Annual Report

JULY 2018 - JUNE 2019





REGIONAL WATER PROVIDERS CONSORTIUM





Beaverton, City of **Clackamas River Water** Cornelius, City of Forest Grove, City of Gladstone, City of Gresham, City of Hillsboro, City of Lake Oswego, City of Milwaukie, City of Newberg, City of Oak Lodge Water Services Portland, City of **Raleigh Water District** Rockwood Water PUD Sandy, City of Sherwood, City of South Forth Water Board Sunrise Water Authority Tigard, City of Troutdale, City of Tualatin, City of **Tualatin Valley Water District** West Slope Water District

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 ☑ Conserveh20

November 2019

Longevity *n*. long existence or service. We recently reflected on the longevity of the Consortium, celebrating 20 years as a collaborative organization, and we have crafted a vision for the next five years with adoption of our updated Strategic Plan. I would like to celebrate the longevity of our staff and how fortunate we are to have such dedicated professionals implementing Consortium programs and operating the organization with passion and creativity.

Patty Burk has been managing the books and supporting the Board and Consortium Technical Committee and various programs for 18 years. Bonny Cushman started in 2007 supporting our conservation program and now manages the Consortium's outreach program. To kick off FY19/20, we welcome Riley Berger to our team.

I am celebrating my own 20-year anniversary with the Consortium. I have grown personally and professionally with the organization and have witnessed so much positive change and innovation to meet the needs of our members and to strengthen the management of our regional drinking water resources.

Please read our annual report and learn about the many projects the Consortium and its members worked on this past year. I want to thank our members and excellent staff who have worked together and supported each other to make this another successful and exciting year.

Sincerely,

Referen Husi

Rebecca Geisen, Managing Director

Consortium Staff (left to right)

Patty Burk - Management Analyst Bonny Cushman - Program Coordinator Rebecca Geisen - Managing Director Riley Berger - Program Specialist



Regional Water Providers Consortium Members FY18/19

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

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

Introduction

The Regional Water Providers Consortium (Consortium) is a collaborative and coordinating organization that works to improve the planning and management of municipal water supplies in the greater Portland, Oregon metropolitan region. Formed in 1997, the Consortium works with its members in emergency preparedness, water conservation, and regional coordination.

The work of the Consortium is driven by the three major focus areas included in its Strategic Plan:

- Meeting water needs
- Emergency preparedness and resiliency
- Strengthening Partnerships

The work completed this year by the Consortium demonstrates how the organization continues to build on its strength of leveraging collective knowledge and resources to communicate the value of water, be prepared for emergencies, and be good stewards of our water resources. By working together, Consortium members ensure that the region has long-term, reliable, efficient, and safe water supply for years to come.

The FY18/19 Annual Report highlights the major accomplishments of the Consortium and provides a summary of its budget and workplan.

Summary of Accomplishments

The primary accomplishments for FY18/19 are highlighted below:

- Conducted a tabletop exercise, Bloom Doom, focused on cyanotoxins that tested operations, curtailment, and communication plans.
- Expanded Spanish language outreach efforts by publishing two Spanish language e-newsletters through a partnership with KUNP television and developing two Spanish language landing pages on www.regionalh2o.org.
- Implemented three successful multimedia campaigns that focused on indoor conservation, outdoor conservation, and personal preparedness.
- Completed professional evaluation of the Consortium's outreach program.

Administration

Consortium staff provided program management, administrative, technical, and financial staff services to the Consortium through an Intergovernmental Agreement (IGA) with the Portland Water Bureau. Staff provided financial management and accounting services, coordinated meeting logistics, hired new staff, and prepared summaries of meetings for the Board, and Executive and Technical committees. Staff also managed programs, supported committee work, and implemented the annual work plan.

Financial management and accounting services for the Consortium included the calculation and collection of yearly participant dues, issuance of invoices, and payment of Consortium financial obligations. Consortium staff also prepared tri-annual fiscal reports on Consortium expenditures for personnel, professional services, materials, and other services.

