Clean Water Fund

Project:

Filtering out Uncertainty: Providing Water Filters and Awareness of Water Contamination to the Greater Springfield Area

Proposal Prepared for:

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Abstract

Clean Water Fund is a non-profit organization dedicated to ensuring safe and accessible drinking water for all. With a proven track record of implementing successful water safety projects, Clean Water Fund is uniquely positioned to take on water safety concerns. We are seeking $1,400,000 from the Massachusetts Drinking Water State Revolving Fund to address Haloacetic Acid (HAA5) contamination in the greater Springfield area. This poses a significant health risk when consumed over time and will not be effectively filtered until the completion of the West Parish Water Treatment Plant, expected to be operational by September 2028 (Shook & Torres).

Our project will focus on a two-pronged approach to mitigate health risks as soon as possible:

1. Public Education Campaign: We will launch an extensive education campaign to inform residents about the risks associated with HAA5 and provide guidance on how to reduce exposure.
2. Provision of At-Home Drinking Water Filters: To provide immediate relief, we will distribute free at-home water filters to affected households. These filters are proven to effectively reduce HAA5 levels, ensuring safer drinking water for residents until the new treatment plant is operational.

Funding will support the distribution of filters, public outreach, educational events, and data collection efforts to assess effectiveness and guide improvements. By addressing HAA5 contamination now, this initiative ensures that families in the greater Springfield area can safely access clean drinking water until the West Parish Water Treatment Plant is completed.

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Qualifications

The Clean Water Fund is uniquely qualified to lead the HAA5 contamination education and mitigation project in Greater Springfield. Our organization has a history of success in addressing water quality challenges across the nation, aligning perfectly with the Drinking Water State Revolving Fund's (DWSRF) mission to "provide funding to implement voluntary, incentive based source water quality protection measures" ("How the Drinking Water State Revolving Fund Works").

"At the Clean Water Fund, we believe that everyone deserves access to clean, safe drinking water. That's why we work with communities to identify their water quality challenges and develop solutions that meet their specific needs" (*Clean Water Fund*). Since its founding in 1974, Clean Water Fund has been at the forefront of national and local efforts to ensure clean, safe, and affordable water for all communities. The organization has a strong track record of developing and implementing effective public outreach, education, and infrastructure improvement campaigns that align with the goals of this project.

As part of its mission to protect water "from the watershed to the tap," Clean Water Fund has led numerous initiatives to address critical water quality challenges, including advocacy for stronger protections under the Clean Water Act and Safe Drinking Water Act. The organization's ability to coordinate across multiple stakeholders—community members, businesses, and government agencies—has been integral to its success in improving water infrastructure and reducing exposure to harmful contaminants like lead and PFAS (per- and polyfluoroalkyl substances). For instance, Clean Water Fund played a key role in securing federal investments to

remove lead service lines and enhance drinking water safety, demonstrating its capability to tackle contamination issues effectively.

In Massachusetts, Clean Water Fund's programs have engaged tens of thousands of residents annually, focusing on outreach, education, and advocacy to address water pollution and protect public health. Notable successes include working to eliminate exposure to toxic chemicals in drinking water and expanding the organization's award-winning "ReThink Disposable" program to reduce plastic pollution. These accomplishments illustrate Clean Water Fund's commitment to innovative, community-centered approaches that drive measurable improvements in environmental and public health.

Additionally, the organization's deep experience with the State Revolving Fund (SRF) program uniquely positions it to manage the proposed initiative. Clean Water Fund has actively worked to ensure equitable distribution of SRF resources, emphasizing transparency and accessibility to ensure that underserved communities benefit from critical water infrastructure investments.

By leveraging its decades of experience, expertise in public engagement, and proven ability to manage large-scale water quality projects, Clean Water Fund is well-prepared to implement this comprehensive education and filtration program. The organization's successful track record and alignment with the goals of this project make it an ideal partner to address HAA5 contamination and safeguard the health of Springfield area residents.

