide whether communication should operate 5, 6 or 7 days a week.

Thirty Minutes to One Hour After Start of Crisis:

Initial Release of Information

6. Prepare Information and Obtain Approvals

Determine special populations.

Prepare key messages and initial media statement.

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Develop incident Q&A.

Draft and obtain approval on initial news release.

Provide only information that has been approved by the appropriate agencies. Do not speculate.

Repeat the facts about the incident.

Describe the data collection and investigation process.

Describe what the water system is doing about the crisis.

Explain what the public should be doing.

Describe how to obtain more information about the situation.

Confirm media contact list.

7. Release Initial Information to Media, Public and Partners through Arranged Channels

Distribute news release to media contacts.

Ensure spokesperson(s) are standing by for potential media inquiries.

Distribute media materials to partner/stakeholder organizations. Establish regular briefing schedule and protocols with them.

Establish regular briefing schedule and protocols for working with the media.

One to Two Hours After Start of Crisis:

Follow-up Information

8. Update Media with New Information

Send follow-up release with additional incident information and details of any scheduled news conferences/media briefings.

Create additional materials including fact sheet and media advisory for news conference and media briefings, as necessary.

Two to Four Hours After Start of Crisis:

News Conference

9. News Conference

Notify media of scheduled news conference.

Conduct news conference.

Gather information addressing unanswered journalist questions.

Notify media when next update will occur.

Four to 36 Hours After Crisis:

Media Follow-up

10. Disseminate Additional Information

Send additional information to media, as available.

36 Hours to TBD After Crisis:

Conduct Evaluation

11. Obtain Feedback and Conduct Crisis Evaluation

As soon as is feasible following a crisis, conduct an evaluation of the organization's response.

Compile and analyze media coverage.

Share results within your agency.

Determine need for changes to the crisis and emergency risk communication plan.

Determine need to improve policies and processes.

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Institutionalize changes with appropriate training.

Revise crisis plan policies and procedures based on lessons learned.

12. Conduct Public Education

Once the crisis has subsided, your water system may need to carry out additional public education activities.

Determine the public's perceptions and information needs related to the crisis.

Focus on "worried well" (psychosomatic) individuals and other mental health messaging.

Update your community on the crisis status through town hall meetings, flyers or other outreach activities.

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Sample Press Statements

Following are three sample press statements. The first is an example of a typical statement that is released within the first thirty minutes of an incident. The other two show how the initial press statement can be expanded once more information is obtained.

Sample #1: Thirty Minutes or Less Following the Incident

First and foremost, I want to emphasize that our most important priority is the safety and wellbeing of the community members involved. We are working closely with local authorities right now to find out exactly what has occurred, why it happened, and what, if any, action needs to be taken. Right now we do not know the cause of the incident. All we know is that (edit as appropriate) ...

It is our firm intention to give you the most accurate information possible as soon as we can.

(Name of the media liaison) has been assigned to work with the news media. I/he/she will get back to you as soon as we have more details. Information will also be posted on our Web site at www.townofblandford.com for all concerned individuals as soon as it becomes available.

Sample #2: Two-to-Four Hours Following the Incident

We have been working closely with local authorities since the incident occurred a few hours ago. Although we do not yet understand the full scope of the incident, we do know (edit as appropriate) ...

We expect to more accurately understand the cause and implications of the event as we continue our investigation. As we move forward with the investigation, we will (edit as appropriate) ...

It is our firm intention to continue to give you the most accurate information possible as soon as we can. Our Web site (insert Web site address) has now been updated with the most current information. We will continue to update the site as new information becomes available.

Sample #3: Twenty-Four Hours Following the Incident

During the past 24 hours we have come to understand the incident more fully. We know today (what happened, how many people were affected, what caused the incident, etc.) ...

We are still seeking more information about (the cause of the incident, the people/event behind the incident, etc.) ... We have contacted (all involved parties or parties suspected to be involved)... We have also enlisted the help of (additional resources brought in to assist with the incident) to assist us in sorting out the incident.

We will continue to provide you with updates as new information becomes available. I urge you to monitor our Web site at (insert Web site address) for the latest information.

In the meantime, we recommend that the public (edit as appropriate) ...

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Worksheet: Template Press Statement

FOR IMMEDIATE RELEASE

CONTACT: (name of contact)

PHONE: (number of contact)

Date of release: (date)

Two-three sentences describing what happened and expressing empathy on the situation.

Two-three sentences describing what is currently happening in response to the incident.

Two-three sentences listing protective actions for community and actions that will be taken in the future.

Contact information, ways to get more information and other resources.

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APPENDIX D

Guidance for Testing of Trucked-In Water

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Water Source and Quality

For distribution to drinking water systems only a drinking water supply source that has been permitted or approved by the Massachusetts Department of Environmental Protection (MassDEP) (or by the government agency having jurisdiction for sources located outside of Massachusetts) shall be used as a source to fill tank trucks or trailers during water hauling operations. MassDEP shall approve all in-state sources of water intended for use as bottled water, bulk drinking water and/or vended water. In addition to MassDEP approval, DPH shall also approve all sources that are used for bottled water and bulk drinking water. In Massachusetts, only MassDEP approved Public Water Systems and/or owners of MassDEP and DPH approved bottled water or bulk drinking water sources operating under normal conditions may supply tanker truck drinking water. Tapping fire hydrants without the approval of the water system is a crime and violators will be prosecuted. Water tankers may only fill at designated locations approved by the water system under supervision.

DOSAGES OF CHLORINATING COMPOUNDS FOR DISINFECTION

All transported water must carry a free chlorine residual of at least 1 ppm at the beginning of the haul and at least 0.2 ppm free chlorine residual at the end of the haul (see dosage table on last page). Chlorine and water contact time for adequate disinfection is at least 20 minutes before the water may be used. In most cases, water can be analyzed for chlorine residual prior to use. A free chlorine residual of 0.2 ppm at the end of the haul is an indication that the water supply has been satisfactorily disinfected. Transported water should be tested for bacteriological contamination prior to use. During emergencies, this may not be practical. However, when water is hauled for sustained periods of time, the water should be regularly tested for coliform organisms. The presence of any coliform organism is an indicator of unsafe water.