



**REGIONAL WATER PROVIDERS CONSORTIUM  
TECHNICAL ADVISORY COMMITTEE MEETING  
Minutes of November 14, 2007**

Chair Kevin Hanway called the meeting of the Consortium Technical Committee (CTC) to order at 1:36 p.m. Other CTC members in attendance included David Winship from the City of Beaverton, Mike McKillip from the City of Tualatin, Vance Voyles from Clackamas River Water, Mike Grimm from Sunrise Water Authority, Brian Stahl from the City of Gresham, Greg Drechsler from the City of Portland, and Todd Heidgerken from Tualatin Valley Water District.

Consortium Staff included Lorna Stickel, Rebecca Geisen, Lindsey Berman and Patty Burk.

**Emergency Planning Update:** Rebecca Geisen reported that the Emergency Water Distribution Plan Committee continues to meet to work on the draft Plan. She noted that they are still in the process of identifying water sources that potentially could provide potable water in the event of an emergency including clear wells. Rebecca advised that she has been continuing to expand the list of agencies to coordinate with in an emergency situation. Rebecca has had discussions with Clark and Columbia County representatives who are also within the UASI area to ascertain their interest in participating in the development of the Emergency Water Distribution Plan. Rebecca reported that Columbia County asked to just be kept in the loop as planning continues. Clark County was interested in finding out more about what role they can play and how they can participate.

Rebecca noted that the Emergency Planning Committee (EPC) has been working on developing a timeline to purchase the Emergency Portable Water Distribution Systems. She noted that a purchase timeline needs to be presented to UASI so that they can keep track of their allocated grant funding to ensure it is being utilized the way in which it was presented in the proposal.

Rebecca commented that there is interest from the State Drinking Water Program to participate in the development of the Emergency Water Distribution Plan.

Rebecca reminded the CTC members that at the last meeting, they had spent a good deal of time discussing confidentiality resolutions and Intergovernmental Agreement (IGA) amendments in order for Consortium members to feel confident that information of a sensitive nature regarding transmission and storage can be shared in a regional context. She said the CTC had directed Consortium staff to develop amendment language that could be incorporated into the Consortium

IGA. Rebecca pointed out that included in the meeting material packet was draft amendment language for the CTC members review and consideration.

Lorna Stickel commented that staff opted to keep the language concise and that *section 17. Disclosure of Sensitive Information* would be added to the end of the Consortium IGA. Lorna reminded the CTC members that any amendments to the Consortium IGA have to be recommended by the Consortium Board to the individual members as directed by *Section 16* which states “Amendments to this agreement shall be recommended by the Board and shall be effective when authorized by the governing board, commission, or council, as the case may be, by every Participant.” Lorna noted that this is a timely and complicated process, but it ensures that any amendment is agreed upon by all of the Consortium members.

The draft language proposed by Consortium staff reads as follows:

*Section 17. Disclosure of Sensitive Information*

*If the Consortium collects sensitive information about municipal water systems’ infrastructure as a part of an approved work plan that information would be protected under Oregon Public Records Law (ORS 192.501 to 505) from public disclosure, the Consortium and its individual members will protect such information in accordance with the law.*

The CTC members discussed the draft language and made a few suggestions for minor changes. Lorna advised she would e-mail the revised language to the CTC members and ask them to share it with their legal representatives and provide her with any concerns or suggestions for changes. Lorna asked to have comments back to her before the December 5 Consortium Board meeting. The CTC members concluded that the IGA amendment recommendation resolution would be presented to the Board at the December meeting and ask the Board to approve the resolution at that meeting. If the Board wanted additional time to consider the IGA amendment recommendation resolution, they could wait to adopt the resolution at their March 5, 2008 meeting.