Statement of Problem

Access to safe drinking water is a fundamental public health need, yet for those serviced by the Springfield Water and Sewer Commission—comprising residents of Springfield, Agawam, Ludlow, Longmeadow, and East Longmeadow—a significant issue concerning the presence of potentially harmful contaminants in the drinking water has emerged. The recent Agawam Annual Water Quality Report revealed that disinfectant byproduct (DBP) levels exceed state and federal health regulations ("Annual Water Quality Report"). These DBPs, known as haloacetic acids (HAA5), have been found in quantities above the Maximum Contaminant Level (MCL), posing a considerable risk to public health over time.

According to the Report, "some people who drink water containing haloacetic acids in excess of the MCL over many years may have an increased risk of getting cancer." Research indicates that the presence of HAA5 is particularly hazardous for very young children and individuals who are pregnant ("Haloacetic Acids In Drinking Water Information for Consumers."), making this a critical public health concern. The continual consumption of water contaminated with high levels of HAA5 presents an evident and serious health risk to the residents of Agawam and the other towns serviced by the Springfield Water and Sewer Commission.

While the Springfield Water and Sewer Commission has initiated the construction of the West Parish Water Treatment Plant to address this contamination, the plant will not be operational until September 2028. This leaves the community of approximately 230,000 people without a long-term solution for nearly three more years. Current communications from the Commission classify the situation as a non-emergency (Shook & Torres), focusing on the

absence of immediate risks while neglecting to address the serious long-term health concerns associated with ongoing exposure.

Therefore, it is imperative to implement immediate measures to reduce HAA5 exposure and protect public health. Addressing this problem requires a comprehensive approach that both informs residents of the dangers of the contamination in their drinking water and provides them ways to circumvent it. This proactive strategy is essential to safeguard the health and well-being of the greater Springfield community.

Statement of Request

To address the need for safe drinking water in the greater Springfield, MA area due to the contamination of HAA5, Clean Water Fund is requesting a grant of $1,400,000 from the Massachusetts Drinking Water State Revolving Fund. This funding will enable us to execute a comprehensive project aimed at mitigating the health risks associated with HAA5 contamination and educating the public on this critical issue.

Funding will be used to:

- Educate residents about the health risks associated with HAA5 contamination and actionable steps to mitigate exposure through community information sessions with expert presentations and widespread outreach campaigns.
- Provide up to 45,000 households with free at-home water filters to ensure access to safer drinking water until the new West Parish Water Treatment Plant becomes operational in September 2028.

- Support the costs of venues, educational materials, outreach efforts, and staff required to execute the project effectively.

This request represents a critical investment in public health, aiming to safeguard residents against the long-term health risks of HAA5 exposure while fostering trust and engagement around water quality issues. Clean Water Fund is committed to executing this project efficiently and effectively, ensuring the community has the tools and knowledge necessary to protect their health during this transitional period.

Description of Proposed Work

Objectives

The proposed project will hope to achieve the following measurable objectives:

1. Host four public information sessions—one in each affected community (Springfield, Agawam, Ludlow, and Longmeadow + East Longmeadow)—within the first six months of the project.
2. Distribute free at-home water filters to up to 45,000 households across the five communities, ensuring access to safer drinking water during the project timeline.
3. Reach a minimum of 50% of the targeted population through a public awareness campaign utilizing printed flyers, billboards, and social media advertisements.
4. Collect and analyze at least 1,000 anonymous community surveys and utilize social media metrics to evaluate the project's impact on public knowledge and filter adoption.

Implementation

The project will be executed over a period of approximately 2.5 years, beginning in April 2026 (when funding becomes available) and concluding in September 2028 (upon completion of the West Parish Water Treatment Plant).

To maximize community participation, the project will employ a comprehensive outreach strategy. Locally, at least four billboards will be strategically placed along major thoroughfares to raise awareness about the information sessions and the availability of free water filters. Additionally, 40,000 printed flyers will be distributed, with 5,000 allocated for each non-Springfield town and 20,000 for Springfield, due to its much larger population. Flyers will be placed in local businesses, schools, and community centers to reach a broad audience. Flyers will initially advertise the information sessions, but after the completion of these sessions, they will be geared towards advertising the distribution centers and spreading the message.