Consortium Board and Committees

The Consortium IGA established three primary working bodies responsible for meeting the purposes and objectives of the organization. They include the Consortium Board, Executive Committee, and Technical Committee. In addition, the **Emergency Planning and** Conservation committees assist with implementation of the Emergency Preparedness and Conservation programs, respectively. The Communicator's Network provides a forum for communicators within the Consortium to discuss and identify emerging issues, develop unified messaging where appropriate, share materials, and support each other's work.



Fiscal Year 2018 - 2019 Work Plan and Budget

Due to a large carryover from FY16/17, this year's budget and work plan included several one-time projects. These projects included expanding Spanish language outreach, an evaluation of outreach programs, the development of new summer radio ads and emergency preparedness materials, additional graphic design services, and conservation devices. The work plan continues to support the Consortium's role in regional coordination, emergency preparedness, and implementing a regional conservation program.

The adopted budget for each year is a record of anticipated costs for the fiscal year. The budget for FY18/19 was \$1,019,898 which included carryover funds of \$188,643 from FY16/17. This resulted in the dues-collected amount of \$831,255. Approximately 65% of the budget, \$633,265, was allocated for regional coordination, emergency preparedness and planning, public outreach, and administrative support. The remaining 35% of the FY18/19 budget, \$356,633, was allocated to implementing a regional conservation program which included the associated materials, services, and personnel costs.



Expense reports were completed bi-monthly and showed line item expenditures and percentages. In FY18/19, approximately 92%, \$942,000, of the budget was expended. The remaining 8%, \$78,000, of the budget will carry over and is traditionally used to offset future dues. The FY18/19 work plan and expense report can be found on the Consortium website at www.regionalh2o.org/about-us.



Regional Coordination

The Consortium is built on partnerships and provides a forum for members to work together on projects of mutual interest. This enables the group to speak with one voice on policy and program matters, and to achieve economies of scale, saving members money. Projects in the regional coordination portfolio provide opportunities to collaborate, develop regional tools, and provide consistent information to Consortium members and the public.

Five Year Strategic Plan Adoption

While the majority of the work to develop the Five Year Strategic Plan was completed in FY17/18, the Board formally adopted the plan at their October 2018 meeting. Additional work was done to develop work tasks that support the specific initiatives in the coming years.

Drinking Water Advisory (DWA) Tool

This was the DWA tool's fifth year of operation. When not activated for a drinking water advisory, the tool serves as a "who's my water provider" lookup tool. The Consortium completed its fifth update of the water system boundary map to ensure the DWA tool reflects the most accurate drinking water service area boundaries. Improvements were made to the administrator interface, functionality, and the public-facing widget. Fortunately, no members had to activate the tool for a drinking water advisory during this fiscal year.

Source Water Protection Strategy

To support our source water protection strategy, the Consortium joined the Clean Water Partners Campaign. Clean Water Partners includes 20 regional government agencies partnering together to administer a year-long public outreach television campaign, "Clean Water. It's Our Future". Preparation for this year's campaign began in early summer with the development and production of several ads that focused on actions that the average person can do to keep pollutants from local waterways.

The Source

This year, the Consortium kicked off a new newsletter, "The Source" specifically for members to highlight programs and resources for their use, and also as a way to communicate directly with members. The Source supports a strategic initiative to strengthen regional partnerships by expanding the awareness of the Consortium's value, mission, programs, and benefits.

Outreach Program Evaluation

The Consortium contracted with DHM Research to conduct an evaluation of the Consortium's outreach programs. The online survey of 400 customers of Consortium members was conducted in October 2018. The purpose was to measure baseline awareness of water conservation and emergency preparedness, assess common behaviors, and identify what motivates people to conserve water and prepare for emergencies. The study also identified the most effective outreach methods. Results and recommendations from the evaluation continue to be integrated into and inform our outreach program.

Population and Household Estimates and Forecast Project

Portland State University's Population Research Center (PRC) completed and released the 2018 population, housing units, and household estimates for all members. Additionally, the PRC produced forecasts for each year from 2019 - 2050.