**Conservation Committee Update:** Lindsey Berman said she had a few changes she wanted to report to the CTC regarding the current marketing firm that would not change the direction of the summer marketing campaign. Lindsey commented that for the past three or four months she has been dealing with challenges with the marketing firm, Ecos Consulting. She noted that there has been a lot of turnover with the original marketing team working on the Consortium campaign. She said that of the original team of five, only one team member remains. Lindsey reported that she has had several meeting with Ecos including a meeting with the Ecos Vice President expressing her concerns. She said she felt that Ecos did not understand well the Consortium message or mission and that Consortium staff and Consortium Conservation Committee (CCC) members have been spending an inordinate amount of time trying to bring Ecos up to speed on the Consortium’s messaging and marketing needs. Lindsey commented that she believed that because the Consortium was a relatively small account for Ecos, they were not invested in the Consortium and perhaps felt like the Consortium account took up too much of Ecos’ time. Lindsey advised that as a result, she brought these concerns to the CCC members. Lindsey noted that she presented them with two options; to continue working with Ecos Consulting and start over with a whole new

marketing team or to not renew the Ecos contract and do some of the pieces of the summer marketing campaign internally while sub-contracting out the website design/maintenance and public relations pieces.

Lindsey advised that at their most recent meeting, the CCC discussed the summer marketing campaign at length and chose to not renew the Ecos Consulting marketing contract. It was decided that Consortium conservation staff would negotiate and purchase television and radio advertisement time and the website and public relations portion of the campaign would be sub-contracted out. Lindsey noted that the marketing budget would remain the same and that all of the marketing program elements would still be completed. Lindsey said she believes she can negotiate more t.v. and radio ad time for the same budget allocation because the Consortium would not have to pay the marketing firm to provide this service. Lindsey stated that she is confident that the Consortium conservation staff can do whatever work necessary to ensure that the summer marketing campaign is successful despite not contracting with a marketing firm.

Greg Drechsler asked if there were any ramifications from terminating the contract.

Lindsey advised that she had already spoken to the City of Portland's Contract Administrative Branch and that she was assured that there would be no negative affects from deciding not to continue with Ecos' contract. She noted that the contract would be ended on good terms and deciding not to renew the contract was a mutual decision. Lindsey mentioned that she has requested Ecos provide her copies of all of the creative materials developed over the contract year. Lindsey reported that a Request for Proposal (RFP) for both website design/maintenance and public relations will be going out January 2, 2008.

Kevin Hanway asked if the creative aspect of the marketing campaign was ready to go.

Lindsey advised that the gnome ad will be repeated in the 2008 summer marketing campaign and that channel 6 television is offering to create two new 30 second ads to be run in addition to the gnome ad but that no decisions have been made yet on media buys. Lindsey commented that she would be soliciting media buy proposals from all of the major television channels and comparing packages to make sure the Consortium gets the best deal possible. Lindsey noted that she believes that sub-contracting out pieces of the campaign will attract smaller agencies that really want to and will dedicate time to work with the Consortium.

Brian Stahl asked if the contracts with the sub-contractors for web and public relations would be for a one-year duration.

Lindsey advised that she would probably be doing a three-year contract with the option to renew the contract each year upon completion of a successful campaign and evaluation from the CCC.

Todd commented that it is important to make sure that everyone, Consortium conservation staff, the CCC and sub-contractors understands the expectations of this new direction. He noted he felt it is important to still have a scope of work and deliverables clearly stated and understood by all parties.

Lindsey noted that she would be putting together a revised conservation budget and scope of work which will be distributed and discussed at the next CCC meeting.

David Winship commented that this new direction seems like a logical progression based on the increased Consortium conservation staff. He said it makes sense that with the additional conservation staff person more program work could be done internally.

Lorna noted that Lindsey would be discussing this with the EC at their meeting this evening.

**Budget Concepts Discussion for FY 2008/09:** Lorna reviewed the process for adopting the annual Consortium budget which included the following:

1. CTC discusses budget concepts, and may also be informed by recommendations from the Conservation and Emergency Planning Committees.
2. EC will discuss any recommendations for concepts by the CTC at their November meeting and will make any recommendations of their own at that time.
3. The Board will discuss concepts and provide direction to staff and CTC at their December meeting.
4. The staff will notify members of the need to collect their 2007 data on account numbers and annual average water demand starting in January 2008.
5. The staff, committees, CTC, and EC will develop a proposed work plan, budget, and dues spreadsheet for the Board to adopt at their March 2008 meeting.