The public information sessions will serve as the heart of the project. Each of the four communities—Springfield, Agawam, Ludlow, and Longmeadow + East Longmeadow—will host one session in accessible, central locations.

At these sessions, residents will hear from expert speakers who will explain the risks associated with HAA5 contamination and practical steps to mitigate these risks. The expert presentation will explain that while the immediate effects of HAA5 contamination might not be evident, the real danger lies in its cumulative impact over years. It will focus on explaining what HAA5 is, how it forms as a byproduct of water disinfection, and its potential health effects, particularly for children and pregnant individuals. The speaker will also provide guidance on how to use Brita filtered pitchers effectively, including proper maintenance of filters to ensure

optimal performance. Visual aids such as slides, charts, and infographics will be used to make complex concepts more understandable for a general audience. Following the presentation, there will be an interactive Q&A session where attendees can ask questions directly to the speaker. This segment will allow community members to voice their concerns, seek clarity on specific issues, and receive personalized advice for protecting their families from HAA5 exposure. Each session will also provide attendees with printed educational materials summarizing the key points presented.

To ensure the sessions run smoothly, they will be supported by a team of five staff members responsible for event setup, management, and breakdown, as well as for distributing educational materials and water filters to attendees. These events will not only educate residents about the dangers of HAA5 but also serve as primary distribution points for Brita filtered pitchers. Every attending representative of a household will receive one pitcher, ensuring they have immediate access to safer drinking water. Staff will ensure that every household leaves with the resources and knowledge necessary to immediately improve their water quality.

Following the completion of the public information sessions, the project will transition into its second phase of water filter distribution. This phase will ensure that households unable to attend the sessions still have access to Brita filtered pitchers, providing an equitable solution for the entire community. The second phase will run concurrently with ongoing public outreach efforts, making water filters continuously available through the town halls in each of the five affected towns.

Each town hall will serve as a centralized distribution point, chosen for their accessibility and familiarity to residents. To streamline the process, town hall staff, along with a team of two

project personnel, will oversee the distribution effort. Project staff will work on-site for two hours per weekday for a total of ten hours per week to ensure the availability of filters, track distribution statistics, answer basic questions, and provide educational materials to those collecting filters. During the time when the project staff are not there, general town hall staff will be available for the task of water filter distribution.

At the distribution sites, households will be required to provide proof of residency, such as a utility bill or ID, to ensure that the filters are distributed exclusively to residents of the affected communities. Each household will receive one Brita filtered pitcher to maximize the number of families served and prevent stock depletion. Distribution staff will maintain a simple log of distributed filters to monitor inventory levels and ensure that supply aligns with community demand.

In addition to the filters, each resident will receive a packet containing the same educational materials distributed during the public information sessions. These packets will include information about HAA5 contamination, the health risks it poses, and detailed instructions on the proper use and maintenance of Brita filters. This ensures that even residents who did not attend the sessions have access to the knowledge necessary to protect their families' health.

The town halls will act as distribution points for around two years after each town's information session, ensuring continuous access to filters for the community until the West Parish Water Treatment Plant completion draws near. To accommodate fluctuating demand, periodic restocking of filters at each location will be coordinated by project staff. If specific

towns experience higher demand, resources will be reallocated to ensure equitable access across all five communities.

The social media outreach campaign will be an essential part of this project, ensuring that residents of the greater Springfield area are informed about the risks of HAA5 contamination and encouraged to participate in the public information sessions and water filter distribution efforts. Facebook will serve as the sole platform for this campaign, chosen for its extensive reach to the target demographics (parents and household owners) and ability to directly target residents in specific communities through its “Events” feature.

