



Executive Committee Meeting Summary

SEPTEMBER 11, 2019 CALLED TO ORDER: 5:38 PM ADJOURNED: 7:12 PM

QUORUM PRESENT - YES

Approval of May 8, 2019 Meeting Summary

It was the consensus of the Executive Committee members present that the May 8, 2019 meeting summary was reflective of the meeting and no additions or corrections were noted. Although there was a quorum of Executive Committee members present at this meeting, Chair Fagin, Commissioner Knudson and Director Lewis were not present at the May 8 meeting and therefore had to abstain from voting on the approval of the May 8, 2019 meeting summary.

Director Report

New Consortium Staff - Rebecca Geisen, Managing Director announced that Riley Berger has been hired to fill the Consortium Program Coordinator position. Riley started two weeks ago and has jumped right into providing program and website support.

2019 Bloom Doom Table Top Exercise - Ms. Geisen mentioned that the after-action report for the 2019 Bloom Doom table top exercise was completed and along with all the exercise materials can be found on the member page of the Consortium website regionalh2o.org.

Equipment Drill - Ms. Geisen reminded EC members about the regional emergency equipment drill on September 26, 2019. To date, 50 participants have registered. Last date to register is Thursday, September 19. Continuing Education Units (CEUs) have been applied for and the drill planning committee will find out next week if CEUs have been granted.

The equipment drill will be held at Riverside Park in Clackamas. The drill will include demonstrations of regional emergency water treatment and distribution equipment and practice treating and distributing water. There will be an Incident Command System (ICS) training component as well. Ms. Geisen advised invitations were sent to all equipment owners, Consortium members and regional partners.

Urban Area Security Initiative (UASI) Funding - Ms. Geisen reported that the City of Gresham received its 2017 UASI funded portable pipeline system in May. The new system is designed to transport potable water during an emergency by creating an interconnection between two pipes or systems or tapping a fire hydrant. There are now three of these systems in the region (Hillsboro and Clackamas River Water).

Ms. Geisen explained that the Portland Water Bureau submitted a 2019 UASI funding request for a second mobile water treatment plant which was not approved. The Regional Disaster Preparedness Organization (RDPO) is suspending funding for most regional equipment until plans are developed that outline a regional strategy and need for additional equipment. \$54,000 has been allocated to begin developing a regional emergency water plan with regional stakeholders and more funding will be applied for during the 2020 UASI grant cycle.

Drinking Water Advisory Tool -The annual water provider boundary update was completed.

City of Newberg Membership – Ms. Geisen mentioned that the City of Newberg signed the memorandum of understanding (MOU) to become a non-regional Consortium member. Ms. Geisen noted that she was contacted by representatives from the City of Estacada regarding Consortium membership, however they advised that it was not a good fit for them at this time. Ms. Geisen said she will continue to seek opportunities to reach out to them.

Program Updates

Bonny Cushman, Program Coordinator, mentioned that the summer water conservation campaign is now complete, and the emergency preparedness campaign has begun. Ms. Cushman advised that during the summer campaign, 26 television shoots were done, 18 new ads were developed, and 24 on-air interviews were given. All of the campaign's ads and on-air interviews can be viewed on the Consortium's website here:

<https://www.regionalh2o.org/consortium-newsroom-print-radio-television-ads>.

Ms. Cushman mentioned that this year the Consortium expanded the range of topics covered by the conservation campaign. For example, this spring Garden Time ran a story on how to get the irrigation season started, and in October a story will be done on how to close down an irrigation system for the year.

In August, Tacy Steele from the City of Hillsboro participated in a story at the Fern Hill Reservoir that focused on how summer water use mainly for outdoor irrigation connects to water supply throughout the region. Amy Meaut also from the City of Hillsboro did a

story at her new home – “I’ve purchased a new home with an irrigation system, now what?”

Ms. Cushman noted that this week KUNP ran a story that highlighted the Listos program which is the Spanish version of NETS/CERT programs.

Ms. Cushman advised that she is still evaluating the results of some new social media initiatives that the Consortium took on this summer. New ads focused on the Weekly Watering Number were produced through the Consortium’s partnership with KATU television and then the ads were run on YouTube and Facebook during the summer as part of an effort to increase the Consortium’s overall digital outreach efforts. Ms. Cushman mentioned that the Consortium also added a Spanish radio and digital radio ad buy to its summer conservation campaign.

Ms. Cushman noted that the “Clean Water. It’s Our Future” source water protection campaign began in July. The campaign is on KPTV and will go through June 2020. To date, 250 ads have been played. Consortium staff helped with the development of the ad copy and shooting the ads.

Ms. Cushman mentioned that the “Get Ready, Get Water” TriMet bus ad campaign will run throughout the month of September.

Ms. Cushman said in December the Consortium will partner with the Oregon Landscape Contractors Association (OCLA) at their Expo to give four presentations, two in English and two in Spanish, focused on smart controllers and backflow. Ms. Cushman advised that she is looking for Spanish speaking presenters.

