



Consortium Board Meeting Summary

FEBRUARY 6, 2019 CALLED TO ORDER: 6:32 PM ADJOURNED: 8:25 PM
QUORUM PRESENT - YES - 15 MEMBERS

Approval of October 3, 2018 Meeting Summary

Chair Russ Axelrod noted that in the October 3, 2018 meeting summary Mayor Peter Truax was identified as Councilor Peter Truax and asked that the summary be amended to reflect the correct title. Commissioner Nancy Gibson made a motion to approve the October 3, 2018 Board meeting summary as amended. Commissioner Jim Duggan seconded the motion. The Consortium Board unanimously approved the October 3, 2018 Consortium Board meeting summary as amended. (15:0:0)

Public Comment

None

Consortium Program Evaluation Presentation

Anne Buzzini and John Horvick from DHM Research joined the Consortium Board meeting to share results from the Consortium Program Evaluation survey. Ms. Buzzini explained that between October 25 and November 6, 2018 an online survey was completed by 400 residents in the Consortium service area. Quotas were set by age, gender, county, race/ethnicity and education to get a complete representation of the residents of the Consortium's service area. The survey took approximately 12 minutes to complete. The research was done to measure baseline awareness of water conservation and emergency preparedness; assess the most common water conservation behaviors and upgrades; and to determine motivations for water conservation and emergency preparedness and the most effective outreach methods.

Ms. Buzzini and Mr. Horvick outlined key takeaways from the research including:

- Conservation is important to residents. They said the best motivation for conserving water is simply because it is the right thing to do—although saving money on their bills is important, too.
- Residents in the Regional Water Providers Consortium (RWPC) service area already take many actions to conserve water indoors. Most people with lawns know the basics of

watering wisely, but could benefit from additional resources, like gauges.

- Residents are particularly interested in emergency preparedness. They want to know more about how much water to store, how and where to store it safely, and how to ensure that water is potable during an emergency.
- Residents say they are most likely to encounter television and social media ads in their daily life. Residents 65 and older are more likely to see TV ads; residents under 35 are more likely to see social media ads.

They shared what recipients said motivated them to conserve and how they preferred to receive information including:

- Responses show that residents care about the moral responsibility of conserving water, protecting wildlife, as well as saving on their bill. This reflects national and regional research, including a recent study DHM conducted for the City of Portland's Bureau of Environmental Services.
- Tying water conservation to things area residents care about (good tasting water, a clean environment, healthy fish populations, and affordable bills) will help residents recognize RWPC's value—even if they don't know RWPC by name.
- Most residents already use some strategies to save water, like washing full loads of laundry. So, when it comes to indoor conservation, additional education about small upgrades, like bathroom and kitchen faucet aerators would likely lead to behavior change.
- Only one in four residents who care for an outdoor space use a gauge. Several people said in the comments that they would appreciate free resources; additional emphasis on RWPC's existing kits may help.
- Residents under 35 are more likely to see social media ads daily and to be renters. These residents may be most likely to change their behavior if they are provided simple ways to conserve water indoors. For emergency preparedness, they may be most receptive to information about how to make water potable in an emergency.
- Consider increasing social media presence with paid or promoted ads on Facebook, Instagram, and Twitter.

Next steps include:

- Use established baselines from this survey to set goals for behavior change and message retention, and track progress over time. (DHM will advise on recreating survey internally).
- Audit website to make sure key communications answer top questions—like how to use water heater for drinking water or make water potable in an emergency.
- Analyze the costs of different communications channels to better assess their impact on a per-dollar basis. Television ads are popular with high recall but may be more expensive.

Consortium Board members had the opportunity to ask questions and discuss outcomes. Board members thanked Ms. Buzzini and Mr. Horvick for their presentation.

Program Updates

School Assembly Program – Bonny Cushman, Program Coordinator reported that the Consortium is providing the “What Do You Know about H2O?” show this year. The show is geared toward a 3rd-5th grade audience and to date seven of the 22 shows have been scheduled. Thus far, six of the 22 shows have been performed to approximately 1,000 students.