The campaign will prioritize clear and engaging content to inform the public about the presence of HAA5 in their drinking water, the associated health risks, and the steps they can take to protect their families. Posts will also serve to promote the dates, times, and locations of public information sessions, along with details on how residents can collect free Brita filtered pitchers even if they cannot attend the events.

Content will be updated regularly throughout the campaign, starting one month before the first public session and continuing until the end of water filter distribution towards the end of the project. Each post will be designed to be visually appealing, easy to understand, and contain alt text, ensuring that even complex information about HAA5 contamination is accessible to a general audience. Posts will include a mix of educational content, event announcements, and advertisements for the distribution centers.

Educational posts will explain what HAA5 is, how it forms as a byproduct of water disinfection, and why it poses a risk to public health, especially to vulnerable groups like children and pregnant individuals. Visual aids, such as infographics or short video clips, will

make the information more digestible. Event announcements will highlight the time, date, and location of each session, accompanied by maps or photos of the venues to make attendance easier. Finally, advertisements will continually spread awareness of the free water filters on offer.

The campaign will rely heavily on paid advertisements to reach residents in all five towns. Facebook's geo-targeting tools will allow for precise targeting of ads to ensure that residents of the affected communities are the primary audience. Demographic filters will prioritize families, young parents, and pregnant individuals, as these groups are most at risk from HAA5 exposure.

Description of Measure of Project Success

To ensure the effectiveness of our project and to accurately assess its impact on the community, we have established a comprehensive evaluation plan. The success of the project will be measured through various methods, each designed to provide specific and actionable data on the progress toward our objectives.

Water Filter Distribution Statistics

We will track the distribution of Brita filtered pitchers by maintaining detailed records of the number of filters distributed at each public information session and through town halls. This data will be categorized by location to ensure equitable distribution across all five towns. Our goal is to distribute at least 40,000 pitchers–or most of the total stock of 45,000–by the time the project concludes. Meeting this goal will be an indication that almost half of the total households

in the area have been reached, and of this percentage, we hope to have reached those with the largest risk. Success will be measured by achieving this distribution target and ensuring that all participating households have access to safer drinking water.

Anonymous Surveys

We will conduct pre- and post-campaign surveys to measure changes in community awareness and understanding of HAA5 contamination. These surveys will be distributed both via QR codes at the events and digitally through email and social media platforms. Surveys distributed during and after the sessions will include questions to identify how attendees learned about the project, allowing for an assessment of the effectiveness of printed flyers and billboard advertisements. Key metrics will also include the level of knowledge about HAA5, perceived health risks, and awareness of mitigation strategies. Success will be indicated by a significant increase in awareness. The goal is to gather at least 1,000 completed surveys to provide meaningful insights into community perceptions and the project's overall effectiveness.

Social Media Analytics

Our social media outreach efforts will be monitored using analytics tools to measure engagement and reach. Metrics such as the number of impressions, likes, shares, comments, and click-through rates will be analyzed to determine the effectiveness of our campaigns. The success of our social media strategy will be reflected in high levels of engagement and interaction, with a goal of reaching at least 40,000 residents through our online platforms. This data will also help us to identify the most effective communication channels and refine our outreach strategies.

Attendance Records

We will maintain attendance records at each public information session to measure community engagement and participation. These records will include the number of attendees at each event, categorized by location. Success will be indicated by strong attendance figures, demonstrating community interest and engagement. Our target is to have at least 1,000 participants across all sessions.

Description of Available Facilities

The project will utilize a range of public facilities in Springfield, Agawam, Ludlow, Longmeadow, and East Longmeadow to host the educational sessions and facilitate the distribution of Brita filtered pitchers. These facilities have been selected for their accessibility, familiarity to the community, and affordability, ensuring that the project reaches as many residents as possible while maintaining cost efficiency.

In Springfield, the sessions will be held at the Springfield Central Library, a well-known community hub located in the city center. The library's spacious meeting room and proximity to public transportation make it an ideal location to accommodate a large and diverse audience. The library has a history of hosting public events and has not listed a fee for use of its space, making it an ideal and cost effective location.

