



Consortium Technical Committee Meeting Summary

MAY 29, 2024

CALLED TO ORDER: 1:32 PM

ADJOURNED: 3:30 PM

QUORUM PRESENT – NO – 12 MEMBERS

MEETING HELD VIA ZOOM/VIDEOCONFERENCE

Approval of April 4, 2024 Meeting Summary

The Consortium Technical Committee (CTC) did not approve the April 4, 2024 meeting summary as the committee did not meet quorum requirements. Approval of the April 4, 2024 meeting summary will be held over to the next CTC meeting.

Director's Report

Rebecca Geisen, Consortium Managing Director shared the following updates:

- Summer Supply – The CTC decided that scheduling supply check-in meetings over the summer would be beneficial. Consortium staff will schedule a half-hour virtual meeting in July and August.
- PSU Population and Household Forecast – Preliminary numbers for the Portland State University Population and Household estimates have been completed. Final estimates will be available in the next couple of weeks and will include the Cherry Grove area.
- City of Newberg – The City of Newberg has notified Consortium staff that they are withdrawing from the Consortium due to budget constraints. Consortium staff is recommending taking their dues out of the contingency fund line item for FY 2024-25. CTC supported recommendation and directed staff to recommend it to the Consortium Board at their meeting in June.
- Consortium Staffing Intergovernmental Agreement (IGA) – The Consortium Staffing IGA with the City of Portland expires in June 2025. Rebecca asked that if any Consortium member is interested in taking over the staffing and administration of the Consortium to let her know. Otherwise she will proceed with amending and extending the IGA with Portland.
- September CTC Meeting – CTC members supported the idea of having Ted Reid from Metro come to the September CTC meeting to talk about Metro's updated long-term planning efforts. Rebecca suggested having Robert Scott with BAYWORK come to a future CTC meeting to talk about their workforce development initiatives. BAYWORK is a network of water and wastewater agencies in the San Francisco Bay Area focused on workforce reliability through regional collaboration. Rebecca and Robert

meet regularly to share information about workforce development efforts and managing regional organizations.

- Board Elections – Current Board Chair Kevin Williams has been reassigned so will no longer represent Oak Lodge Water Services on the Consortium Board. Board Chair elections will take place at the June meeting. The current Board Vice-Chair is Renee Brouse from the City of Sherwood. Rich Sattler advised that he will reach out to Councilor Brouse to ascertain her interest in serving as Chair. Executive Committee (EC) county representatives will also be appointed.
- FY 2023-24 Budget Carryover Resolution – Consortium staff is recommending to carryover funds from FY 2023-24 to FY 2024-25 to implement recommendations from the Provision of Emergency Drinking Water Supply Framework and complete program development work to support the Consortium’s Youth Education programming. \$28,000 from the planned Provision of Emergency Drinking Water Supply Framework – Phase 2 was delayed to conduct additional stakeholder meetings for the development of the scope of work, and \$13,000 for youth education programs was delayed to have more time to research programming options. A resolution to request the carryover will be included on the June Board agenda for Board approval.
- Legislative Update –
 - Federal H.B. 7525 – Special Districts Accessibility Act – ability for special districts and PUDs to access federal grants. This bill requires the Office of Management and Budget (OMB) to issue guidance within 180 days that clarifies how a federal agency recognizes a special district as a unit of local government for the purpose of being eligible to receive federal financial assistance. Has passed House, now need to pass the Senate.
 - S.B. 3830 – Low-Income Household Water Assistance Program – to authorize the Low-Income Household Water Assistance Program, and for other purposes. No movement.
 - S.B. 1430 – Water Systems PFAS Liability Protection Act – exempts specified water management entities from liability under the Comprehensive Environmental Response, Compensation, and Liability Act of 1980 (CERCLA) for releases of certain perfluoroalkyl or polyfluoroalkyl substances, commonly referred to as PFAS. No movement.
- Consortium Bylaws – Consortium staff incorporated feedback from the Technical Committee and Executive Committee on the Consortium, Executive and Technical Committee bylaws. A redline and clean version of each of the bylaws will be provided for Board review and discussion at their June Board meeting. The Board will then be asked to approve the bylaw amendments for the EC and Board at their October meeting. The CTC will approve their bylaw amendments at their meeting in September.

Public Outreach Deep Dive Discussion

Bonny Cushman, Consortium Program Manager, reminded CTC members that as Consortium staff developed the Consortium Five-Year Strategic Plan, a few topics warranted more discussion and direction/feedback from the CTC because they are important components of the Consortium’s work and programs.

