

**TVWD Long-Term Water Supply Planning
Technical Memorandum 5 – Public Outreach and Feedback**

To: TVWD Board of Commissioners
From: Jim Meierotto, Tualatin Valley Water District
Todd Heidgerken, Tualatin Valley Water District
Date: April 10, 2013
RE: **Technical Memorandum 5 – Public Outreach and Feedback – *FINAL***

1.0 INTRODUCTION

The Tualatin Valley Water District (TVWD or the District) initiated an outreach program that used a variety of tools to provide customers with an opportunity to learn more about the District, its water supplies and the options under consideration to meet the District’s long-term needs. In addition, information about the decision making process and how the public can provide feedback to the District Board was also provided. The purpose of this memorandum is to summarize public outreach activities and share the feedback received from customers and employees. It should be noted that this summary only includes feedback up to April 10, 2013. Additional outreach efforts or emails after April 10 will be submitted to the TVWD Board of Commissioners separately.

2.0 OUTREACH PROCESS

The goals of “Your Reliable Drinking Water Future” public outreach efforts were to create awareness and gather feedback. This was accomplished by reaching out to individual customers, organizations and businesses as well as hosting events at the District. The District Board and staff remained available and flexible to provide information in a manner that meets our customers’ needs. The District’s initial efforts focused on sending out invitations that informed the invitee of the District’s efforts and offered to provide a presentation or briefing. After invitations were sent, staff followed up with targeted and personalized customers who did not initially respond. Customers, businesses and organizations were broken into three types of audience groups. This allowed increasing levels of communication to critical customers and organizations while still making contact with the general public. The three groups were as follows:

- General audience: This group included all District water customers and interested groups, such as Chambers of Commerce, Rotary Clubs, homeowners associations and water management groups. The District’s focus was to make sure that they were aware of our conversation regarding “Your Reliable Drinking Water Future” and knew how they could learn more and provide feedback. This was accomplished by the following:
 - Articles in the District’s *Water Words* newsletter. Articles were included in the November/December issue “Your Reliable Water Future” and “6 Things you Need to Know” and the January/February issue “A Portfolio of Water Sources.”
 - Long-Term Water Supplies Website. Information regarding the District’s efforts, separate web pages for each of the water supply options and a directory of all of the materials presented to the Board were made available on TVWD’s Website.

- Press releases were used to inform the media of the District’s efforts and to advertise two open houses hosted by the District. Paid advertisements were also used to promote attendance at the open houses.
- Targeted audiences: This group included Citizen Participation Organizations (CPO), businesses and other groups who might be able to help the District in creating awareness. We wanted to make sure this audience was approached with information about the District’s efforts because their members reach a broad spectrum of interests in our community. This group received:
 - An invitation and literature on water supply efforts. The invitation expressed our interest in either meeting directly with them or participating in a meeting that they already had scheduled. We stressed our availability in providing information in a manner that best meets their needs.
 - A follow up contact was made if they failed to respond to the initial invitation.
 - Information highlighting the availability of materials on the TVWD Website.
- Personalized audience: The approach for this group was to set up meetings with individual stakeholders to make sure that they were familiar with the District’s efforts. We also stressed our interest in meeting directly with them to present information and answer questions. This group was largely comprised of our large business and government customers. This group received:
 - A personalized letter to specific stakeholders requesting an opportunity to meet.
 - A follow-up contact if they failed to respond to the initial invitation.

Staff is continuing to follow-up with targeted and personalized stakeholders.

Comments regarding the options were collected at events and meetings through either staff note taking or the submittal of feedback forms. Feedback was also submitted using the TVWD Website Water Supply link at tvwd.org/your-water/long-term-water-supplies or by emailing the District. Staff also remained available to provide information and answer questions by phone.

3.0 MEETING ANNOUNCEMENTS AND EVENTS

Substantial effort was taken to publicize the community meetings using a mix of marketing tools. Meeting notices and invitations included:

- *Water Words* utility bill newsletter
- Business Industry and Government Newsletter
- Meeting announcement cards dispersed in the front office kiosk and front desk
- Website notices (tvwd.org)
- Press releases sent out and one press release was run in the Oregonian
- One-on-one interview with local reporter
- Two newspaper ads (Oregonian’s Washington County Section)
- 354 Invitation postcards and personalized letters were mailed
- Email and phone call follow up with customers and public groups

Open Houses: The District conducted two Open Houses. The first was held on Wednesday, January 23 and the second on Saturday, March 2 at the District Headquarters. The format included a presentation and three “stations” highlighting information about the District and the water supply process. Attendees were encouraged to complete feedback forms and ask questions. Participation at the January and March open houses as well as feedback forms are listed at the end of this document in Appendix 1.

