



**REGIONAL WATER PROVIDERS CONSORTIUM  
TECHNICAL ADVISORY COMMITTEE MEETING  
Minutes of June 8, 2011**

Vice-Chair David Winship called the meeting of the Consortium Technical Committee (CTC) to order at 1:30 p.m. Other CTC members in attendance included, Kevin Hanway from the City of Hillsboro, Kari Duncan from the City of Lake Oswego, Dan Bradley from Oak Lodge Water District, Edward Campbell from the City of Portland, Craig Sheldon from City of Sherwood, Kim Anderson from Sunrise Water Authority, Dennis Koellermeier from the City of Tigard, Kaaren Hofmann from the City of Tualatin, Greg DiLoreto from Tualatin Valley Water District, and Jerry Arnold from West Slope Water District.

Others in attendance included Don Pettit, Steven Jett, and Steven Aalbers from the Oregon Department of Environmental Quality, Stan VandeBergh from the City of Portland, and John Goodrich from City of Tigard.

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

**Oregon- Incident Response Information System (OR-IRIS) Presentation:** Rebecca Geisen introduced Don Pettitt, Steven Aalbers, and Steven Jett from the Oregon Department of Environmental Quality (DEQ) who joined the Consortium Technical Committee (CTC) meeting to give an overview of the Oregon – Incident Response Information System (OR-IRIS).

Don Pettitt reported that the Emergency Response Team at DEQ is comprised of seven full time employees, three who predominately spend their time out in the field and work out of Eugene, Bend and Northwest regions. He advised that they field approximately 2,500 calls from Oregon Emergency Responders throughout the region. Mr. Pettitt advised that they are on-call 24 hours a day, seven days a week. As a result, he noted that there was a need to develop a tool that could help staff visualize the region but also to identify what could be in harms way around a spill.

Mr. Pettitt explained that DEQ staff had a small budget to develop a GIS database to assist duty officers in spill response. The OR-IRIS database is over 100 GB and has approximately 150 data layers related to transportation routes, high risk populations, schools, hospitals, potential sources of toxics, wildlife, emergency response resources, etc. Don demonstrated many of the capabilities of the database to the group on his computer. Don noted that the OR-IRIS has the potential to identify potential water contaminants to help water providers and resource agency staff help

focus resources to improve source water protection and technical assistance. The database does not currently have information on historic spill sites, but that data layer will be soon added.

Rebecca Geisen asked if there was any pesticide use data included from the Pesticide Use and Reporting System that has been in the works for several years.

Don said that he did not have that data and wasn't sure if that database had even been developed and populated yet.

Lorna Stickel asked how DEQ handles public information request for information in the OR-IRIS that they consider confidential.

Steve Aalbers advised that there is certain information in the OR-IRIS database that is confidential and therefore protected by the Homeland Security Act. He said this data is not released to the public.

Rebecca Geisen asked if water providers were interested in getting data or layers of data from the OR-IRIS how would the requests be made.

Mr. Pettit advised that the information from the OR-IRIS is for official use only. It has been distributed to the counties that have requested it. He noted that information is distributed mostly through public health authority avenues. Mr. Pettit said if other municipalities need information for an emergency response, contaminants or hazardous materials aspects, they can request information from DEQ.

The Consortium Technical Committee thanked the DEQ staff for their presentation.

**Emergency Planning Committee Report:** Rebecca Geisen reported that on May 17, the Emergency Planning Committee (EPC) conducted at Regional Interconnections Table Top Exercise at the City of Lake Oswego's West End Building. She noted that 47 people from 22 agencies attended the exercise. Rebecca said she is in the process of writing up the after action report which will be sent to all Consortium members when completed. Rebecca advised that some highlight, based on the exercise evaluation and hot wash questions, included:

- ◆ An increased knowledge of interconnections and capacities
- ◆ Maps were a great hands-on, useful tool.
- ◆ Geodatabase validated institutional knowledge and provided new information.
- ◆ An increased awareness of neighboring water provider agencies and their facilities.
- ◆ Great to have information all in one place.
- ◆ Data needs to be continually verified and updated.
- ◆ Need to exercise and maintain valves more frequently and to do more testing and exercises.
- ◆ Need more temporary pumps and piping to move water around.

Rebecca concluded that she believed that the exercise went very well and the EPC will continue to put together these types of exercises.

Rebecca reported that the 2011 Urban Area Security Initiative (UASI) grant cycle is underway. UASI Public Works Group identified potential grant projects. She advised that there were questions about if the Portland UASI region would even receive any grant money due to the federal budget situation. Funding was cut 19% overall and only 31 of the 64 UASI regions received funding. Portland was 29<sup>th</sup>. Rebecca noted that the top 11 UASI regions received 84% of the money. The Portland UASI region will receive \$5 million but 25% of the funding must go to law enforcement. Rebecca advised that public works projects usually rate highly. Public works projects that rated well included an Emergency Water Distribution System for the City of Beaverton, a portable treatment plant for the City of Milwaukie, and over land pipe for temporary interconnections and the Debris Management Plan. Rebecca said if everything goes well those projects should receive funding.

