



City of Beaverton
Clackamas River Water
City of Cornelius
City of Forest Grove
City of Gladstone
City of Gresham
City of Hillsboro
City of Lake Oswego

City of Milwaukie
City of Newberg
Oak Lodge Water Services
City of Portland
Raleigh Water District
Rockwood Water PUD
City of Sandy
City of Sherwood

South Fork Water Board
Sunrise Water Authority
City of Tigard
City of Troutdale
City of Tualatin
Tualatin Valley Water District
West Slope Water District

The Consortium and its members have been working collaboratively since 1997 to ensure the Portland, OR metropolitan region has a long-term, reliable, efficient, and safe water supply. The Consortium’s programs focus on *conservation, emergency preparedness, and regional coordination.*

Water Conservation

The Consortium’s Conservation Program meets public education requirement of state required Water Management and Conservation Plans, and contains the following key elements:

- 1. Multi-media Outreach Campaigns:** Conducts two conservation-focused multi-media campaigns annually. The indoor-focused television campaign runs for six-weeks each winter. The outdoor-focused campaign is a combination of television (English and Spanish language) and radio and runs three months each summer.
- 2. Outreach Materials and Conservation Devices:**
 - Provides a collection of 25+ conservation-focused outreach materials and several table top displays that are available to members. Consortium members receive a start-up supply of each new print piece, and can order additional print materials annually. Several print pieces are available in Spanish.
 - Distributes conservation devices to its member’s customers through two annual promotions. Packaging is available to members through the annual print order.
 - www.conservh2o.org website contains 40+ pages of conservation-focused information, 12 how-to videos, a quarterly newsletter, and a [Weekly Watering Number](#) widget (available for member websites).
 - Establishes social media messaging content throughout the year on Facebook, Twitter, and YouTube.
- 3. School Assembly Programs and Children’s Clean Water Festival Sponsor:** Develops and provides interactive school assembly program (currently Mad Science) to approximately 4,000 students (K-5). Each member gets a free show and the opportunity to schedule more at a set cost. Each year, approximately 1,400 fourth grade students participate in the Children’s Clean Water Festival which includes more than 40 hands-on, water-focused activities, classroom presentations, and stage shows that reinforce STEM, Common Core, and Next Generation Science concepts.
- 4. Community Events & Workshops:** Represents water providers at key public outreach events and distributes outreach materials and devices to attendees.

“One of the important things that the Consortium does is bringing a continuity of messaging, specifically around water conservation and emergency preparedness, for water providers who are working together in a common media market.” – Conservation Program Manager Sarah Santner, Portland Water Bureau



Emergency Preparedness

1. **Urban Area Security Initiative Grants:** Works with Regional Disaster Preparedness Organization to assist water providers in acquiring over \$2 million to date in grants for regional studies and emergency water treatment and distribution equipment.
2. **Multimedia Outreach Campaigns:** Conducts two personal preparedness-focused campaigns annually. The TriMet bus ad campaign runs for three months in the fall. The television campaign runs for four weeks during September, National Preparedness month (includes English and Spanish language).
3. **Drills & Tabletop Exercises:** Conducts large-scale drills and tabletop exercises for water provider staff to practice using equipment and other tools to address realistic scenarios affecting the region's water supplies.
4. **Outreach Materials:**
 - Provides two print pieces, branded emergency water storage bags, and a table top display that are available to members. (Print pieces available in Spanish and other languages)
 - Develops outreach modules for members to use in their own newsletters, websites, blogs and social media – includes articles, images, social media messages, and presentations.
 - Distributes emergency water preparedness kits (water bags)
 - www.regionalh2o.org website contains 10+ pages of emergency preparedness-focused information, three how-to videos, and a quarterly newsletter (includes English and Spanish language).
 - Establishes social media messaging content throughout the year on Facebook, Twitter and YouTube.

Regional Coordination

Consortium members have worked together for 20 years, building relationships and working together on issues of mutual interest. Here are some examples:

