Chair John Goodrich from the City of Tigard called the meeting of the Consortium Technical Committee (CTC) to order at 1:32 p.m. Other CTC members in attendance included Brion Barnett from the City of Beaverton, Todd Heidgerken from Clackamas River Water, Rob Foster from the City of Forest Grove, Andrew Degner from the City of Gresham, Kevin Hanway from City of Hillsboro, Kari Duncan from the City of Lake Oswego, Don Simenson from the City of Milwaukie, Sarah Jo Chaplen from Oak Lodge Water Services, Sarah Santner from the City of Portland, Brian Stahl from Rockwood Water PUD, Elizabeth Edgar from Sunrise Water Authority, Jeff Fuchs from the City of Tualatin, Mark Knudson from Tualatin Valley Water District, and Mike Grimm from West Slope Water District.

Consortium Staff included Rebecca Geisen, Bonny Cushman, Katy Asher, and Patty Burk.

**Approval of September 6, 2017 Meeting Minutes:** A motion was made and seconded to approve the September 6, 2017 meeting minutes as presented. The Consortium Technical Committee unanimously approved the September 6, 2017 meeting minutes as presented. (15:0:0)

**Project Manager Report:**

**Legislative Update:** Rebecca Geisen, Consortium Project Manager reminded CTC members that the Oregon Health Authority (OHA), Public Health Division proposed rulemaking to amend Oregon Administrative Rules, chapter 333, division 61, relating to water system master plans and water system management and operations. The proposed amendments include a requirement for water systems with 300 connections or more or serving over 1,000 people to submit a seismic risk assessment and mitigation plan as part of its water system master plan. Rebecca said however, the amendment language was somewhat vague and caused concern. Rebecca advised that she participated in a group along with Eugene Water and Electric Board, Tualatin Valley Water District, West Slope Water District, Rockwood Water PUD, Special Districts Association of Oregon, and League of Oregon Cities to look at the language in the amendment and make revisions to more clearly reflect the intent of the Oregon Resilience Plan. A letter was submitted (included in the meeting materials packet) to OHA to voice support for the intent behind the proposed rule but express concerns with the ambiguity of the proposed amendment language and suggested modifications.
Rebecca reminded CTC members that the Consortium wrote letters in opposition of House Bill 3337-A. The bill would eliminate the minimum experience and examination requirements to install and maintain irrigation systems currently needed to become a licensed landscape contractor in the State of Oregon. Rebecca advised that Consortium has been working with the landscape industry for years on education and training because the landscape industry is a major gateway to summer water efficiency. She stated that this bill undermines some of the licensing requirements for landscape jobs under $8,000. Rebecca advised that the bill did not pass but Governor Brown was approached by several legislators to see if a resolution of some sort could be developed to establish criteria under which a limited license could be issued with the goal of allowing more people to enter this profession. Ms. Geisen noted that she participated in a conference call with representatives from the Landscape Contractors Association, the League or Oregon Cities, and other water providers to communicate water provider concerns. She noted that the group also followed up with a meeting with Lauri Aunan, Natural Resources Policy Advisor to Governor Brown, to discuss these concerns.

Consortium Website: Rebecca mentioned that the Consortium website has a member’s highlights section where project from Consortium members are featured. Rebecca noted the section has not been updated recently and Consortium staff is looking for suggestions/ideas of projects that members are currently involved in and would like to see featured on the website and in Consortium newsletters. Suggestions included Oak Lodge Water District’s hurricane systems, completion of the Lake Oswego/Tigard partnership project, TVWD and Tualatin’s pump stations – Flow and Eddy, West Slope Water District’s reservoir project, and Beaverton’s ASR storage # 5. Rebecca advised that Consortium staff will continue to come back to this group and ask for thoughts and ideas for member highlights.

Staff Retreat: Rebecca advised that on Thursday, November 16, Consortium staff will hold a retreat to review the FY 2017/18 work plan and schedule, and identify/confirm staff roles and responsibilities.

Member Onboarding: Rebecca said she has scheduled one on one meetings with new CTC members. She noted that she met with Sarah Jo Chaplen from Oak Lodge Water Services last week, and is meeting with Jeff Fuchs from the City of Tualatin and Peter Passarelli from the City of Milwaukie in the next couple of weeks. Rebecca advised the purpose of these meeting are to familiarize the new member representatives with the work of the Consortium, provide samples of outreach materials and answer questions. Rebecca extended the invitation to meet with any Consortium member staff as needed.

Annual Report: Rebecca mentioned that the FY 2016/17 Consortium annual report will be sent out in the next week.

Metro Technical Advisory Committee (MTAC) Representative: Rebecca noted with Alex Cousins no longer with Tualatin Valley Water District (TVWD), there isn’t a representative from water on MTAC.

