

Consortium Technical Committee Meeting Summary

JANUARY 2, 2019 CALLED TO ORDER: 1:32 PM ADJOURNED: 3:35 PM

QUORUM PRESENT - NO



Program Evaluation Presentation

Anne Buzzini and John Horvick from DHM Research joined the Consortium Technical Committee (CTC) meeting to share results from the Consortium Program Evaluation survey. Anne explained that between October 25 and November 6, 2018 an online survey was completed by 400 residents in the Consortium service area. Quotas were set by age, gender, county, race/ethnicity and education to get a complete representation of the residents of the Consortium's service area. The survey took approximately 12 minutes to complete. The research was done to measure baseline awareness of water conservation and emergency preparedness; assess the most common water conservation behaviors and upgrades; and to determine motivations for water conservation and emergency preparedness and the most effective outreach methods.

Anne and John outlined key takeaways from the research including:

- Conservation is important to residents. They said the best motivation for conserving water is simply because it is the right thing to do—although saving money on their bills is important, too.
- Residents in the RWPC service area already take many actions to conserve water indoors. Most people with lawns know the basics of watering wisely, but could benefit from additional resources, like gauges.
- Residents are particularly interested in emergency preparedness. They want to know more about how much water to store, how and where to store it safely, and how to ensure that water potable during an emergency.
- Residents say they are most likely to encounter television and social media ads in their daily life. Residents 65 and older are more likely to see TV ads; residents under 35 are more likely to see social media ads.

They shared what recipients said motivated them to conserve and how they preferred to receive information including:

- Responses show that residents care about the moral responsibility of conserving water, protecting wildlife, as well as saving on their bill. This reflects national and regional research, including a recent study DHM conducted for the City of Portland's Bureau of Environmental Services.
- Tying water conservation to things area residents care about (good tasting water, a clean environment, healthy fish populations, and affordable bills) will help residents recognize RWPC's value—even if they don't know RWPC by name.
- Most residents already use some strategies to save water, like washing full loads of laundry. So, when it comes to indoor conservation, additional education about small upgrades, like bathroom and kitchen

faucet aerators would likely lead to behavior change.

- Only one in four residents who care for an outdoor space use a gauge. Several people said in the comments that they would appreciate free resources; additional emphasis on RWPC’s existing kits may help.
- Residents under 35 are more likely to see social media ads daily and to be renters. These residents may be most likely to change their behavior if they are provided simple ways to conserve water indoors. For emergency preparedness, they may be most receptive to information about how to make water potable in an emergency.
- Consider increasing social media presence with paid or promoted ads on Facebook, Instagram, and Twitter.

Next steps include:

- Use established baselines from this survey to set goals for behavior change and message retention, and track progress over time. (DHM will advise on recreating survey internally).
- Audit website to make sure key communications answer top questions—like how to use water heater for drinking water or make water potable in an emergency.
- Analyze the costs of different communications channels to better assess their impact on a per-dollar basis. Television ads are popular with high recall but may be more expensive.

Program Updates

Media Outreach Plan – Bonny Cushman, Program Coordinator pointed out that included in the meeting materials packet was a handout that detailed recent conservation and emergency planning program updates for CTC members to read at their convenience. Bonny said the focus of today’s update is the media outreach plan for 2019. Bonny noted that the program evaluation confirms that with regard to the media campaign the Consortium should continue to build on past successes; go where the people are; and include both general and target messages in the campaign. Bonny said it will take time to make changes and opportunities will need to be sought to incorporate enhanced messaging into the campaigns. Outreach projects will evolve over time.

Bonny advised that Consortium staff is recommending that the Consortium partner with KATU television for a second year for the conservation-focused media campaign. Staff also recommends continued partnerships with KUNP (Spanish television), Garden Time and Alpha Media (radio messaging). New this year with the television campaigns will be an enhanced digital messaging presence, PSAs created in Spanish for KUNP, and the addition of a third Spanish language newsletter. Bonny noted that a media partner has not yet be selected for the emergency preparedness campaign.

In addition, Consortium staff is recommending participation in a new campaign “Water Do Your Part” with KPTV television. “Water Do Your Part” is a year-long campaign supported by the Clean Rivers Coalition, a group of government agencies, some of which are Consortium members. The Consortium’s contribution to the campaign would be \$3,000. The campaign primarily focuses on source water protection as it supports outreach components of the partner’s stormwater and waste water programs; many of the topics are very similar to those that the Consortium uses for its outdoor conservation campaign, i.e., waterwise gardening practices. Pros for the Consortium partnering in the campaign include low cost (\$3,000) for a year-long campaign, reaching a new audience on the highest rated station (KPTV), the opportunity to help drive source water protection messaging

and other topics, and focus groups to review the messaging. The cons to participating include nine members of the Consortium are already members of the Clean Rivers Coalition and the campaign is not Consortium-specific branded.

CTC members discussed the “Water Do Your Part” campaign. There was general consensus to try the partnership for a year and then reassess for fit and partnership success. Concerns were expressed about how much opportunity or influence the Consortium would have on guiding the messaging and if there would be pressure on Consortium staff time participating in the campaign.

Bonny posed a few outreach campaign budgeting questions to CTC members for guidance and direction. How important is it to make each campaign its own line item versus a dedicated amount to an overall outreach campaign and how important is it to incorporate other messaging topics, e.g., source water protection? How important is coverage of the Children’s Clean Water Festival?

Rebecca commented that these questions came about when looking at where potential budget reductions for the coming year may have been needed to offset higher than expected staff cost and to stay within the budget direction given by the Board.

Brian Stahl commented that it is good information for the Board to know how much discrete programs cost but the media program overall is funded at a given amount and that it makes sense that there is some flexibility in negotiating the timing and variability of the various campaign specifics to get the biggest bang for the buck.

