



Executive Committee Meeting Summary

MAY 8, 2019 CALLED TO ORDER: 5:38 PM ADJOURNED: 7:15 PM

QUORUM PRESENT - YES

Approval of January 9, 2019 Meeting Summary

Commissioner Ernie Platt made a motion to approve the January 9, 2019 Executive Committee meeting summary. Commissioner Jim Duggan seconded the motion. The January 9, 2019 Executive Committee meeting summary was unanimously approved as presented. (5:0:0)

Director Report

Bloom Doom 2019 – Rebecca Geisen, Consortium Managing Director reported that Bloom Doom 2019, a regional table top exercise (TTX) that focused on cyanotoxins, curtailment, communication, and coordination, took place Tuesday, April 16 at the Multnomah Arts Center. The pre-training event was held in February and featured speakers who responded to the Salem water quality event and shared lessons learned. The TTX exercise focused on a potential water quality event caused by cyanotoxins and included a summer water shortage requiring curtailment. Ms. Geisen gave a synopsis of the scenario and how various water sources were affected. Ms. Geisen advised that during the exercise, 95 staff from 17 water providers as well as staff from the Oregon Health Authority and three counties, worked their way through a fictional scenario that required them to test their cyanotoxin operations plans, curtailment plans and communication plans. They also practiced working together to make sure they will be able to effectively communicate with the media and public. The exercise focused participants' attention on resources available from the Consortium, like the Drinking Water Advisory Tool, to help them coordinate with one another and communicate with the public. The exercise highlighted ways that Consortium members can coordinate their plans for emergencies as well as summer supplies every year.

Chair Axelrod asked for a copy of the scenario to share with his Board. Ms. Geisen advised that the After Action Report will include the scenario and all of the materials used during the exercise.

Membership – Ms. Geisen mentioned that she recently met with the Lake Grove Water District Board to discuss potential membership. Their dues would be approximately \$2,800. Ms. Geisen said she has not yet heard back from them and will follow up with the Lake Grove representative.

Conferences – Ms. Geisen reported that she and Jeff Fuchs, Tualatin Public Works Director presented at the Northwest Regional City Managers Conference on May 2. The theme was crisis management with intergovernmental partners. She noted that the presentation focused on the collaborative aspects of the Consortium highlighting the strategic planning process and recent table top exercise.

Summer Supply Planning – Ms. Geisen mentioned that the Consortium Technical Committee (CTC) began summer supply discussions at their meeting in April. She noted that last year the CTC met each month throughout the summer to discuss supply scenarios and messaging and will likely do the same this summer. The Clackamas River Water Providers will be launching new conservation messaging beginning in the fall and briefed the CTC on the campaign.

Shared Worker Agreement - Ms. Geisen reported that the ORWARN Board has endorsed the Shared Worker Agreement Addendum that the Consortium developed and has shared it with its membership. Participation in the shared worker addendum is voluntary and does not in any way change the ORWARN agreement. This addendum allows for the sharing of qualified workers amongst ORWARN members during catastrophic emergencies. Rebecca said to date, City of Gresham and Tualatin Valley Water District have signed the addendum.

It was decided that the Shared Worker Agreement Addendum would be added to the June Board agenda and a copy of the addendum included in the meeting materials packet.

Consortium Intergovernmental Agreement (IGA) and By-Laws – Ms. Geisen noted that Consortium staff will begin working on revising/updating the Consortium IGA and By-laws. They were both updated last in 2005. The Consortium Staffing IGA will also need to be updated as it expires in June 2020. Ms. Geisen said Consortium staff will likely engage the Executive Committee for guidance and direction for these updates.

Drinking Water Advisory Tool – Ms. Geisen advised that the Drinking Water Advisory (DWA) Tool has been updated as part of an upgrade to PublicAlerts.org. The update included improvements to functionality and allows for the posting of concurrent advisories. The new version was tested at the Bloom Doom exercise. The annual update to the DWA tool boundaries will be complete in June.

Regional Disaster Preparedness Organization (RDPO) – Ms. Geisen explained that the Portland Water Bureau submitted a 2019 Urban Area Security Initiative (UASI) funding request for a mobile water treatment plant which was not approved. The RDPO is suspending funding for most regional equipment until plans are developed that outline a regional strategy and need for additional equipment. Ms. Geisen advised that funding has been allocated to begin developing a regional emergency water plan with regional stakeholders.

