



Case Study:

FORT WAYNE COLLECTS & TESTS MORE THAN 900 CONSUMER SAMPLES IN 5 MONTHS



PROGRAM RESULTS



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The challenge

The City of Fort Wayne wanted to test 1000 locations to map high-lead neighborhoods for their LSLR program. However, they faced numerous challenges in the process: logistical problems in manually dropping off kits, low return rates, and the struggle to get opt-ins for the LSLR program - all on top of being understaffed. The biggest obstacle was relaying information and educating residents to get samples filled and returned properly.

The project

Fort Wayne partnered with 120Water to handle resident communication, kit fulfillment, and data collection. In order to test an appropriate number of locations to get the data needed for the LSLR program, they started with a list of 5000 residents with the intent of communicating with them directly to send sample kits & analyze results.

The tactics

Fort Wayne used 120Water to communicate with residents and automate the kit process. Flyers and mailers were sent to all residents and City Utilities had a page on their website dedicated to educating visitors on the project. City Utilities provided 120Water with locations, and their fulfillment team handled the mailing of kits to all residents. Their services team reached out to homeowners on behalf of Fort Wayne, getting verbal acknowledgement of their participation prior to mailing a kit, and following up to ensure they properly filled out their sample.

The results

In total, 1836 kits were sent to residents who had agreed to participate - working with 120Water doubled the number of samples that were returned, and testing revealed 77 exceedances. The 120Water services team managed all program aspects, from making participation calls to lab coordination to resolving issues with residents - ensuring that Fort Wayne met their compliance event with one month to spare. The data collected from this project gave sufficient result information and statistics for future testing events to assist Fort Wayne in their line replacement planning moving forward, and Andrew Schipper (Program Head Engineer) utilized the data captured by 120Water to create his proposal and final report for the year.