**Critical Customer Checklist**

**PURPOSE**

This sample checklist reflects customers that should receive priority notification by phone, fax, e-mail, or Short Message Service (SMS) during a drinking water advisory, in addition to any other customer notification systems. This list can also serve as a basis for identifying partners to participate in the communication network.

**DIRECTIONS**

1. Use this checklist to review current standard operating procedures (SOPs) and critical customer information in the customer service database.
2. Identify these facilities in the community and incorporate the information into SOPs.
3. Work with partners to prioritize lists in individual service areas. The health department may already have lists and contacts.
4. Work with partners and assign contact responsibilities.

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Tier 1 Critical Customers

* Food processing facilities
* Healthcare facilities such as hospitals, clinics, dialysis centers, and other medical facilities
* Jails
* Nursing homes
* Schools
* Special needs customers [some water systems have options for special needs customers to self-identify to receive priority alerts]

Tier 2 Critical Customers

* Airports

**Critical Customer Checklist**

* Arenas, stadiums, and other large venues
* Colleges and universities
* High-volume customers
* Hotels
* Ice producers

This list balances customers in the community with critical needs and a water system’s ability to maintain correct records and make timely notification when an advisory occurs. Key information fields for critical customers include the following:

1. Facility/business name
2. Primary point of contact
3. Contact e-mail
4. Contact phone
5. Contact cell phone
6. Secondary point of contact
7. Secondary contact e-mail
8. Secondary contact phone
9. Secondary contact cell phone
10. Physical location of structures of concern