A Spanish focus group will be convened on December 7 to review Consortium materials and messaging to get feedback from community members on the relevance and usefulness of the materials. The Consortium will utilize this feedback to inform its future Spanish language outreach efforts.

Ms. Cushman reported that looking forward, Consortium staff will be working on updating its Regionalh2o website with both back-end updates and improving the user experience and website design. She noted time will be spent analyzing the social media campaign – what’s working, where are improvements needed, and assuring that media outreach campaign aligns with the results of the recent program evaluation work that was completed.

FY 2020-21 Budget and Work Plan Concepts Discussion

Ms. Geisen noted that Consortium staff met to review the work tasks outlined in the Five-Year Strategic Plan and identified a list of potential FY 2020-21 projects for

consideration. A handout was included in the meeting material packet that outlined the strategic initiatives and work tasks. Work tasks were color-coded to illustrate on-going projects and potential FY 2020-21 projects.

Ms. Geisen advised that Consortium staff is proposing to take a break on video production and would like to explore options to contract out conservation and emergency preparedness kit assembly as well as reducing the frequency of the Consortium's external and internal e-newsletters from bi-monthly to quarterly. Ms. Geisen explained that these small changes will help free up staff time to take on new tasks and grow programs.

Ms. Geisen said at the Consortium Technical Committee (CTC) meeting last week, CTC members worked in small groups to discuss and help prioritize the potential FY 2020-21 work tasks identified by Consortium staff recognizing not all tasks identified can be accomplished. CTC members were also given the opportunity to suggest other projects for consideration.

Ms. Geisen advised that projects/themes that emerged from the CTC prioritization exercise included resource development – identifying key messages for outreach campaign and developing resources on topics of interest for members; more training and exercises; communication and education – hiring a Spanish language intern to attend events and promote partnerships, engaging with community emergency teams; climate change; emergency plans and resources – leading development of the RDPO emergency water plan, maintain interconnections geodatabase; strengthening partnerships – meet with legislators, develop strategies for member sharing and communications.

Ms. Geisen noted that Consortium staff is now looking to the Executive Committee for their budget and work plan recommendations and support for the CTC priorities.

Executive Committee members discussed the projects/themes outlined. The RDPO emergency water plan was identified as a high priority project as that work leads to more potential grant funding for emergency equipment and projects, the development of an informational Consortium presentation that can be used by members to share with their individual organizations, and increasing the awareness of the Drinking Water Advisory tool. EC members supported the themes outlined by the CTC and directed Consortium staff to assign priorities i.e., 1,2,3 the potential projects to help frame the conversation for the Board discussion.

Update of the Consortium Staffing IGA

Ms. Geisen pointed out that the current Consortium Staffing Intergovernmental Agreement (IGA) between the Consortium and the City of Portland expires in June 2020. Ms. Geisen noted that the CTC discussed the Staffing IGA and affirmed that there was no

need to change the staffing arrangements. The CTC recommended that the Staffing IGA with the City of Portland be extended for an additional five years.

The EC concurred with the CTC recommendation and directed Consortium staff to move forward with the staffing IGA renewal pending approval from the full Board at their October meeting.

October Consortium Board Meeting Draft Agenda

Ms. Geisen pointed out that included in the meeting materials packet was the October Consortium Board meeting draft agenda. Agenda items included approval of minutes, director's report, program updates, budget and work plan concepts discussion, and a placeholder discussion. Ms. Geisen advised potential presentation topics vetted by the CTC included a speaker on the Governor's Water Vision; WIFIA and/or other loan opportunities; America's Water Infrastructure Act; climate change – impacts to water supply and quality; fire response and impacts to watersheds; and member updates/networking exercise.

EC members discussed the various agenda topics. Councilor Fagin suggested that the City of Beaverton could give a presentation on their non-potable (purple-pipe) water supply program.

Chair Fagin and Director Lewis will reach out to Councilor Morales from the City of Gresham to welcome him to the Consortium and talk about the role of the Executive Committee.

The Executive Committee supported the Consortium staff recommendation to include the City of Newberg, as a non-regional member in the list of Consortium members on letterhead, printed materials and on the website.

Meeting Attendees:

| NAME | AGENCY |
|---|--------------------------------|
| Councilor Mark Fagin – <i>Board Chair</i> | City of Beaverton |
| Commissioner Mark Knudson | Oak Lodge Water Services |
| Director Tom Lewis | Rockwood Water PUD |
| Commissioner Jim Duggan | Tualatin Valley Water District |
| Andrew Degner | City of Gresham |
| Patty Burk | Consortium Staff |
| Bonny Cushman | Consortium Staff |
| Rebecca Geisen | Consortium Staff |

Next Meeting: Wednesday, December 11, 2019 @ City of Portland, 400 SW 6th Ave., 4th Floor, Chinook Conference Room