How to videos – Ms. Cushman reported that in December, Consortium staff worked with staff from Portland Water Bureau, Tualatin Valley Water District and Washington County on two how to videos. The videos are in Spanish and cover the following topics “how to check your toilet for leaks” and “how to use your own containers to store emergency water.”

Printed Materials – Ms. Cushman noted that the Consortium partnered with Multnomah County to translate its two emergency preparedness print pieces (“How to Store Water in Your Own Containers” and “How to Access Water from Your Water Heater”) into nine additional languages (Russian, Vietnamese, Somali, Simplified Chinese, Korean, Japanese, Arabic, Karen and Nepali). She advised that the translated materials will be available to members and part of the annual print order in spring 2019.

Emergency Bag Order – Ms. Cushman advised that Consortium staff submitted documentation to the City’s procurement office so that they can issue a purchase order (PO) for the one-gallon emergency bags. Once the PO is issued the order will be submitted to the vendor Aquamira. The anticipated delivery date of the emergency bags is April-May 2019.

Media Campaign – Ms. Cushman advised that Consortium staff negotiated contracts with the Alpha Media, KATU, KUNP, and Garden Time television for its 2019 conservation-focused media campaign. Consortium staff developed a partnership with the Clean Rivers Coalition which involves participating in its “Water Do Your Part” campaign in fiscal year 2019-2020. Consortium staff are in the process of negotiating contracts with media partners for the fall 2019 emergency preparedness campaign.

Campaign information:

- **Alpha Media contract:** The negotiated 13-week summer campaign will feature 2,106 ads (728 paid, 1,378 pro-bono) on seven radio stations (KBFF, KINK, KUFO, KUPL, KXL, KXTG and KWEE) and three on-air interviews (KINK and KXL). The Consortium is also partnering with Alpha Media to develop two-three new radio ads. The total campaign budget is \$30,000 for FY 18-19 and the ad development budget is \$8,000.
- **KATU (channel 2) contract:** The negotiated six-week indoor campaign (February-March) will feature four news segments and 181 ads (55 paid, 126 pro-bono); coverage of the Children’s Clean Water Festival; and 12-week outdoor campaign (June-August) featuring six news segments, a YouTube campaign, and 580 ads (252 paid, 328 pro-bono).
- **KUNP (Spanish language TV Univision) contract:** The 13-week campaign will focus on

conservation in July-August and emergency preparedness in September. The total campaign features 314 ads, coverage of the Children's Clean Water Festival, and three news segments. The campaign also includes three newsletter articles which will be developed by the Consortium and sent to the station's distribution list.

The Consortium will also work with KUNP to develop and place a Spanish language ad on KZZR which will play 244 times in July 2019 – this is the Consortium's first radio ad in Spanish!

- **Garden Time:** 8-week package featuring 8 paid ads, three in-show stories on three cable channels (KPDX, KEVU, and KWVT), and online via Garden Time's YouTube channel.
- **Water Do Your Part:** Staff recommended, and the Technical and Executive committees endorsed the Consortium's participation in this year-long campaign that focuses on source water protection messaging. The campaign will begin July 2019 and run through June 2020 on KPTV (channel 12). The total campaign cost is \$70,000 and the Consortium's contribution is \$3,000. The campaign includes 528 ads (an opportunity to create up to 6 ads throughout the year), two on-air interviews, and 12 social media posts.

Director Report

Emergency Preparedness Table Top Training Exercise – Ms. Geisen reported that the Emergency Planning Committee (EPC) has assembled a planning team to put together a large scale, regional table top exercise (TTX) April 16, 2019. *Bloom Doom 2019* will engage the region's water providers and state and county public health officials and emergency management staff in testing cyanotoxin response and operation plans; practicing regional communication strategies around curtailment; and identifying how water provider, state and county staff can support each other. In addition, there will be a pre-training exercise on February 19, 2019 with presenters involved in the Salem cyanotoxin event.

Legislative Update – As an outcome of the Salem cyanotoxin event, Ms. Geisen is working with other water providers and groups to help frame a discussion with legislators on emergency water supplies and mobile water treatment.

