



MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

Rely on us.

TO: Commissioners Mital, Simpson, Helgeson, Manning and Brown
FROM: Brad Taylor, Water Operations Manager & Jill Hoyenga, Planner III
CC: Mel Damewood, Engineering Manager & Wally Mccullough, Water Engineering Supervisor
DATE: October 19, 2015
SUBJECT: 2014 - 2019 Water Reliability Emergency Water Supply Container Campaign Update
OBJECTIVE: Provide Board with Information

Background

State of Oregon recommendations from Chapter 8 of the Oregon Resilience Plan published in February 2013 have advised energy, water and wastewater utilities to begin aggressive public information efforts to re-set public expectations for a realistic response time [to catastrophic failure due to earthquake] and that there is clear value in members of the public having robust emergency supplies. The Water Reliability Emergency Water Supply Container Campaign (the Water Campaign) is one way that EWEB has responded to this call to action.

The Water Campaign is a public education campaign to increase customer awareness of water emergencies that can occur, what EWEB is doing to mitigate or respond to such emergencies (especially alternate water source development) and what customers can do to prepare for water emergencies.

The arc of the Water Campaign is intended to span at least three to and up to five years. 2014 was the pilot year. In 2015 the Water Campaign transitioned into a well-supported program. Customer response has been enthusiastic.

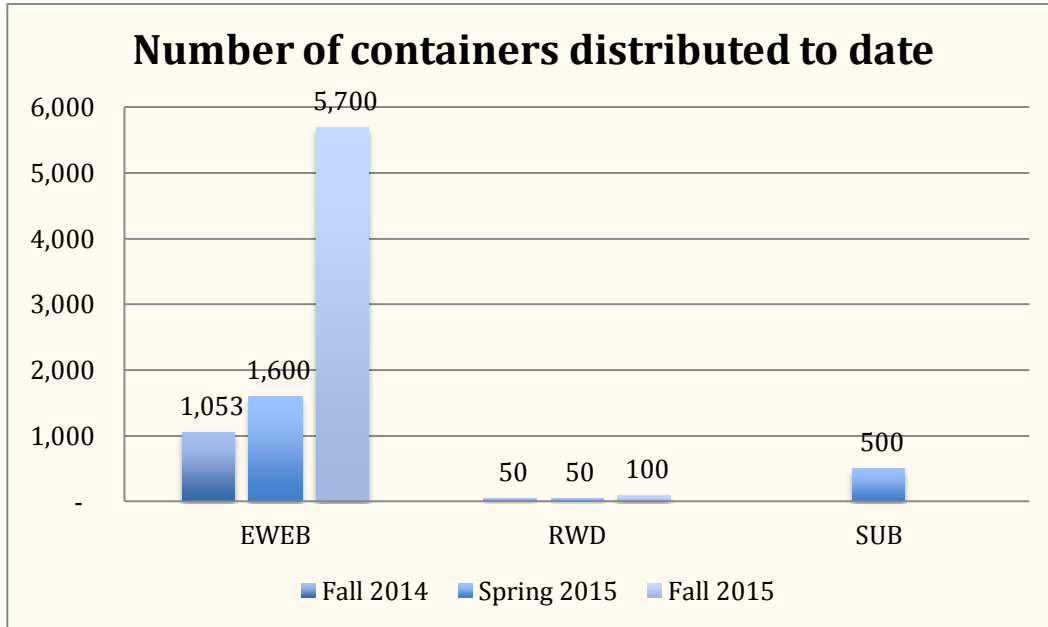
2015 opinion research results indicate that awareness about the need for EWEB to develop alternate water sources has increased by double digits (32%) and willingness to pay for the project has also significantly increased (17%) since 2012. The outstanding success indicated by these results can be attributed in part to the Water Campaign since it has been a key public education vehicle. While some of the increased awareness is undoubtedly due to recent media attention to the Cascadia Subduction Zone earthquake risk; EWEB's readiness with quality information and meaningful preparedness action steps has enhanced EWEB reputation and customer support for investment in community resilience.

Project Status

A funding partnership for the Water Campaign has convened under the moniker "Resilient Lane County: A Partnership to Cultivate a Culture of Preparedness". Due to generous partners more containers have been distributed to date than originally planned. When more funding partners

participate, the price per container goes down. EWEB is actively seeking funding partners for the 2016 Water Campaign.

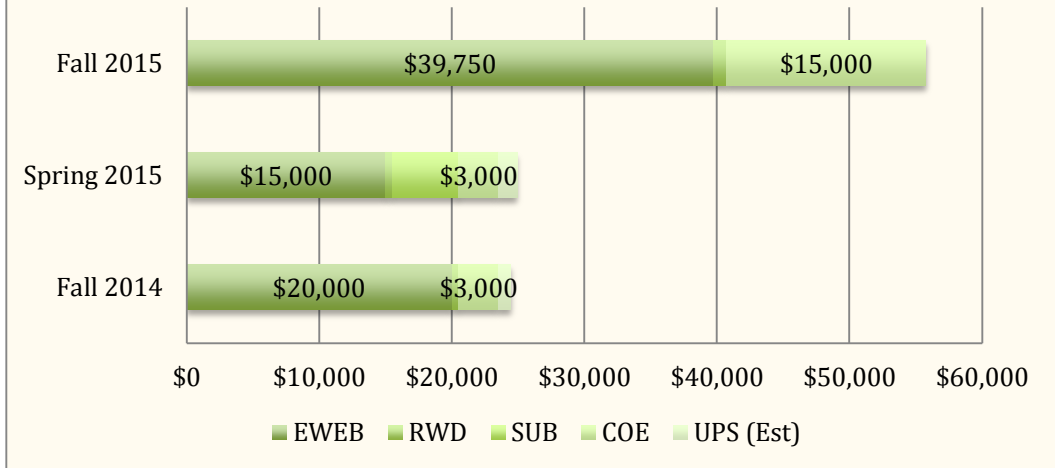
A snapshot view of Water Campaign activity to date is provided in the following graphs.



Total containers distributed to date (October 2014 – 2015)		
EWEB	RWD	SUB
8,353	200	500

EWEB and the city of Eugene contributions purchase containers distributed to EWEB customers. Contributed dollar amounts from these two partners are shown as data labels in the graph below. UPS is United Parcel Service.

Funding contributed by Resilient Lane County partners



Total partner contributions to date (October 2014-2015)				
EWEB	RWD	SUB	COE	UPS (Est)
\$74,750	\$2,000	\$5,000	\$21,000	\$2,373

If there are any questions or if more information is needed, please contact Brad Taylor, Water Operations Manager 541-685-7385 or brad.taylor@eweb.org.