In Agawam, the Agawam Public Library will serve as the venue. This library is a cornerstone of the community, offering an easily accessible space with ample parking due to its

proximity to the town's high school. Its central location ensures convenience for residents from all parts of the town. Similar to the Springfield Central Library, the Agawam Public Library has not listed any fee for use of its large meeting room.

For Ludlow, the sessions will take place at Whitney Park, an outdoor venue that provides a welcoming and family-friendly environment. This park is a popular gathering spot for the community and offers a relaxed setting conducive to engagement and discussion. While there is a small deposit required for the land-use permit, this fee can be reimbursed if the space is left in good-standing after the event, keeping costs manageable.

Longmeadow and East Longmeadow will share Turner Park as their venue. Turner Park is situated between the two towns, making it an accessible and logical choice for residents from both areas. The park's open layout and recreational appeal provide a comfortable space for hosting events of this nature. No fee is listed in the application for land use for this space.

The second phase of the project, which involves the ongoing distribution of Brita filtered pitchers, will rely on the town halls of Springfield, Agawam, Ludlow, Longmeadow, and East Longmeadow as central distribution points. Each town hall has been selected for its established role as a community hub, offering residents an accessible and familiar location to collect filters and receive additional educational materials about HAA5 contamination and mitigation.

Springfield's city hall is centrally located in the heart of the city. Known for its iconic architecture and prominence in the community, this facility is well-equipped to handle large-scale public interactions. Its central location and accessibility via public transportation make it a convenient choice for Springfield's residents, particularly those without personal vehicles. The town hall's spacious lobbies and waiting areas ensure a smooth distribution

process.

Agawam Town Hall, located on Main Street, is a familiar and trusted location for residents to access municipal services. Its central position within the town ensures easy access for residents coming from all neighborhoods. The facility includes dedicated public service counters and ample parking, making it an ideal site for distributing water filters. Agawam's smaller population compared to Springfield allows for a more personalized distribution approach at this location.

Ludlow's Town Hall, situated on Chapin Street, is another key distribution site. This facility serves as a cornerstone for community activity and provides convenient access for residents of Ludlow. The building's design includes a public-facing service area that allows for an efficient flow of residents collecting filters. The proximity to local schools and neighborhoods makes it a strategic choice for reaching a broad segment of the town's population.

Located on Williams Street, Longmeadow Town Hall is a well-maintained municipal building that is easily accessible to residents. Its central location ensures that it is within reach for most residents of this small and close-knit community. Longmeadow's Town Hall is equipped with a welcoming public service area that will facilitate the efficient and organized distribution of water filters.

East Longmeadow Town Hall, situated on Maple Street, is a bustling municipal center that serves as a focal point for the town's residents. Its central location and ample parking make it a convenient distribution point. The town hall's layout includes spacious public areas where filters can be distributed efficiently, ensuring residents have a positive and straightforward experience.

Budget

Brita Filtered Pitchers

Item	**Quantity**	**Avg. Cost per Unit ($)**	**Total Cost ($)**
Brita filtered pitchers	45,000	22.99	1,034,550
Total			**1,034,550**

Land Use

Item	**Fee Type**	**Cost ($)**
Land use permit deposit	Refundable	50
Total		**50**

Advertising

Type	**Quantity**	**Avg. Cost per Unit ($)**	**Total Cost ($)**
Billboards	4	1,500	6,000
Flyers	40,000	0.79	31,400
Facebook	30 months	2,000 per month	60,000
Total			**97,400**

Event Speaker

# of Events	Avg. Cost per Event ($)	Total Cost ($)
4	5,000	20,000
Total		**20,000**

Staffing

Staffing Role	# of Staff	Hourly Rate ($)	Hours per Unit	Units	Total Cost ($)
Event staff	5	17	4	4 events	1,360
Distribution staff	10	17	10	104 weeks	176,800
Total					**178,160**

Data Collection

Item	Quantity	Cost per Unit ($)	Total Cost ($)
Surveys	2 year subscription	350 per year	700
Total			**700**

Budget Summary

Category	**Total Cost ($)**
Brita Filtered Pitchers	1,034,550
Land Use	50
Advertising	97,400
Event Speaker	20,000
Staffing	178,160
Data Collection	700
Grand Total	**1,330,860**
Remainder	69,140
Total Requested	**1,400,000**

Budget Justification

This section outlines the justification for each of the major budget items required to implement the project. All costs are carefully estimated to ensure effective use of resources while maximizing the project's impact on mitigating HAA5 contamination in the greater Springfield area.