Mark Knudson advised as of Monday, November 6, Andrea Watson will begin work as TVWD’s new Communications and Public Affairs Manager. He noted that she may be able to represent water interests on MTAC. Rebecca advised she will follow up with Mark.
Program Updates:

Emergency Water Bags: Bonny Cushman, Consortium Program Coordinator reported that the one-gallon emergency water bags are on their way to members. Each Consortium member received a start-up supply of 300 bags and eight Consortium members purchased a supply of additional co-branded bags.

Emergency Preparedness Program: Bonny distributed a handout that outlined the Consortium’s 2017 Preparedness Month accomplishments. Bonny provided a summary of participation by the Consortium and other agencies, organizations, and community groups in the #14Gallons Challenge, the media campaign, and the social media efforts. Bonny advised that she would send this information out via email as well. Bonny asked CTC members for any comments or feedback about the emergency preparedness campaign and what members might want to see more or less of for next year’s campaign.

Mark Knudson commented that he thought the preparedness campaign was very successful. Mark mentioned that the TVWD emergency staff held a demonstration for TVWD employees on how to be prepared for an emergency that was well received.

Kari Duncan commented that perhaps tapping more into the local Community Emergency Response Team (CERT) and preparedness groups to spread the word about the #14Gallons Challenge and other preparedness messaging would be beneficial. Kari mentioned that the Lake Oswego community liked the how to access water in your hot water heater door hanger.

Conservation Program: Bonny advised that the Alliance for Water Efficiency has filed letters of support for two Congressional Bills that would make water conservation rebates exempt from federal tax. S. 1464 and H.R. 448 are bills that have been introduced that will make water conservation rebates exempt. Both bills would amend Section 136 of the Internal Revenue Code, which makes energy conservation rebates provided by utilities exempt from federal income taxes, to include rebates provided by water utilities for water conservation and storm-water management. Currently, the Internal Revenue Service (IRS) insists that rebates for homeowners who replace water-thirsty lawns, install “gray water” capture systems or purchase new water-efficient appliances are considered income to the recipient and subject to federal taxes. The IRS and Treasury Department have stated that they cannot grant administrative relief from taxing such rebates and that Congress must act to amend the Internal Revenue Code. Bonny explained that the Alliance for Water Efficiency is looking for organizations to be signatories on the letter of support for these bills.

Sarah Santner mentioned that the City of Portland is supporting this effort.

Bonny advised that she would e-mail information to the CTC to get feedback and approval for the Consortium to be a signatory on the Alliance for Water Efficiency’s letter.

Bonny mentioned at the November 7 Consortium Conservation Committee (CCC) meeting, the committee will be discussing the Consortium’s existing outreach materials and messaging. She invited CTC members to discuss with their conservation staff any specific thoughts, ideas, etc. prior to the meeting so it can be brought to the table.
Bonny concluded that she will be going out to bid in the next week or so for next year’s summer and emergency preparedness media campaigns.

**FY 2018/19 Budget and Work Plan Discussion:** Rebecca advised that she does not have a lot of new information regarding the FY 2018/19 budget and work plan but did want to follow up on the Board input from their October meeting and questions the CTC had asked at their last meeting regarding Spanish outreach and program evaluation costs.

Rebecca advised that the Consortium Board was supportive of the budget and work plan concepts that were presented at the meeting including a flat dues-based budget, using one-time funds for projects including broadening Spanish language outreach, and favored a formal program evaluation instead of purchasing additional emergency bags.

Rebecca noted that she researched what upcoming dues might be considering a smaller carryover in the future. She advised that if a flat budget was maintained and the carryover was minimal, i.e., $25,000 it could result in an approximate 10-13% dues increase in future years.

Rebecca advised that she has had discussions with two firms about effective methods to evaluate outreach programs and costs. One firm recommended doing an e-mailed survey which could include questions, videos, images, etc. Rebecca said the cost to survey 600 respondents throughout the tri-county area would cost around $22,500. She noted that this is a quantitative approach and would result in real numbers about what the public is seeing and hearing and if/how it is affecting their behaviors. Rebecca advised that the other program evaluation option is to do a more qualitative approach which would include stakeholder and focus groups, interviews, gap analysis, and a generated scorecard. This approach would take more staff and committee involvement and the use of consultant. Rebecca noted that decisions on approach do not need to be made now but that she just wanted to let CTC members know that the $25,000 proposed seems to be an appropriate budgeting level.

Rebecca advised that she is still waiting for staffing costs from the City of Portland at which time she will then be able to better define the budget numbers. Rebecca stated that she will have this information available for the January CTC meeting.

Bonny reported that she did some additional research on the Spanish language outreach proposal. She advised after talking with various consultants she learned that evaluating the Consortium’s current materials and provide direction/information on culturally appropriate messaging and materials translation can be achieved in a one-year span. She advised the Consortium would need to decide which type of projects they would like to achieve in that year period. Bonny mentioned that in her conversations with KUNP she learned that they could assist with some of these services as well.