Program Updates

School Assembly Program – Bonny Cushman, Program Coordinator, mentioned that the Consortium is providing the “What Do You Know about H₂O?” assembly which is geared toward a 3rd-5th grade audience. To date 18 of the 22 shows have been scheduled. Ms. Cushman mentioned Consortium staff recently went out to bid for a new vendor for the school assembly show program as the contract with Mad Science, the current vendor, expires after this school year. Two vendors were selected to provide shows for the next five years, Mad Science for the K through 2nd grade audience with their “Where’s the Water Watson” show and Rick Huddle who will develop and perform a storytelling show for the 3rd through 5th grade audience.

Portland House and Outdoor Living Show – Ms. Cushman reported that the Consortium participated in the Portland House and Outdoor Living Show for the first time, April 12-14. The show drew attendees from around the greater Portland metro region and the Consortium distributed more than 700 materials and devices. The Consortium used an iPad for the first time to sign up more than 250 people for the Weekly Watering Number.

Print Materials – Ms. Cushman reported that this year, the Consortium offered two new conservation pieces - Toilet Leaks/Aerator Card and Weekly Watering Number/Outdoor Tips Card, and its two emergency preparedness pieces - (How to Store Emergency Water and How to Access Water from Your Water Heater) in 10 languages (Arabic, Japanese, Karen, Korean, Nepali, Russian, Somali, Szechuan, Vietnamese, and Spanish). Consortium members were offered a free startup supply of 300 copies of each of the following documents: Toilet Leaks/Aerator Card (includes attached dye strip); Weekly Watering Number/Outdoor Tips Card; How to Store Emergency Water (in both Spanish and Russian); and, How to Access Water from Your Water Heater (in both Spanish and Russian). Member entities were given the opportunity to order additional print pieces as part of the annual print order. Materials are scheduled to be delivered next week.

TriMet Bus Campaign – Ms. Cushman advised that the Consortium will again run an emergency preparedness campaign throughout September on TriMet buses throughout the tri-county region. Ms. Cushman displayed the new draft ads.

Television Campaign – Ms. Cushman reported that the Consortium completed another successful indoor television campaign which ran mid-February through early-April. The campaign included four on-air interviews (one each on AM Northwest, Afternoon Live, weekend morning news, and the Children’s Clean Water Festival) and a total of 231 ads. Ms. Cushman advised that the outdoor water conservation media campaign will begin in June on KATU as well. Consortium staff worked with the station to develop a :15 second ad which will be placed on YouTube in July as part of the summer campaign. KATU provided the production for this ad pro-bono. Staff also worked with the Consortium Conservation Committee and KATU to develop talking points and set up summer on-air interviews with the station throughout the summer.

Radio Campaign: Consortium staff negotiated a 13-week summer campaign that will play on seven radio stations (KBFF, KINK, KUFO, KUPL, KXL, KXTG and KWEE) and include three on-air

interviews (KINK and KXL). The Consortium is partnering with Alpha Media to develop two to three new radio ads. The Consortium will partner with Affiliated Media to create a one-month campaign on Pandora radio during July 2019. The \$5,000 campaign will feature one of the ads created by Alpha Media and ad artwork by Wilborn Design and will augment the Consortium's traditional radio campaign with Alpha Media. This is a new initiative and is part of the Consortium's digital outreach plan for the FY 2019-20. Ms. Cushman debuted the new radio ad jingle.

Conference – Ms. Cushman mentioned that she attended the Oregon Office of Emergency Management Conference, “Oregon Prepared” in Bend in March. She also presented at the Pacific NW Section AWWA conference in Vancouver, WA to approximately 35 water provider staff. Her presentation focused on the Consortium's emergency preparedness program and public outreach campaign.

Communication Award – The Consortium received the “Wild Card” communications award at the Pacific Northwest Section of the American Water Works Association's (AWWA) annual conference for its How to Access Water from Your Water Heater how-to video and print piece.

Consortium Membership and Sharing Resources Strategies Discussion

Ms. Geisen advised that Consortium staff recently sought direction from the Consortium Technical Committee on whether and how they can share Consortium resources with non-member entities. Ms. Geisen explained that the Consortium's outreach program has grown significantly over the last several years with the addition of the emergency preparedness outreach program, and the Consortium is becoming recognized as the source of information about water, specifically emergency water supplies. In addition, the Consortium has other regional tools such as the weekly watering number (WWN) and drinking water advisory (DWA) tool that have regional significance and application.

