



## Consortium Board Meeting Summary

OCTOBER 2, 2019 CALLED TO ORDER: 6:30 PM    ADJOURNED: 8:18 PM

QUORUM PRESENT - YES - 15 MEMBERS

### Approval of June 5, 2019 Meeting Summary

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Commissioner Ernie Platt made a motion to approve the June 5, 2019 Board meeting summary as presented. Councilor Jackie Manz seconded the motion. The Consortium Board unanimously approved the June 5, 2019 Consortium Board meeting summary as presented. (14:0:0)

### Public Comment

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None

### Vice Chair Election

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Chair Mark Fagin explained that in the Consortium by-laws it states that the Consortium Chair and Vice-Chair must be from different counties. At the June Board meeting officer elections were held, Mark Fagin from the City of Beaverton and David Judah from the City of Hillsboro were elected Chair and Vice-Chair respectively and both are from Washington County. Chair Fagin noted that it was a simple oversight that now needs to be corrected with a Vice-Chair from either Multnomah or Clackamas County.

Chair Fagin asked for nominations for Vice-Chair.

Jackie Manz volunteered to be Vice-Chair. Lisa Batey nominated Jackie Manz for Consortium Board Vice-Chair. Tessah Danel seconded the nomination. There were no other nominations. The Consortium Board unanimously approved the nomination of Jackie Manz for Consortium Board Vice-Chair. (14:0:0)

### Director Report

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Rebecca Geisen, Consortium Managing Director pointed out that a detailed tri-annual activity report was included in the meeting materials packet and encouraged Board members to look over the report for information on activities conducted since the last Board meeting in June.

**Consortium Staff** – Ms. Geisen introduced Riley Berger, new Program Coordinator for the Consortium. Riley has been with the Consortium for about a month and will be working on the Consortium’s website, social media and providing program support.

**Oregon’s 100-Year Water Vision** – Ms. Geisen reminded Consortium Board members that the Governor of Oregon has launched a 100-year water vision initiative to address changes in climate and population. As a result, Oregon will steward its water resources to ensure clean and abundant water for our people, our economy and our environment, now and for future generations. Ms. Geisen advised that as part of this work, the Governor’s office has initiated several community conversations around the state about Oregon’s water infrastructure needs as well as a technical session in Salem. A community meeting will be held in the City of Gresham on October 22, 2019 from 9:00 a.m. to 2:00 p.m. at Mt. Hood Community College. Ms. Geisen mentioned that she will be attending that meeting. Ms. Geisen noted that she will send an e-mail to the Board with more information and a link to the various meeting locations and times.

**Consortium Membership** – Ms. Geisen mentioned that the City of Newberg has signed the Memorandum of Understanding (MOU) to become a non-regional member of the Consortium. Ms. Geisen and Bonny Cushman, Consortium Program Coordinator met with staff at Newberg to welcome them to the Consortium and share resources.

**Emergency Equipment Drill** – Ms. Geisen reported that the Consortium planned and hosted a half-day emergency equipment drill at Riverside Park in Clackamas on September 26 that included demonstrations of emergency water treatment and distribution equipment, ICS training, and a drill using equipment to treat and distribute water. The drill included equipment from 10 water providers and was attended by approximately 100 water providers and partner organizations from throughout the region. Ms. Geisen advised that the objectives for the drill included to exercise regional water treatment and distribution equipment; identify gaps, issues, or opportunities to improve equipment operation and deployment; educate attendees about equipment, deployment, and operation; exercise equipment and train operators and other staff new to equipment to a basic level of proficiency – have experienced operators mentor new staff; use radios to communicate with each other – practice inter-operable communications; and utilize ICS to plan and implement exercise objectives including forms, communication tools and processes. Ms. Geisen noted that an after-action report will be available soon.

Ms. Geisen thanked Clackamas River Water for hosting the drill and the planning committee – Donn Bunyard from Clackamas River Water, Robin Pederson from the City of Gresham, Jamaal Folsom from the City of Portland, and Robert Whitham from Tualatin Valley Water District.