Lorna reminded the CTC members that the Consortium budget for FY 07/08 allows an expenditure total of \$750,545, for dues collection purposes a carryover of \$99,934 was applied from the two prior years resulting in a dues based budget amount of \$650,611. She said this year's budget also included a potentially one-time expenditure of \$53,900 for a portable water distribution system. It is estimated at this time that the carryover from FY 06/07 is approximately \$56,000; however, we will not know the exact amount until the City of Portland closes out the books in December.

Lorna noted that the current Consortium budget is based on three primary emphasis areas: 1) The regional conservation program, 2) the logistical expenses associated with running the Consortium (including the overhead charge by the City of Portland to house and support the staff, and 3) the emergency preparedness program.

Lorna advised that at this time there is no recommendation for added programs in the regional conservation program but rather to maintain the current level of service.

Rebecca Geisen reported that EPC continues to work in the area of emergency planning and coordination in keeping with the strategic plan element related to emergency preparedness. She noted that this work included the continuation of the current work on emergency training and exercises, website maintenance and updates and development of emergency coordination resources. Rebecca said the emergency preparedness budget also includes materials and services to support large meeting and exercises, training, food, printing and other expenses to conduct training and

workshops. Rebecca advised that the EPC has identified specific work tasks for FY 2008/09 including:

- i. Training for use of portable water distribution systems (multiple locations)
- ii. Functional exercise utilizing the region's portable water distribution systems
- iii. Completion of the regional map of interconnections
- iv. Interconnections workshop- to discuss outcomes of the regional map, identify opportunities and gaps, multi-agency coordination
- v. Identify funding opportunities for regional modeling and interconnection planning
- vi. Coordination with Metro on regional infrastructure planning

Rebecca said it is anticipated that the proposed work tasks as outlined would entail an effort of 750 staff time hours and \$10,000 for materials and services to support a table top exercise, regional interconnections meetings, trainings, and maintenance of the of the portable water distribution systems. She noted that this is an increase in service level of approximately \$28,000.

Lorna reminded the CTC that at their December meeting, the Consortium Board will discuss the budget concepts but that they do not actually adopt the budget until their March meeting.

David Winship suggested that based on the work plan that had been outlined Consortium staff could provide estimate costs. Lorna noted that it may be difficult to do as she would not have the overhead cost calculation from the City of Portland prior to the December Board meeting.

Kevin Hanway noted that he understood it is difficult to get actual dollar calculations and that the idea is to focus on budget concepts at the December meeting, however, the natural question Board members will want to know is do these concepts represent an increase in dues and if so by how much.

Lorna advised that she is hesitant to put numbers into the budget concepts memorandum because that is all members will focus on. She noted that she would try to state assumptions based on the concepts discussed and associate rough dollars to them.

The CTC agreed with budget concepts as presented and directed Consortium staff to go forward with their recommendation to the EC.

**December Consortium Board Meeting Draft Agenda:** Lorna reviewed the December Consortium Board Meeting draft agenda which included approval of minutes, public comment, a conservation committee report, an emergency planning committee report, taking action on the confidentiality resolution and confidentiality IGA amendment, the FY 2008/09 budget concepts discussion and a placeholder discussion.

Lorna asked the CTC members for suggestions for the placeholder discussion. The CTC discussed possible topics and speakers and suggested that Dr. Susan Allen, Director of the Oregon Public

Health Division could give a presentation on the role of her office and the relationship with drinking water providers and a question and answer session.

Lorna advised that she would like to suggest inviting Tom Pagano, Water Supply Forecaster from the Natural Resource Conservation Service to speak at the March Consortium Board meeting. He was not available for the December meeting. Lorna said he is an interesting speaker that talks about the past history of water availability and where it is going in the future. The CTC directed Lorna to pursue having Mr. Pagano come to the March Board meeting.

The Consortium Technical Committee discussed the December 12 CTC meeting and decided to cancel the meeting.

The meeting was adjourned at 3:07 p.m. The next meeting of the Consortium Technical Committee is January 9, 2008 at 1:30 p.m. in the Portland Building, 5<sup>th</sup> floor, Bull Run Conference Room.

Submitted by Patty Burk, Consortium Staff