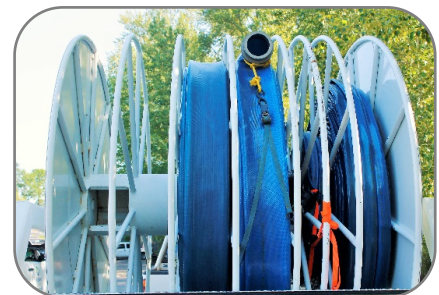
1. **Population & Household Estimates & Forecasts:** Consortium members receive updated annual population and household estimates and forecasts from the Portland State University Population Research Center based on each member's water service area boundary. This data is critical for accurate demand forecasting.
2. **Drinking Water Advisory Tool:** On-line address look-up tool and widget for the public to use during a drinking water advisory to quickly determine if they are affected or to identify who their water provider is.
3. **Communicators Network:** Committee made up of public information and outreach staff to share best practices, discuss and identify emerging issues, share materials and support each other's work while retaining individual authority and accountability.
4. **Represent Water Providers and Their Interests:** Consortium staff participate on committees and track legislation, opportunities, and resources with a variety of local, regional, state and national groups. Information is shared with Consortium members via email and at meetings. Examples include: Alliance for Water Efficiency, AWWA, Irrigation Association, Oregon Landscape Contractors Association, Oregon Office of Emergency Management, Oregon Water/Wastewater Agency Response Network, Oregon Water Utilities Council, Regional Disaster Preparedness Organization, and Oregon Water Resources Department.



Nine Emergency Water Distribution Systems: Beaverton, Clackamas River Water, Gresham, Joint Water Commission, Portland Water Bureau (2), St. Helens, Tualatin Valley Water District (2). Currently 18+ in WA



Seven Mobile Water Treatment Systems: Beaverton, Clackamas River Water, Lake Oswego, Portland Water Bureau., Gresham, Milwaukie, and South Fork Water Board



Two Portable Hose Reel Systems: Clackamas River Water & Hillsboro. Funding approved for City of Gresham

Benefits of Consortium Membership	Estimated Annual Value
The Consortium's Conservation Program meets public education requirement of OAR Division 86 - Water Management and Conservation Plans	Intangible
Five Multi-media Outreach Campaigns conducted annually. Campaigns focus on conservation and emergency preparedness messaging, and include three months of Spanish-language television (ads & stories).	\$221,000 investment nets \$200,000 - \$300,000 in in-kind contributions
Liaison with Regional Disaster Preparedness Organization to assist water providers in acquiring over \$2 million in grants for interconnection studies and regional water treatment and distribution equipment.	Intangible
Branded outreach pieces (brochures, booklets, activity books, packaged conservation devices and one-gallon emergency water bags). The Consortium provides new members with a start-up supply of 50 copies of 14 of its printed pieces (12 conservation and 2 emergency preparedness focused) and 25 of each of its packaged conservation devices.	\$1,100 value Cost to do on your own: \$2000 - \$6000
Conservation and emergency preparedness kit promotions: Run three, month-long promotions that members can advertise to their customers.	\$4.00-15.00 each kit
Population & Household Estimates & Forecasts: Consortium members receive updated annual population and household estimates and forecasts from the Portland State University Population Research Center based on each member's water service area boundary.	\$4,000
Drinking Water Advisory Tool	\$5000
Co-sponsor of the Children's Clean Water Festival	\$3,000
Provides one Consortium-sponsored water conservation themed school assembly program per year	\$315
Ready-to-use water conservation and emergency preparedness modules includes news articles, social media posts, graphics, and presentations for members to use in their own outreach materials and websites.	\$3000 - \$5000
Established websites and social media content with a wealth of water-related information and resources: <ul style="list-style-type: none"> • www.conservh2o.org website contains 40+ pages of conservation-focused information, 12 how-to videos, a quarterly newsletter, and a Weekly Watering Number widget • www.regionalh2o.org website contains 10+ pages of emergency preparedness-focused information, 2 how-to videos, a triannual newsletter, and a Drinking Water Advisory Tool • Established social media messaging content throughout the year on Facebook, Twitter and YouTube. 	Intangible
Other Benefits	
Speak with one voice on issues affecting water providers. Recent examples include developing summer supply messaging and writing letters in support/opposition to water-related legislation.	
Established Network of Peers: By participating in the Consortium, water provider staff, managers, and their elected officials, have access to subject matter experts, sub-regional partnership opportunities, and the ability to develop and share resources with one another.	
Represent Water Providers and Their Interests: Consortium staff participate in working committees and track water-related information, legislation, opportunities, and resources with a variety of local, regional, state and national groups. This information is shared with Consortium members via email and at meetings.	
Economies of Scale: Consortium members save ratepayer money by pooling resources to complete projects of mutual benefit. Recent examples include creating conservation and preparedness brochures together rather than each member attempting to convey the information individually.	

What members are saying ...

"Having the ability to bring all the experience and knowledge into one place at one time, contributes to a better solution. The Consortium provides just that opportunity." -General Manager Brian Stahl, Rockwood Water PUD

"Being at that table gives me a voice and gives me a voice for my community, and that's very important to my community. They want a voice at the table, and this is one way I can do it." – Commissioner Nancy Gibson, Oak Lodge Water Services