## Program Updates

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Bonny Cushman, Consortium Program Coordinator, gave a PowerPoint presentation that provided a re-cap of some of the program initiatives and accomplishments for FY 2018-19 and a preview of upcoming projects for the current year. Ms. Cushman mentioned that the summer

water conservation campaign on KATU wrapped up in August. 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: <https://www.regionalh2o.org/consortium-newsroom-print-radio-television-ads>. Key messages include outdoor water conservation tips and promoting the Weekly Watering Number. Television interviews focused on tips for new homeowners with irrigation systems, what to do at the start and end of the irrigation season, and connecting water supply and emergency preparedness with conservation.

Ms. Cushman advised that as a part of the KATU partnership, the Consortium did a YouTube campaign in the months of July and August geared toward younger audiences that are not necessarily receiving Consortium messaging through traditional television. Ms. Cushman played the ad for Board members.

Ms. Cushman reported that the Consortium's Spanish outreach program has grown to include television advertising for both conservation and emergency preparedness, radio ads, enhancements and added content to the Spanish landing page on the Consortium website, newsletters, how-to videos and print pieces. The Consortium again contracted with KUNP, Univision for advertising that focused on water conservation throughout July and August and emergency preparedness in the month of September. For the first time, the Consortium contracted with Bustos, Spanish language radio during the month of July. Consortium staff continued to work with KUNP, water provider staff, community liaisons and other community partners to develop and translate conservation and emergency preparedness content in Spanish. Two Spanish e-newsletters were developed and sent out in June and September. Two how-to videos were done in Spanish – how to check your toilets for leaks and how to store emergency water. Ms. Cushman shared one of the KUNP ads.

Ms. Cushman advised that approximately \$154,000 was spent on the FY 2018-19 outreach campaign. The Consortium garnered approximately \$272,000 in in-kind contributions and support for a total media value of \$426,000.

Ms. Cushman noted that the Consortium explored other digital outreach as well with campaigns on YouTube, Oregonian, and Audio+- digital radio, e.g., Pandora, Spotify, NPR, etc.

Ms. Cushman said looking at the current FY 2019-20, 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. Ms. Cushman played several ads from this campaign. A month-long emergency preparedness campaign also ran on KPTV in September. Ms. Cushman shared the ad.

Ms. Cushman advised that the emergency preparedness campaign "Get Ready , Get Water" which ran through the month of September has just concluded. The four-week campaign consisted of 45 TriMet bus ads running throughout the tri-county area.

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 noted that 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 the 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**

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Ms. Geisen reported that it is the start of the budget planning season and time to begin the conversation about next year’s work plan and budget, Consortium staff reviewed the work tasks identified in the Consortium 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 noted that the project list was shared with the Consortium Technical Committee (CTC) and the Executive Committee (EC) at their meetings in September. Ms. Geisen advised that the CTC went through a prioritization exercise to narrow down the list of new tasks as not all can be accomplished, and the EC provided some additional feedback and affirmed the direction of the CTC.

Ms. Geisen explained that the FY 2020-21 proposed work tasks do not have a significant budget impact but do have staff time impact. As a result, 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 noted that the carryover from FY 2018-19 is approximately \$77,000 that historically has been used to reduce dues. Staff costs from the City of Portland will be available in December.

Ms. Geisen advised that projects/themes that emerged from the CTC and EC review and discussions 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, maintaining interconnections geodatabase; strengthening partnerships – meet with legislators, develop strategies for member sharing and communications.

Ms. Geisen opened up the meeting for Board discussion to answer questions - Are we headed in the right direction?, Is there any project or task that you think is a priority that has not been included in the proposed list?

Board members discussed the projects/themes outlined. There was consensus amongst Board members that the proposed projects and tasks were on the right track. Board members were pleased to see that the work plan reflected initiatives in the Strategic Plan and noted that because it is a bit difficult to know the bandwidth of the Consortium staff time, they will have to rely on Consortium staff to determine a manageable work plan. Board members were appreciative of the inclusion of climate change in the work plan and commented that the development of climate change tasks should provide actionable information with tangible product take-aways.

Ms. Geisen noted that over the next few months, Consortium staff will work the CTC and EC to refine and further prioritize tasks and ensure there is enough resources available to complete them and return in February with a FY 2020-21 budget and work plan for approval.