2019 Legislative Session

The Consortium's focus for the 2019 legislative session was on SB 935 which proposed a modified landscape construction license that would have allowed the installation of residential-sized irrigation systems without requiring proven knowledge or experience. Opposing the bill, the Consortium submitted written and in-person testimony. Consortium member staff and Board Chair Russ Axelrod spoke before House Committee on Business and Labor to express concerns about the bill and its potential impact to statewide water management, water conservation, and consumer protection. The bill was successfully amended to remove the irrigation portion and was passed into law. The Consortium will continue to work with the irrigation industry to support the intent of the bill: improving access to the industry.

New Member Outreach

The Consortium welcomed one new member this year. The Consortium Board approved a request from the City of Newberg to rejoin the Consortium as a non-regional member. Newberg officially begins their membership on July 1, 2019.



Emergency Preparedness Program

The emergency preparedness program supports Consortium members in their own emergency preparedness efforts, provides an opportunity for members to train together, cultivates partnerships, and provides outreach to the public. Members share their experiences, knowledge, and technical information with each other to collectively make the region stronger and more resilient.

Multimedia Campaign

See page 11 for a summary of the emergency preparedness outreach campaign.

Bloom Doom Tabletop Exercise

In Spring 2019, the Consortium held a pre-training and tabletop exercise that focused on a water quality scenario involving cyanotoxins caused by a harmful algal bloom, coupled with a summer water shortage. The pre-training included speakers who had responded to the Salem water quality event in 2018 recounting lessons learned. Participants included 95 staff from 17 water providers, the Oregon Health Authority, and emergency management and public health staff from the County. Teams worked their way through a fictional scenario that required participants to test their cyanotoxin operations plans, curtailment plans, and communications plans. The exercise highlighted the Consortium resources and ways that members can work cooperatively to coordinate their plans annually for summer supply and emergencies.

The event and exercise met the Consortium's strategic initiative to facilitate opportunities that strengthen its members' ability to plan for, respond to, and recover from extreme events.

Strategic Initiatives for Emergency Preparedness and Resiliency

- Educate the public about emergency preparedness and the importance of water
- Obtain and develop resources that will help members and the region support preparedness goals and requirements
- Facilitate planning, projects, and training opportunities that strengthen members' ability to plan for, respond to, and recover from extreme events
- Collaborate with state and regional stakeholders to improve regional communication, emergency preparedness, response, and recovery
- Support each other through data and resource sharing and mutual aid

Shared Worker Agreement

This year the Consortium successfully developed a shared worker agreement (SWA) as an addendum to the Oregon Water / Wastewater Agency Response Network (ORWARN) mutual aid agreement. The SWA allows for the self-deployment of water and wastewater staff to alternative work sites following a catastrophic event that prevents staff from reporting to their normal work locations. The intent is to expedite recovery of our water systems by utilizing all available staff.

Interconnections Geodatabase

The Consortium assembled member GIS (geographic information systems) staff to begin identifying how to update and manage the interconnections geodatabase. The GIS group met twice to begin to identify the best way to securely share the geodatabase and standardize updates.

Regional Resilience

Consortium staff continues to participate in the Regional Disaster Preparedness Organization (RDPO) Steering Committee, Emergency Management Committee, and Public Works Committee representing the interests of regional water providers. Consortium staff also participated in a regional messaging task force to ensure that messaging around emergency preparedness is coordinated and that organizations are providing consistent messaging to the public.

Grant Funding and Emergency Equipment

The City of Gresham received a new Urban Area Security Initiative (UASI) grant-funded portable pipe hose reel system. Funding for additional emergency water treatment systems has been put on hold pending the development of a regional emergency water plan.

Grant funds have been allocated to start developing a plan that will focus on identifying roles and responsibilities, key capabilities, and gaps in providing emergency water supplies in the region. Staff attended a day-long workshop on planning for the temporary provision of emergency drinking water in Vancouver, BC. The workshop was sponsored by the Integrated Partnership for Regional Emergency Management. Staff will utilize their materials and outcomes to inform the planning work here.

Community Events and Workshops

See page 17 for a summary of the emergency preparedness-focused events and workshops.

Translation of Outreach Materials

The Consortium partnered with Multnomah County and KUNP television 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 ten additional languages: Russian, Vietnamese, Somali, Simplified Chinese, Korean, Japanese, Arabic, Karen, Nepali, and Spanish.