Sarah Santner commented that she agrees with allowing for flexibility in the funding for specific media messaging but noted that it is important to be able illustrate and track the varying efforts to the different messaging and how we are investing in our values, e.g., funding for emergency preparedness messaging has increased by “x” amount of dollars.

Jeff Fuchs commented that if the decision is to go to a more general budget line item for an overall media campaign, it is still important to state the components/value/targets that are included in the campaign.

Bonny reminded CTC members that because of timing of the development of the work plan and budget each year, the budgeting for the various media campaigns is a best guess that is made almost a year in advance. Bonny said it would be helpful to have a little flexibility to shift those funds as needed when negotiating with media partners to develop comprehensive media buys and get the best value and biggest in-kind commitment for the money.

Todd Heidgerken commented that there seems to be no objection to having that flexibility as long as the core value messaging is maintained.

Sarah commented that she believes that the coverage of the Children’s Clean Water Festival could be facilitated through the Communicators Network.

FY 2019-20 Consortium Budget and Work Plan

Rebecca noted that included in the meeting materials packet was a proposed budget and work plan memorandum and a draft budget matrix. Rebecca advised that the City of Portland has provided preliminary updated staffing costs that are projected to increase approximately nine percent which exceeds the five percent projection Rebecca had used in previous draft budget and work plan documents. Rebecca said to keep the dues increase for FY 2019-20 to 13%, which was supported by the Consortium Board at their October meeting, Consortium staff is recommending some programmatic changes to off-set the increasing staffing and overhead

costs. The changes include a moderate reduction of the summer media campaign; addition of a digital outreach program; elimination of one conservation video; and the reduction of the TriMet bus emergency preparedness campaign from three months to one month. The bus side campaign would run in September to coincide with Emergency Preparedness Month.

Rebecca explained that these modest changes allow the Consortium to continue to deliver a strong outreach program that incorporates conservation and emergency preparedness messaging in both English and Spanish. Rebecca said the outreach mix is also in alignment with the results of the program evaluation.

Rebecca noted that Consortium staff is looking for direction from the CTC on the proposed FY 2019-20 budget and work plan, so it can be forwarded to the Executive Committee (EC) for their review and recommendation for approval by the full Board at their February meeting.

CTC members discussed the FY 2019-20 budget and work plan and directed Consortium staff to share it with the EC for discussion and recommendation.

Director Report

Shared Worker Agreement – Rebecca mentioned that work continues on the Shared Worker Agreement and best management practices. The draft agreement was sent to Chris Wanner, Chair of the Oregon Water/Wastewater Response Network (ORWARN) for review by the ORWARN Board.

Interconnections GIS Group – Rebecca advised that the GIS group will reconvene to discuss and plan a table top training exercise utilizing an ArcGIS online program to explore the possibility of updating the Interconnection Study geodatabase internally.

Emergency Preparedness Table Top Training Exercise – Rebecca reported that the Emergency Planning Committee (EPC) has assembled a planning team to put together a regional table top exercise (TTX) in the spring. The TTX planning team has been meeting monthly to plan the exercise and put together a pre-training or warm-up presentation with presenters involved in the Salem cyanotoxin event. The TTX exercise will focus on cyanotoxins, curtailment, communication, and coordination. The TTX exercise will be April 16, 2019 with the pre-training on February 19, 2019. State and county health officials and emergency managers have been invited to participate.

Legislative Update – As an outcome of the Salem cyanotoxin event, Rebecca is working with other water providers and groups to help frame a discussion with legislators on emergency water supplies and mobile water treatment. Rebecca mentioned that she will attend the Oregon Water Utility Council (OWUC) Legislative Symposium in February.

Consortium Membership Subcommittee Report Out – Rebecca advised that the subcommittee convened to discuss Consortium member strategies developed a proposal for sharing Consortium resources and membership. Included in the meeting materials packet was a draft proposal that outlined resources, types of memberships and costs. Rebecca reviewed the proposal and asked CTC members to review and provide comments/feedback via e-mail. Rebecca noted that the subcommittee hopes to finalize the proposal at the CTC meeting in March.

February Consortium Board Meeting Draft Agenda

Rebecca pointed out that included in the meeting materials packet was the February Consortium Board meeting draft agenda. Agenda items included approval of minutes, Consortium program evaluation presentation, director report, program updates and approval of the FY 2019-20 budget and work plan and time permitting a 2019 legislative session update. CTC members approved the draft agenda and recommended sharing it with the EC for their review and approval.

Board Representative Changes

Rebecca asked CTC members to let Consortium staff know of any Consortium Board representative changes so that staff can update distribution and mailing lists, rosters, etc.

Attendees:

NAME	AGENCY
DAVID WINSHIP	CITY OF BEAVERTON
TODD HEIDGERKEN	CLACKAMAS RIVER WATER
RICH BLACKMUN	CITY OF FOREST GROVE
ANDREW DEGNER	CITY OF GRESHAM
KEVIN HANWAY	CITY OF HILLSBORO
SARAH SANTNER	CITY OF PORTLAND
BRIAN STAHL	ROCKWOOD WATER PUD
JEFF FUCHS	CITY OF TUALATIN
CARRIE PAK	TUALATIN VALLEY WATER DISTRICT
MIKE GRIMM	WEST SLOPE WATER DISTRICT
ANNE BUZZINI	DHM RESEARCH
JOHN HORVICK	DHM RESEARCH
KATY ASHER	CONSORTIUM STAFF
PATTY BURK	CONSORTIUM STAFF
BONNY CUSHMAN	CONSORTIUM STAFF
REBECCA GEISEN	CONSORTIUM STAFF

Next Meeting: Wednesday, March 6, 2019 @ City of Hillsboro