Today’s discussion focused on the Consortium’s Public Outreach campaigns and programs. The presentation included an overview of the Consortium’s past outreach efforts; an overview and check-in on current campaign

goals; CTC input on what will define this work going forward and how it should be prioritized over the next five years. Bonny mentioned that Consortium Conservation Committee (CCC) and Water Communicators Network will meet June 4 to discuss priorities for conservation programming and curtailment planning updates as well. Bonny noted that the goal is to circle back with the CTC later this fall with next steps, especially for the youth education program.

Bonny provided an overview of the Consortium's conservation program history including media campaign types, topics, multilingual efforts, timelines, and funding resources. CTC members were asked to consider how to define achievable success metrics; messaging for everyone versus targeted audiences; and ideas for new initiatives for media campaigns and/or other public engagement strategies. In addition, Bonny presented recommendations for the Consortium's Youth Education programs that were researched and developed by a subcommittee of the CCC. CTC members were asked to provide feedback on the proposed direction for the program.

Discussion Outcomes:

- Consortium is geared towards individuals / homeowners. Is there any interest in business outreach? Landscaping companies? HOA's? What are the goals?
- Landscape professionals- what are the goals? How does this fit in priority wise with other programming?
- Members are interested in maintaining some relationship with landscape pros in case needed for water management in curtailment situation. Are they getting CEU and conservation information from industry folks - what else would they need from the Consortium.
- Media type feels pretty heavy on broadcast TV, don't think it is as relevant as it used to be.
- Outreach related to wintertime issues – frozen pipes, weatherization, storm response, seems like the Consortium could focus more outreach on these topics, campaign in late fall/early winter and during actual events.
- Difficult to glean information/get actionable results from program evaluations – not a priority for PWB.
- Interest in resources for large water users – could resume target programming. Could Consortium pull together resources and/or offer opportunities for members to share BMPs.
- Deeper engagement with community not a priority for PWB – up to providers to do this. They value the media campaigns as it is something they are not able to do on their own.
- It is member's job to create deeper relationships with their community partners but would be great if Consortium could provide toolkit, talking points, "plug and play" content, and/or BMPs for strong community engagement. Resources/recommendations for who to partner with, what resources are available.
- Interest in career fair coordination.
- Would be helpful to know what the goal is for each campaign to better understand and develop success metrics.
- Youth Education:
 - Supportive to start with one program/age group and reevaluate after it has shown interest/success before adding additional programming.

- Interest seems to be on youth education as opposed to high school age.
- Some concerns were expressed that funding proposal for teacher focus groups seemed like a lot. May need more varied approach with how to gather information. Could come up with what Consortium is able to offer and get feedback from teachers and other groups on those program ideas.
- Members likely more interested in what they individually get than a regional approach.
- Seemed to be willing to try programming facilitated by contractors or that recruits teachers on a pilot basis to see how it worked.
- If could make additional programming tick more WMCP boxes, then might be able to get management support for additional programming or resources.
- Seemed to lean more toward schools than working with nonprofits.
- Member support: (in response to how members could better support Consortium staff and programs)
 - Meetings: more engagement and participation with help from staff
 - Events and workshops: help staff them, potentially become subject matter experts to present the information.
 - Program development: volunteer on subcommittees, especially if they have specific priorities that they would like to see in the programming.
 - Print materials messaging resources: participate in subcommittees, respond to emails with questions and asking for feedback.
 - Surveys: respond.
 - Media campaign: be a spokesperson, or help find great places to shoot video.

Bonny thanked CTC members for a thoughtful discussion and their feedback. Over the summer months, Consortium staff will review the feedback and comments provided and create a summary of all of the CTC deep dive discussions with recommendations for next steps and how to shape the work of the Consortium moving forward.

Meeting Attendees:

Greg Robertson – City of Forest Grove

Justin Poyser – City of Gladstone

Jessica Dorsey – City of Hillsboro

Edward Campbell and Sarah Santner –
City of Portland

Kari Duncan – Rockwood Water PUD

Ryan Wood and Kyle Rohweder – City of
Sandy

Rich Sattler – City of Sherwood

Wyatt Parno – South Fork Water Board

Rachel Sykes – City of Tualatin

Pete Boone – Tualatin Valley Water
District

Mike Grimm – West Slope Water
District

Delora Kerber – City of Wilsonville

Rebecca Geisen, Bonny Cushman, Patty
Burk and Riley Berger – RWPC Staff

Next CTC Meeting: September 4, 2024, via Zoom/videoconference.