Business Breakfast: Modeled after efforts by other utilities to reach out to non-residential customers, TVWD staff organized a BIG (Business, Industry and Government) Breakfast presentation. During the meeting, participants heard a presentation and had an opportunity to ask questions and provide feedback. Feedback forms are listed at the end of this document in Appendix 1. Participants included:

- Intel
- Providence St. Vincent Hospital
- Tualatin Valley Fire and Rescue
- Beaverton School District
- KG Investment Management
- Tektronix
- Office of Consolidated Emergency Management

4.0 SCHEDULE

In addition to the three events mentioned above, TVWD staff and members of the Board met with various customers and groups. Through April 10, TVWD made the following presentations:

- Met with all TVWD employees during monthly department or crew level meetings (December and January)
- TVWD Open House (January 23)
- TVWD Business Breakfast (February 5)
- TVWD Open House (March 2)
- Thirteen presentations were given, during the period of January 1 through April 10 to businesses and organizations. Those receiving presentations included:
 - Water Managers Advisory Board Meeting
 - Washington County Public Affairs Forum Meeting
 - Westside Economic Alliance
 - Willamette River Water Coalition
 - Oregon Health and Science University West Campus
 - Beaverton School District
 - Tualatin Valley Fire and Rescue
 - Intel
 - Tualatin Valley Fire and Rescue (TVF&R). This was a meeting with TVF&R managers and division chiefs
 - CPO3
 - CPO4M

- CPO6
- Five Oaks Triple Creek NAC
- Portland Water Bureau Leadership Staff (four attendees)

- Board outreach efforts included:
 - An announcement by Commissioner McWilliams to the Washington County Democratic Party during their central committee meeting on February 27. There were about 80 people present. As a result, the Washington County Democratic Party sent out an email blast to encourage people to attend the TVWD Open House.
 - Commissioner Doane presented the supply options information to a dozen members of Bethel Congregation Church.
 - A brief announcement was provided by Commissioner Schmidt during the Aloha Business Association March meeting. The water supplies materials were also provided and TVWD staff attended the meeting to answer questions. Approximately 40 people were in attendance.

In addition to the various outreach efforts, there were six public TVWD Board Work Sessions held that included presentations regarding the water supply planning. These meetings were held on May 8, 2012; July 10, 2012; September 4, 2012; October 2, 2012; November 8, 2012; January 8, 2013; March 5, 2013; and April 2, 2013.

In keeping with the objective of the outreach efforts, we have been successful in making contact and scheduling meetings with a number of our stakeholder groups. More specifically, we have met or scheduled the following:

- General audience: Water Managers Advisory Board Meeting, Rotary Club of Beaverton, Water Managers Advisory Board.
- Targeted audience: Aloha Business Association, Washington County Public Affairs Forum, CPO4M, CPO6, CPO7, CPO3, West Side Economic Alliance, Kaiser Permanente Westside Hospital.
- Personalized audience: Beaverton School District, Tualatin Valley Fire and Rescue, Providence St. Vincent, Intel, Maxim Integrated Products, Tektronix, Willamette River Water Coalition, Oregon Health and Science University West Campus.

5.0 FEEDBACK FORMS AND COMMENTS

Questions and comments were collected from feedback forms and question and answer periods during meetings. Comments from the meetings were either provided from feedback forms that were submitted or recorded by staff through the note taking of all the oral comments and questions asked by participants. This information is organized by event and the materials are provided in an unedited form in Appendix 1. Please note that this feedback is from events through April 10.

6.0 ADDITIONAL SCHEDULED ACTIVITIES

Staff continues to conduct outreach through April 24 and feedback will be provided to the TVWD Board of Commissioners separately. As of April 10, the only scheduled public presentation is the TVWD Board Meeting on April 24.

Appointments with Nike, Tualatin Hills Parks and Recreation District and Reser's Fine Foods were pursued. Contacts with these entities were made, but no meeting dates were scheduled.

7.0 EMPLOYEE FEEDBACK

Our TVWD employees are our first line of communication with our customers and the public in general. Having educated employees is crucial in accurately and professionally communicating our water supply process. We met with the TVWD department or crew meetings to provide an individual setting for employees to ask questions. These meetings were in the months of December and January.

Based on the experience the City of Hillsboro went through, we also thought it would be helpful to conduct a survey of our employees on the water supply options and gain their insight. In order to do this, a survey was distributed at the February all employee meeting for staff to complete and then deposit in comment boxes located in the front and back lunchrooms. This provided an anonymous way for those employees who wanted to, to provide feedback of the water supply options. Employee feedback is presented in an unedited form in Appendix 2.