Consortium Membership Subcommittee – Ms. Geisen advised that a subcommittee of the CTC was convened to discuss Consortium member strategies and develop a proposal for sharing Consortium resources and membership. Ms. Geisen said the subcommittee has discussed how to bring on new members, especially smaller water providers and those providers not in the tri-county area, e.g., the City of Newberg, Clark County, etc. A draft proposal was presented to the CTC in January that outlined resources, types of memberships and costs. Ms. Geisen is taking feedback/comments from CTC members now and hopes to finalize the proposal at the CTC meeting in March and share with the Executive Committee and Board at their next meeting in April and June respectively.

FY 2019-20 Consortium Budget and Work Plan

Ms. Geisen noted that included in the meeting materials packet was a proposed FY 2019-20 Consortium budget and work plan memorandum and budget matrix for consideration and adoption. Ms. Geisen reminded Board members that they discussed budget concepts at their meeting in October where several proposals were presented. As noted in October, FY 2019-20 is quite different from this year where the Consortium had a large carry-over that allowed for the funding of current service levels and one-time projects while dues remained flat. Ms. Geisen said this year's carry-over is only \$41,700 and as a result there was a recognition by the Board the need to increase dues to maintain programs and support the new Consortium Strategic Plan.

In January, final updated staffing costs were provided by the City of Portland and were incorporated into the proposed budget. Staffing costs increased approximately 8.5% which was higher than the 5% placeholder used to develop the October budget proposal. Ms. Geisen advised that because of the higher staff costs some programmatic changes were needed to keep the dues increase within the range supported by the Board – 10-13%. The changes include a moderate reduction of the summer media campaign; addition of a digital outreach program; elimination of one conservation video; and the reduction of the TriMet bus emergency preparedness campaign from three months to one month. The bus side campaign would run in September to coincide with Emergency Preparedness Month.

Ms. Geisen explained that these modest changes allow the Consortium to continue to deliver a strong outreach program that incorporates conservation and emergency preparedness messaging in both English and Spanish. She said the outreach mix is also in alignment with the results of the program evaluation.

Board members discussed the FY 2019-20 budget and work plan as proposed. The 13% dues increase was recognized as needed to continue to fund and support programs and Board members were supportive of the proposed budget and work plan.

Mayor Peter Truax made a motion to approve the FY 2019-20 Consortium work plan and budget as presented. Commissioner Nancy Gibson seconded the motion. The motion to approve the FY 2019-20 Consortium work plan and budget was unanimously approved as presented. (15:0:0)

Meeting Attendees:

Councilor Mark Fagin and David Winship – City of Beaverton	Commissioner Nancy Gibson – Oak Lodge Water Services	Councilor Tom Anderson – City of Tigard
Commissioner Naomi Angier– Clackamas River Water	Commissioner Amanda Fritz and Mike Stuhr – City of Portland	Councilor Bridget Brooks, Jeff Fuchs, and Nic Westendorf – City of Tualatin
Mayor Peter Truax and Gregory Robertson – City of Forest Grove	Director Steve Okazaki and Brian Stahl – Rockwood Water PUD	Commissioner Jim Duggan, Carrie Pak, and Andrea Watson – Tualatin Valley Water District
Commissioner David Judah and Kevin Hanway – City of Hillsboro	Councilor Sean Garland and Rich Sattler – City of Sherwood	Commissioner Noel Reiersen and Commissioner Carol Wild – West Slope Water District
Kari Duncan – City of Lake Oswego	Mayor Russ Axelrod – South Fork Water Board	Rebecca Geisen, Bonny Cushman and Patty Burk – Consortium Staff
Councilor Lisa Batey – City of Milwaukie	Commissioner Kevin Bailey – Sunrise Water Authority	

Consortium members agencies not represented by elected officials at this meeting included the City of Cornelius, City of Gladstone, City of Gresham, City of Lake Oswego, Raleigh Water District, the City of Sandy, the City of Troutdale.

Next Meeting: Wednesday, June 5, 2019 @ Metro, 600 NE Grand Ave., Portland, Council Chambers/Annex.