Brita Filtered Pitchers: $1,034,550

The project will provide up to 45,000 Brita filtered pitchers to households across Springfield, Agawam, Ludlow, Longmeadow, and East Longmeadow, or up to half of the total households in the area, per the United States' census ("U.S. Census Bureau QuickFacts"). Purchasing resources for half of the community rather than the whole is to balance a need to

have the proper resources available while allowing the project room to gauge participation before purchasing resources for the entire community. The retail cost per pitcher from Brita, the most cost-efficient yet still effective one on the market, is approximately $22.99, resulting in a total estimated expenditure of $1,034,550. These pitchers use activated carbon filters, which are effective at reducing HAA5 contamination and providing immediate access to safer drinking water. This expenditure represents the most significant portion of the budget and is integral to addressing the primary concern of the project.

Land Use: $50

The public information session in Ludlow will be held at Whitney Park, an outdoor venue that requires a $50 deposit for a land-use permit. This cost is minimal and refundable, making it a cost-effective option for hosting the event.

Advertising: ~$97,400

A comprehensive advertising campaign is critical to ensuring community awareness and participation in the project. The campaign includes:

- Billboards: Four strategically placed billboards at an average cost of $1,500 each, for a total of $6,000. These will promote the public sessions and water filter distribution points.
- Flyers: The production and distribution of 40,000 flyers at an average cost of $0.79 per flyer, totaling $31,400. Flyers will be distributed in high-traffic areas such as libraries, schools, and businesses.
- Social Media Advertising: A 30-month Facebook advertising campaign (April 2026-September 2028) with a monthly budget of $2,000, totaling $60,000. Funding will

be used to pay for advertising and account management services for the duration of the project.

This multi-pronged approach ensures that all segments of the community are reached, including those who rely on traditional and digital media.

Expert Speakers: ~$20,000

The project will hire expert speakers to deliver presentations at each of the five public information sessions. Each speaker is budgeted to account for an average of $5,000 per event, for a total of $20,000. These speakers will provide professional, accessible information about HAA5 contamination, its health risks, and mitigation strategies, making them essential to the educational component of the project.

Staff: $178,240

The project requires both event staff and filter distribution staff to ensure smooth operations.

- Event Staff: Five staff members will support each of the five public information sessions. Staff costs, calculated at $17/hour for four hours per session (including setup, the event itself, and breakdown), amount to $1,360 across all events.
- Filter Distribution Staff: Ongoing filter distribution at town halls will require a team of ten staff members (two per town hall) working ten hours per week (two hours per weekday) at a rate of $17/hour. Over two years, this totals $176,800. These staff members will assist residents in collecting filters, manage inventory, track distribution statistics, and provide educational materials.

Data Collection: $700

To measure the project's success and gather feedback, $700 is allocated for anonymous surveys. This covers two years of a $350 yearly subscription to SurveyPlanet, an online survey distribution service that offers advanced tools and analytical statistics in its Enterprise package. These surveys, conducted online and offered via QR code at information sessions and filter distribution points, will evaluate community awareness, filter adoption rates, and the effectiveness of educational efforts. Data collected will inform any necessary adjustments to improve outcomes.

Remainder: $69,140

To account for any additional fees or taxes that may be incurred during the project, a chunk of the requested funding will be set aside. Potential uses for this fund include covering delivery, shipping, and handling fees as well as sales taxes incurred through the purchase of the filtered pitchers and providing more pitchers if the initial supply of 45,000 happens to be depleted in an unexpected timeframe.