Emergency One Gallon Water Bags

The Consortium facilitated an order for 25,000 one-gallon emergency water bags. Funding for the bags came from an Urban Area Security Initiative (UASI) grant and 10 Consortium members. A portion of the bags will be used as part of the Consortium's public outreach efforts and the rest will be stored with emergency equipment throughout the region to be used for water distribution in the event of a large-scale emergency.

Communication Award

The Consortium received the "Wild Card" award at the Pacific Northwest Section of the American Water Works Association (AWWA) annual conference for the *How to Access Water from Your Water Heater* how-to video and accompanying print piece.





Strategic Initiatives for Conservation and Meeting Water Needs

- Make best use of available water resources and partnerships to meet regional water needs as outlined in the Regional Water Supply Plan
- Provide programs and resources that help water providers meet water conservation requirements
- Provide public education and outreach materials that promote conservation, source water protection, and value of water
- Anticipate and respond to changes in demand, population, and customer and public expectations
- Increase accessibility of messaging and outreach materials to diverse audiences and stakeholders

Conservation Program

The Consortium is recognized as a valuable partner in the region's water conservation efforts. The conservation program helps the region use its water resources more efficiently, provides tools to the public, and allows providers to deliver a consistent regional message about the importance of water. The Consortium is a member of the Alliance for Water Efficiency, the Irrigation Association, and the Oregon Landscape Contractors Association.

Multimedia Campaign

See page 11 or a summary of the conservation outreach campaigns.

School Assembly Program

The Consortium continued its partnership with Mad Science to provide 2,600 third - fifth grade students with its "What Do You Know About H2O?" school assembly show and accompanying activity booklet.

Community Events and Workshops

See page 17 for a summary of the conservation-focused events and workshops.

Print Resources

The Consortium developed two new conservation print pieces in Spring 2019. One focuses on detecting toilet leaks and switching faucet aerators and showerheads to WaterSense-labeled fixtures, and the other details efficient water use outdoors and the Weekly Watering Number.

Multimedia Campaigns

The Consortium ran three multimedia outreach campaigns during the 2018 - 2019 program year. The emergency preparedness campaign ran for 12 weeks from August - October 2018, the indoor conservation campaign ran for six weeks from February - March 2019, and the outdoor conservation campaign ran for 12 weeks from June - August 2019. (The outdoor campaign spans across two fiscal years but is included in this report in its entirety.) The Consortium almost doubled its investment through in-kind media from its campaign partners.

Campaign Summary

CAMPAIGNS	TOTAL RWPC COST	IN-KIND RECEIVED	TOTAL VALUE	ON-AIR INTERVIEWS	ADS	REACH
KATU (CHANNEL 2)	\$63,000	\$137,345	\$200,345	11	824	94% reach, 3.5% frequency (indoors) 98% reach, 8.4% frequency (outdoors
KUNP (UNIVISION SPANISH LANGUAGE)	\$18,500	\$19,300	\$37,800	4	504	320,000 viewers or 80% of Hispanic population in metropolitan area
GARDEN TIME	\$2,800	\$12,000	\$14,800	6	8	20,000+ viewership
ALPHA MEDIA RADIO (KBFF, KINK, KUFO, KUPL, KXL, KXTG, KWE	\$63,000 E)	\$137,345	\$200,345	11	824	75.7% reach and 4.7% frequency
TRIMET BUS ADS	\$21,240	\$36,030	\$57,270	N/A	24	10 million impressions 4.45 frequency
KGW (CHANNEL 8)	\$13,800	\$11,950	\$25,750	2	114	68% reach, 2.9% frequency
TOTALS	\$154,340	\$272,150	\$426,090	25	4,009	
KEY: conservation	emergen	cy preparedness				

KEY: 🔵 conservation 🛛 📕 emergency preparedness



Emergency Preparedness Campaign

The 2018 emergency preparedness-focused public outreach campaign included partnerships with TriMet, KGW television, Garden Time television, and KUNP television. The campaign included three months of bus ads on 24 TriMet buses as well as a month-long television campaign on KGW and KUNP that included both ads and on-air interviews. The interviews focused on the importance of starting your preparedness efforts with water, the goal of storing one gallon per person for 14 days, where to store your emergency water (especially in small spaces), and the #14Gallons Challenge.