Rebecca concluded that the EPC will meet again in the next few weeks to begin planning the functional exercise using the emergency water distribution systems.

**Data Sharing Agreement: Data Sharing Agreement:** Rebecca Geisen reported that provided in the meeting materials was a final draft of the Water System Data Use and Confidentiality Agreement for CTC member endorsement. The agreement was e-mailed to CTC members prior to the meeting for their review. She advised that the new draft was reviewed and revised by attorneys representing Portland, Gresham, Beaverton, and TVWD.

Rebecca asked if there were any questions or comments regarding the agreement. There were no comments.

Direction was give by the CTC to finalize the agreement, add the Consortium logo, and send the agreement out with a cover letter to all of the CTC members for consideration and signature.

Don Pettitt made a recommendation about the data. He suggested that a copy of the geodatabase be stored by someone outside of the Consortium such as the Department of Homeland Security or Oregon Emergency Management, etc. in case it needs to be accessed during an event that affects the Portland metro region.

**Consortium Conservation Committee Report:** Lindsey Berman reported that planning is well underway for the scripting and scheduling of both television PSA spots and water conservation news spots for this summer's campaign. She advised that currently three AM NW news segments are scheduled to run in June, July and August which will feature Consortium staff. She advised that they are also working on crafting three different types of water conservation segment stories which will air during the summer time news hours. In addition to these spots, they will be running Spanish PSA water conservation spots and news stories throughout the summer months on KATU's sister station, KUNP. Lindsey noted that included in the meeting materials packet is a summer 2011 media shoots outline. Lindsey acknowledged the great work done on media shoots and educational workshops by Jim Meierotto from TVWD, Tacy Steele from the City of Hillsboro, and Kevin McCaleb from the City of Lake Oswego.

Lindsey noted that as part of the summer campaign, the Consortium will be launching a new set of water conservation ads that will be placed on the sides and tails of Tri-met buses. She said there

will be a series of three different ad spots that are designed to catch peoples' attention about outdoor conservation and direct the public to our website – specifically, to the outdoor section. Twenty-four buses will run throughout the summer months featuring water conservation ad spots and the Consortium website. Lindsey included a picture of the one of the bus signs in the meeting materials packet.

Lindsey advised that the Consortium has increased the number of water-focused workshops, presentations and tabling events this year with partner organizations such as Portland General Electric, Metro Multi-Family Housing Association, Oregon Landscape Contractors Association, and others throughout 2010 -2011. She said to date, a total of nine water-focused presentation and/or workshop engagements have been conducted.

Lindsey reported that the 2011/12 Conservation Program work plan includes indoor messaging media as part of the overall media campaign. Lindsey advised that she begins the process of developing and purchasing media buy-time for the indoor messaging in early September. Lindsey acknowledged that there has been some conversations and interest in not having an indoor media campaign for the 2011/12 year. She said that if there is going to be a change in direction regarding the indoor campaign she would hope that it would be decided in that timeframe.

Lorna commented that a change in the FY 2011/12 budget and work plan can not be made by the CTC but must be made by the Consortium Board. Lorna said she wanted the CTC members to be aware of the indoor messaging timeline in case that becomes an issue.

**Consortium Outreach Theme Discussion:** Lorna Stickel pointed out that included in the meeting materials packet was a memorandum on Consortium messaging and strategic planning. Lorna reminded CTC members that in the adopted FY 2011/12 Work Plan & Budget there is a note in the conservation portion of the matrix that states:

*“During this fiscal year there will be a discussion about expanding the messaging of the Consortium to include other important aspects of water service to customers. This may result in some shifts in the Conservation Program Implementation activities as listed above after Board approval.”*

In addition the Budget cover memo of February 2, 2011 contains the following language on this issue:

*“At their January 12, 2011 meetings, the CTC and EC discussed and recommend that during this next year the messaging of the conservation media program be evaluated to determine if it is reasonable to shift part of the message to communicate the values that water services provides to customers beyond efficient water usage. If such a change in messaging were to be recommended it will not affect this summer’s program which is already in development, and it would require approval by the Board in order to be implemented for the 2012 year.”*

Lorna advised that this note was added after discussion on the draft Budget and Work Plan at the CTC/EC about the impact of conservation savings on the rates and revenue of the individual Consortium water provider members, particularly related to the indoor conservation messaging

activity. She said the nature of this discussion did not come to any consensus, other than the agreement to discuss the issue during the next fiscal year and make any recommendations directly to the Board.