Total Budget Justification

Each item in the budget directly supports the project's objectives of educating the public about HAA5 contamination and providing safer drinking water. The allocations ensure a balance between outreach, direct community support, and data-driven evaluation to maximize the project's overall impact.

Timeline

Planning and Setup (January 2026 - March 2026) - Before Funding

- Establish contacts with expert speakers and staff; acquire quotes for services.
- Develop outreach materials, including flyers, billboard designs, and social media content.
- Coordinate with venues, including Springfield Central Library, Agawam Public Library, Whitney Park, and Turner Park, to schedule public information sessions.
- Finalize details regarding the procurement of 45,000 Brita filtered pitchers and arrange for storage and distribution logistics.

Public Information Sessions and Initial Filter Distribution (April 2026 - June 2026) - Once Funding Arrives

- **April 2026:** Launch the public awareness campaign on Facebook, distributing initial flyers and placing billboards in high-traffic areas.
- **May - June 2026:** Host public information sessions:
    - Springfield Central Library: May 2026.
    - Agawam Public Library: June 2026.
    - Whitney Park, Ludlow: June 2026.
    - Turner Park for Longmeadow and East Longmeadow: June 2026.
- Distribute Brita filtered pitchers during these sessions.

Town Hall Filter Distribution and Continued Outreach (July 2026 - July 2028)

- **July 2026:** Transition to town hall distribution points in all five towns: Springfield, Agawam, Ludlow, Longmeadow, and East Longmeadow.
- Staff town halls with dedicated personnel for 10 hours per week to manage filter distribution, inventory, and community support.
- Launch secondary outreach campaigns on Facebook to remind residents about the availability of filters at town halls and to share educational content about HAA5 contamination and mitigation.

Monitoring, Evaluation, and Adjustments (August 2026 - July 2028)

- Conduct surveys online to assess community awareness and filter adoption rates.
- Monitor distribution statistics to ensure equitable access across all five towns and reallocate resources as needed.
- Review social media analytics monthly to evaluate campaign performance and refine messaging to maximize community engagement.

Project Wrap-Up (July 2028 - September 2028)

- Final distribution push at town halls to ensure remaining filters are distributed.
- Compile data from surveys, social media metrics, and distribution logs to prepare a final project evaluation report.
- Submit findings and recommendations for future initiatives to the Massachusetts Drinking Water State Revolving Fund.

Summary

The issue of HAA5 contamination in the drinking water of Springfield, Agawam, Ludlow, Longmeadow, and East Longmeadow poses a significant health risk to over 230,000 residents. Despite plans for a new water treatment plant, the West Parish Water Treatment Plant will not be operational until September 2028, leaving communities vulnerable to long-term exposure. Prolonged consumption of HAA5-contaminated water increases the risk of cancer and poses heightened dangers to pregnant individuals and young children. Immediate action is essential to mitigate these risks and provide the community with safer alternatives.

The Clean Water Fund's proposed project takes a proactive and impactful approach to addressing this urgent problem. By educating residents through public information sessions and distributing 45,000 Brita filtered pitchers, the initiative offers both knowledge and practical tools to reduce exposure to HAA5. The organization's decades of experience in water safety advocacy and its commitment to transparency and community collaboration make it uniquely qualified to lead this effort.

This project is supported by a carefully crafted plan with clear objectives, including outreach campaigns via Facebook and printed materials, direct engagement through educational events, and ongoing filter distribution at accessible town halls. Comprehensive evaluation metrics, such as survey data and filter distribution statistics, will ensure accountability and guide continuous improvement.

The Clean Water Fund's initiative represents a critical opportunity to protect the health of the greater Springfield community during this transitional period. By approving the $1,400,000

funding request, the Massachusetts Drinking Water State Revolving Fund can empower thousands of families with immediate access to safer drinking water and the knowledge to safeguard their health. Together, we can make clean water a reality for all.

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