Campaign accomplishments included:

- Two television ads that focused on the importance of storing water for emergencies (KGW and KUNP)
- Six television on-air interviews, three of which were earned media (two with KGW and one with Garden Time)



Conservation Campaign

The Consortium delivered another robust set of conservation-focused campaigns in 2019. The Consortium's six-week indoor campaign ran from mid-February through March with KATU television and focused on both finding and detecting indoor leaks and also water efficient fixtures and appliances. The Consortium's summer campaign included conservation messaging that was delivered in English and Spanish via television and radio. Campaign partners included Alpha Media Radio, Audio+, Bustos Radio, KATU television, KUNP television, and Garden Time television. The Consortium added three new initiatives to its 2019 summer campaign as a result of the outreach program evaluation which was conducted fall of 2018. The new initiatives focused on increasing our exposure to audiences aged 35 and under and Spanish speakers by adding four weeks of advertising on Audio+, YouTube, and Bustos radio. The campaign messaging focused on preparing your watering system for summertime use, five tips to use water efficiently outdoors, and the Weekly Watering Number.

Campaign accomplishments included:

- Six television ads that focused on conservation through partnerships with KATU and KUNP
- Production of a new radio jingle and seven conservation-focused radio ads through partnerships with Alpha Media and Bustos Radio
- 20 televisions interviews and two on-air radio interviews which earned media coverage for five bonus stories from Garden Time and two bonus stories about the Children's Clean Water Festival from KATU and KUNP

Spanish Language Outreach

The Consortium increased its Spanish language outreach as part of its annual work plan for FY18/19 in support of the Strategic Plan initiative to increase accessibility of messaging and outreach materials to diverse audiences and stakeholders. In addition to partnering with KUNP television for a conservation-focused summer campaign, the Consortium accomplished the following:

- Added emergency preparedness messaging to the annual television campaign amounting to conservation messaging for two months (July - August) and emergency preparedness messaging for one month (September)
- Developed an Español section to the Regionalh2o.org website that includes conservation and emergency
 preparedness information and resources
- Developed and distributed two e-newsletters through a partnership with KUNP television. (The conservation issue was sent in June 2019 and resulted in a 19.82% open rate (4,954 of 25,000 recipients) and 2.5% click-thrus (624 recipients). The emergency preparedness issue was sent September 2019 and resulted in a 18% open rate (4,520 of 25,000 recipients) and 2.5% click-thrus (618 recipients)
- Produced two how-to videos "Como Encontrar una Fuga de Inodoro" (How to Check Your Toilet for Leaks) and "Como Almacenar en Case de Emergencia" (How to Store Water in Case of an Emergency)
- Collaborated with KUNP television, Community Engagement Liaisons (CELs), and other community partners to translate conservation and emergency preparedness information and resources including two print pieces, regionalh20.org, e-newsletters, and television campaign elements



Online Outreach

The Consortium has a strong online presence which includes two websites, a Facebook page, a Twitter account, and a YouTube channel. Here is a summary of the online accomplishments for the fiscal year:

INITIATIVE	RESULT	S										
Website Traffic	164,9	Conserveh2 00 pageviews fro	2	tors	Regionalh2o.org 51,500 pageviews from 14,700 visitors							
Regionalh2o Newsletter		September Preparedi			November Issue Shutting Down Irrigiation for Winter							
	Recipients 954	Open Ra 33% (30		Click-Thru 25% (77)	Recipients 960	Open Rate 34% (315)	Click-Thru 19% (61)					
		January Is Winter T			March Issue Fix a Leak Week							
	Recipients 973	Open Ra 35% (32		Click-Thru 15% (49)	Recipients 969	Open Rate 35% (322)	Click-Thru 16% (53)					
	Spring	May Issu Start-Up / Weekly		ımber	July Issue Summer Irrigation							
	Recipients 976	Open Rate 39% (368)		Click-Thru 26% (96)	Recipients 908	Open Rate 34% (304)	Click-Thru 13% (39)					
Weekly Watering Number	The Weekly Watering Number (WWN) email list grew from 1,500 to 2,000 recipients during the 2019 irrigation season. The Consortium added the option to receive the WWN by text in 2019, and to date 500 recipients have opted into getting the WWN via text. The Consortium ran a promotion offering new subscribers the option of receiving a waterwise plant guide for signing up for the WWN (approximately 600 plant guides were sent out from April-September 2019).											
Consortium Social Media		Faceboo 101 new follo			Twitter 33 new followers							
	Posts 354	Engagements 4,549	Impressions 218,186	Reach: 148,643	Tweets 365	Engagements 670	Impressions 74,537					