## Update Consortium Staffing IGA

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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 and EC discussed the Staffing IGA and affirmed that there was no need to change the staffing arrangements and recommended that the Staffing IGA with the City of Portland be extended for an additional five years.

The Board concurred with the CTC and EC recommendation and directed Consortium staff to move forward with the Staffing IGA renewal.

## Informational Presentation

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Jason Melady and Ronan Igloria from GSI Water Solutions joined David Winship, Principal Engineer from the City of Beaverton to give a presentation on the City of Beaverton's Non-Potable (Purple Pipe) Water Systems Program. Dave Winship advised that the Beaverton Purple Pipe is a new water system that routes treated, clean stormwater for irrigation and stream recharge. In the winter time, stormwater from a large sub-division in the South Cooper Mountain area will flow through pipes to a large detention basin. The water will be treated/disinfected and injected into a deep basalt aquifer well for later use. Roughly 50 MGD will be stored until summer time when the City has high irrigation and outdoor use at which time this water can be used, instead of drinking water, to irrigate green spaces – parks, school grounds and yards.

Mr. Winship commented that there are several reasons and benefits to the Purple Pipe system for the City including:

- Summer potable water demand is 60% higher than winter demand due to irrigation and outdoor use
- Water source and treatment is up to 40 and 20 miles away, respectively
- High peaking demands for irrigation requires additional capacity for storage and pump stations for the potable system
- Turf, plants, and trees don't need chlorinated/fluoridated drinking water
- Non-potable system reduces/postpones timing for new potable supply needs
- Reduced peak demands on potable system frees up capacity in storage and pump stations for fire protection, emergency outages, and interruptions

Mr. Winship noted that current growth provides the opportunity to build the Purple Pipe as areas develop which minimizes the cost and impacts of adding water pipelines to established neighborhoods. Approximately 8,000 feet of pipe have already been installed in the South Cooper Mountain neighborhood. The system will be expanded in the future, coordinated with development planning processes.

Ronan Igloria and Jason Melady from GSI Water Solutions provided an overview of the Non-Potable Water System program including how the City of Beaverton's expansion set the stage; developing the aquifer storage and recovery (ASR) source; outreach and education components; funding strategies; planning and development of the facilities; and the formation of a new utility ordinance and SDCs. Information was provided on stormwater treatment and recharge and how it will be used to augment the non-potable supply.

Board members thanked the City of Beaverton and GSI Water Solutions for the presentation.

## Meeting Attendees:

<i>22 Total Members</i> <i>Quorum = 12</i>	Councilor Mark Fagin and David Winship – City of Beaverton	Commissioner Tessah Danel and Todd Heidgerken – Clackamas River Water
Councilor Eddy Morales – City of Gresham	Commissioner Debbie Raber and Niki Iverson – City of Hillsboro	Councilor Jackie Manz and Kari Duncan – City of Lake Oswego
Councilor Lisa Batey – City of Milwaukie	Commissioner Mark Knudson and Sarah Jo Chaplen – Oak Lodge Water Services	Commissioner Amanda Fritz, Edward Campbell and Mike Stuhr – City of Portland
Director Tom Lewis – Rockwood Water PUD	Councilor Sean Garland and Rich Sattler – City of Sherwood	Commissioner Ernie Platt – Sunrise Water Authority
Councilor Tom Anderson and John Goodrich – City of Tigard	Councilor Randy Lauer – City of Troutdale	Councilor Bridget Brooks and Nic Westendorf – City of Tualatin
Commissioner Jim Duggan, Tom Hickmann, Andrea Watson and Joel Cary – Tualatin Valley Water District	Ronan Igloria and Jason Melady – GSI Water Solutions	Rebecca Geisen, Bonny Cushman, Riley Berger and Patty Burk – Consortium Staff

Consortium members agencies not represented by elected officials at this meeting included the City of Cornelius, City of Forest Grove, City of Gladstone, Raleigh Water District, South Fork Water Board, the City of Sandy, and West Slope Water District.

**Next Meeting: Wednesday, February 5, 2019, location: Metro, 600 NE Grand Avenue, Portland OR.**