Lorna Stickel reported that last week a meeting took place with CTC Chair Brian Stahl, CTC Vice-Chair David Winship, Kevin Hanway and Lorna to continue discussions on the broadening of Consortium messaging. Lorna explained that at this meeting, participants discussed the appropriate process for raising the messaging issue in a constructive manner that would allow a focused and balanced discussion. Lorna advised that the sub-group is recommending that the broadening of the Consortium's outreach messaging discussion be incorporated into the revision of the Consortium's 5-Year Strategic Plan which was last revised in 2008. Lorna said utilizing the Strategic Plan process would allow a balanced discussion of the various issues of interest to the Consortium members by looking at SWOT analysis and the directions provided in the key challenges and action items. Lorna outlined issues of concern that could be linked to the revision of the 5-Year Strategic Plan including:

- ◆ Conservation messaging and the role of water providers to provide services that customers care about that could be incorporated into that messaging.
- ◆ The conservation program focus could be discussed in addition to the overall messaging.
- ◆ Update the Regional Water Supply Plan discussion, the role of the RWSP in today's Consortium activities and programs.
- ◆ Discussing the Consortium role in advancing the work of the transmission and interconnections activities of the past few years.
- ◆ Identifying further activities under the emergency preparedness key challenge.
- ◆ A revised listing of current challenges (consumption patterns, population & demographics, infrastructure regulations & investments, extreme weather events & climate change, attitudes of the public about public utilities as revealed by recent polls) for the SWOT analysis section of the Strategic Plan, and the need to revise key challenges and/or activities.

Lorna concluded that the method for accomplishing this 5-Year Strategic Plan Update would need to be addressed particularly related to the reduced meeting frequency of the Consortium bodies. She noted that this would include the role of the Executive Committee, need for additional meetings, use of surveys/polling of members, facilitation of discussion/use of breakout groups or sub-county meetings, and a potential subcommittee of the CTC to direct the update process.

Greg DiLoreto asked under the proposal outline by Lorna is it possible to make changes in 2012 or is it more for long term changes.

Lorna advised that if the CTC wanted to expedite the Strategic Planning process it is possible that changes could be incorporated sometime in later 2012.

Kevin commented that it would also depend on what changes are being made. He noted that he did not think it would be realistic to be able to make changes to the indoor conservation messaging for fiscal year 2011/12 due to the timeline Lindsey outlined but it could be possible to make modifications to the summer messaging if that was the direction of the Consortium members.

Dennis Koellermeier expressed concern that what he envisioned as minor tweaking to the Consortium messaging has now become a holistic approach wrapped up in a revision of the Strategic Plan.

Kevin commented that the some members have expressed that changing or eliminating the budgeted and approved indoor conservation program is more than a minor tweak.

Dennis commented that changing the indoor messaging campaign for FY 2011/12 would prove difficult. He said he envisioned any messaging changes would begin next fiscal year.

Dan Bradley commented that he is not in favor of reducing the conservation program messaging. He said he believes that Division 86 plans would not allow it. Dan noted that he would be interested in adding different types of messages to the Consortium's overall media/outreach campaign.

Greg DiLoreto commented that it is not TVWD's position that we no longer want to have a conservation message but would like to tweak it to include other things we do as a water provider. He said at some point we need to declare victory with regard to conservation. He advised that TVWD is seeing a 69 gallon per customer per day for residential water use rate. We have reached our conservation goals. Greg said with regard to indoor water conservation, a conversation has to be had on whether or not this is a direction we want to continue to go in. Greg commented that as water providers we have always had to plan for peak season usage and that is what we need to focus on.

Dennis commented that the message coming out of the Tigard City Council is our water supply issue is a peak season, summer issue. He said his Council support peak season water conservation messaging but not an indoor conservation message.

Lorna asked how much is being spent on the indoor messaging campaign. Lindsey advised that \$15,000 is allocated to the indoor campaign. Lindsey noted that it is a very small piece of the overall conservation budget as the indoor campaign is a simple one that encourages customers to check for leaks, and install water efficient showerhead and faucet aerators.

Lorna reminded CTC members that conversations at the Board level have always been very supportive of the conservation program.

Eddie Campbell commented that he see this as a two-prong issue. He noted that on the one hand we are asking ourselves whether or not we should broaden the Consortium's messaging to include other topics and on the other hand we are asking should we continue the same type and level of water conservation messaging. Eddie said he is concerned about trying to do a "value of water" or other more benign message that isn't clearly link to a take home message that a customer can quickly associate with a benefit to them. Eddie said he sees it a two separate decisions. He said as a Consortium we need to decide whether or not to do an indoor conservation messaging and then separately take time to figure out what other messaging we might want to do.

Lorna said she envisions having the indoor conservation program discussion that if solicited changes would take place in FY 2012/13. Lorna advised that she did not think that the decision would need to wait for the Strategic Planning process to be completed.

Greg DiLoreto commented that he feels more work needs to be done to help our individual Boards understand conservation messaging and how it affects demand and rates. He said the same could be said for the update of the Strategic Plan.

The CTC members concurred that a subcommittee of the CTC should be assembled to help direct and develop the process for the revision of the 5-Year Strategic Plan. Subcommittee volunteers included Brian Winship, Dan Bradley, Todd Heidgerken, Brian Stahl, Kevin Hanway, and Edward Campbell.

It was decided that an additional CTC meeting should be added to the schedule in August.

The meeting was adjourned at 3:30 p.m. The next meeting of the Consortium Technical Committee is August 10, 2011 at 1:30 p.m. in the Portland Building, 5<sup>th</sup> floor, Bull Run Conference Room.

Submitted by Patty Burk, Consortium Staff