Ms. Geisen commented that the Consortium has been increasingly cultivating partnerships with county and regional organizations to share information and resources and help amplify the respective messages on preparedness and water. Because of the Consortium's successful programs and partnerships, request for materials has begun to happen with more frequency. The Consortium welcomes people to link to the website but have been fielding requests for materials on a case by case basis.

Ms. Geisen pointed out that in the meeting materials packet was a proposal from a CTC membership subcommittee – Brian Stahl, Kari Duncan, Andrew Degner, Mike Grimm, and Consortium staff, that outlines membership and partnership definitions and benefits for the Executive Committee's review and consideration. Ms. Geisen explained that membership was divided into five categories – full membership, tri-county governments, affiliated groups, industry/trade and non-regional membership. Definitions and criteria for each category were outlined. Ms. Geisen advised that this document will provide guidance to Consortium staff and the Consortium Board when approached by interested entities for resources and/or membership requests. Ms. Geisen concluded it was endorsed by the CTC, and Consortium staff is now sharing it with the EC and then ultimately the Board for their consideration.

Ms. Geisen noted that this work is timely as she just received a letter from the City of Newberg requesting membership. They would join as a non-regional member. Ms. Geisen noted that Consortium staff will work with the City Attorney's office to develop a memorandum of understanding with Newberg.

EC members discussed the proposal and were in general support of the approach. EC members discussed approaches to bring Metro back into the Consortium fold. Ms. Geisen will work with Chair Axelrod on reaching out to Metro. It was noted that "draft" or "proposed" should be added to the membership matrix and should be presented to the full Board for their consideration.

Ms. Geisen noted that she would like to be able to get back to the City of Newberg with regard to the cost for non-regional membership. The recommendation is \$1 per retail account.

Commissioner Jim Duggan made a motion to endorse the City of Newberg's membership request and the \$1 per retail account for non-regional membership. Ernie Platt seconded the motion. The Executive Committee unanimously to endorse the City of Newberg's membership request and the \$1 per retail account for non-regional membership. (5:0:0)

June Consortium Board Meeting Draft Agenda

Ms. Geisen pointed out that included in the meeting materials packet was the June Consortium Board meeting draft agenda. Agenda items included approval of minutes, election of officers, director's report, program updates, City of Newberg membership request, and a placeholder discussion. Ms. Geisen advised potential presentation topics vetted by the CTC included a re-cap of the 2019 Bloom Doom exercise; a presentation by Dave Thompson, who lead planning for the solar eclipse, on multi-agency coordination: pre-planning and communications during large-scale events; a legislative update; a summer weather outlook presentation from NOAA; and a summer supply discussion.

EC members discussed the various agenda topics and suggested the re-cap of the Bloom Doom exercise, a brief legislative update and time permitting, and member updates that would be of interest to the Board. It was noted that when sending out the e-mail meeting reminder to Board members to highlight the election of officers agenda item.

Legislative Update

Ms. Geisen noted that this session the Consortium has focused its efforts on SB 935 which creates a modified landscape construction profession license to allow for the installation of residential-sized irrigation systems without requiring proven knowledge or experience. Citing concerns about statewide water management, water conservation, and consumer protection, staff worked collaboratively with other water providers and associations throughout Oregon to

provide letters and testimony opposing SB 935. Proponents of the bill cite lack of access to training, equity, and expensive cost and accessibility for testing as reasons for the legislation. Ms. Geisen advised that the Consortium has submitted a letter in opposition and Steve Carper from TVWD and Chair Axelrod provided testimony at a recent hearing. Ms. Geisen advised that Consortium and member staff have been brainstorming on amendments that could remove the irrigation portion of the bill and address proponents concerns about equity, accessibility, and costs.

Meeting Attendees:

NAME	AGENCY
Director Steve Okazaki	Rockwood Water PUD
Mayor Russ Axelrod – <i>Board Chair</i>	South Fork Water Board
Commissioner Ernie Platt	Sunrise Water Authority
Councilor Tom Anderson	City of Tigard
John Goodrich – <i>CTC Chair</i>	City of Tigard
Commissioner Jim Duggan	Tualatin Valley Water District
Patty Burk	Consortium Staff
Bonny Cushman	Consortium Staff
Rebecca Geisen	Consortium Staff
Maria Cahill	Citizen

Next Meeting: Wednesday, September 11, 2019 @ City of Portland, 400 SW 6th Ave. 4th Floor