**Regional Interconnections Table Top Exercise Outcomes:** Rebecca reported that the table top training exercise was held Tuesday, October 24 and went well. Forty-three representatives from 13 water providers participated in the exercise. Participants were divided into six groups to work the emergency scenarios and figure out how to meet water demand using the geodatabase. She noted that Consortium staff and Murraysmith are still compiling notes and will be meeting next week to begin putting together an after action report.
Kevin Hanway commented that feedback from Hillsboro staff was very positive. He advised that they said they learned a lot and were impressed with the interaction between providers.

Todd Heidgerken noted that he thought the exercise provided great training and prompted sub regional discussions.

Rebecca noted that the training prompted some GIS staff to have ideas/thoughts about the geodatabase and improvements and revisions that could be made to make the tool more user friendly and efficient. Rebecca said she is excited to harness some of that enthusiasm and solicit their input and ideas. She advised it is possible that the Consortium could maintain and update the geodatabase internally.

Rebecca concluded that she anticipates the after action report to be available in December. She noted that she will be presenting information on the Interconnections Study and training exercise outcomes to the Regional Disaster Preparedness Organization (RDPO) Steering Committee. Rebecca reminded CTC members that the RDPO through Urban Area Security Initiative (UASI) grants has funded approximately $200,000 of this work and they want to learn more about the project.

**Strategic Plan Update:** Rebecca mentioned that progress has been made towards the update of the Strategic Plan. Consortium staff has worked with consultant Chris Wallace Caldwell to engage the CTC, EC, Board, EPC and CCC on the update. Rebecca mentioned that she met with the Consortium’s Water Communicator Network yesterday to solicit feedback from them on the update of the Strategic Plan. Rebecca reminded CTC members that both the CTC and EC went through a process of mapping the internal and external landscape of the Consortium. This included identifying strengths, weaknesses, opportunities and threats. CTC members were asked to consider several questions including what does success look like for the Consortium five years from now; what prevents the Consortium from being successful; and what information is needed from the Board, members and stakeholder to develop an informed and effective strategic plan? The CTC provided a preliminary assessment, and the EC reviewed and added their input. The Consortium Board spent most of their October meeting discussing their hopes and concerns for the strategic plan, the mission statement, and identifying what the Consortium must do over the next five years to be successful.

Rebecca said staff has been working towards synthesizing themes, validating key challenges and identifying strategic initiatives. In addition, staff worked on updating the mission statement to make it more aspirational, highlighting the Consortium’s collaborative nature as suggested by the Board.

A memorandum was included in the meeting materials that included draft strategic challenges and priorities as well as a draft mission statement. Rebecca advised that Consortium staff is looking for the CTC to provide input and direction on the key challenges, mission statement, as well as key priorities. She noted that guidance is also needed on the format of the update and how much of the original strategic plan framework should be retained. Rebecca reviewed the challenges and priorities.

CTC members discussed the draft challenges and priorities and provided the following take-aways:

- Themes: need to make sure people know, especially internally, who we are, what we do and why it’s important; Consortium is great at leveraging expertise to implement programs; members are resources for each other; external communications and speaking with a united voice is important,
ensuring audiences have access to information; using influence for policy change; membership outreach.

- Priorities – emergency preparedness/interconnections work; conservation; building relationships; metrics/outcomes that are measurable; acknowledge fiscal pressures in coming years; seeking funding; being leaders in water issues.

- Current Strategic Plan – too many “things” – missions, values, goals etc. Is there an easier, more succinct way to say what we need to say?

- Todd H. – challenge – Board members lofty goals – they do not understand costs and staff investment to be successful in achieving those goals

- Kevin H. – accessibility of plan important; need to know who the audience is, streamline down to level that can be easily digested and encourage questions but making it manageable, simple would be of value

- Kari D. – need simpler guiding document, the SP, and then a more detailed annual work plan.

- Brian S. – have good boiler plate, one page and then business plan of the mechanics

- Mark K. – missing piece – overarching broad context of value of water, need to increase the awareness of the value of water; opportunity through Consortium to use vehicles and activities we do to drive that message home; can it be center piece, main theme of Plan

- Consensus of CTC was to keep the three strategies as is or similar; three legs of stool still good ones

- Limit each strategy to five bullets

- Smaller group- sub-committee – to hash through mission statement, goals, priorities – Jeff, Mark, Brian, Kari

Rebecca commented that Consortium staff will meet with the Executive Committee in December to continue working on the challenges, priorities and mission statement. Rebecca noted that at the January CTC meeting work will begin on developing an action plan template for each strategic priority that includes tactics, responsible parties and metrics.

The meeting was adjourned at 3:15 p.m. The next meeting of the Consortium Technical Committee is January 3, 2017 at 1:30 p.m. in the City of Tigard, Public Works Administrative Auditorium, 8777 SW Burnham Street, Tigard OR 97223.

Submitted by Patty Burk, Consortium Staff