Notes

Facebook: Engagements are likes, comments, and shares. Impressions are the number of times the Consortium's posts entered a person's screen. Reach is the number of people who had a Consortium post enter their screen. Twitter: Engagements are mentions, retweets, and likes.



How-To Videos

Instructional how-to videos continue to be an important outreach tool for the Consortium. The videos are posted on the Consortium website, Facebook page, and YouTube Channel. This year, the Consortium added two new videos to its collection, bringing the total to 18: four about emergency preparedness and 14 about conservation. Both new videos are produced in Spanish. The conservation-focused video shows the viewer how to check for toilet leaks while the emergency preparedness-focused video demonstrates how to sterilize a container for storing emergency water.

Kit Promotions

The Consortium offered two kit promotions during the 2018 - 2019 program year. The kits were advertised to Consortium member customers through the Consortium's website, e-newsletter, and paid advertising on social media. Several members also promoted the kits to their customers through their own newsletters. The Consortium sent a total of 879 water conservation and emergency preparedness kits to Consortium member customers.



Community Events and Workshops

Each year, the Consortium participates in several regional events as part of its public outreach efforts. The Consortium distributed 6,500 outreach materials (print and conservation devices) at six community events during the 2018 - 2019 program year.

Prepare Out Loud

The Consortium tabled at three Prepare Out Loud events in September 2018. The events were coordinated by the American Red Cross and promoted as part of KGW television's "Keeping You Safe" campaign. The event included an hour-long presentation on preparedness and provided the public an opportunity to engage with approximately 15 community partners that provided Information and resources to attendees.

Portland House and Outdoor Living Show

Each year, the Consortium participates in a large residential landscaping event with the goal of connecting customers with information and resources to help them use water efficiently in their home gardens and landscapes. In April 2019, the Consortium tabled at the House and Outdoor Living Show which drew several thousand attendees over a three-day period.

Children's Clean Water Festival

In March 2019, approximately 1,500 fourth graders attended the 26th annual Children's Clean Water Festival held at the Portland Community College Sylvania Campus. The Consortium co-sponsored the event again this year, and many of the conservation committee staff participated in the event as classroom guides, presenters, and in the exhibit hall. KATU & KUNP television also covered the event.

Association of Landscape Designers' Garden Tour

The Consortium partnered with the Association of Landscape Designers again for their annual garden tour. The event drew 1,100 attendees to seven gardens in Portland, Oregon City, Lake Oswego, and Wilsonville. Consortium staff tabled at two gardens where they distributed water efficient garden resources to attendees.

Oregon Landscape Contractors Association (OLCA) Field Day

The Consortium has partnered with the landscape professional community for 18 years to provide workshops and other hands-on learning opportunities that increase landscape professionals' understanding of the important role that they play in water management. In June 2019, the Consortium tabled at the OLCA Field Day and shared information about the Consortium and its resources.

Presentations and Conferences

Rebecca Geisen, Managing Director, presented at the Oregon Water/Wastewater Agency Response Network conference on the Consortium's emergency preparedness outreach program and presented with Tualatin Public Works Director Jeff Fuchs at the NW Regional City Managers Conference on the topic of crisis management.

Bonny Cushman, Program Coordinator, presented at the American Water Works Association's (AWWA) Pacific Northwest Conference in Vancouver, WA in May 2019 on the Consortium's personal preparedness outreach program and other emergency preparedness projects. She also presented this information at the AWWA short school at the Clackamas Community College in June 2019.

Consortium staff attended the Oregon Emergency Management Association conference.





Lee Falls, Tualatin River



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