



TO: Commissioners Brown, Carlson, Barofsky, McRae, and Schlossberg  
FROM: Karen Kelley, Chief Operations Officer; Wallace McCullough, Water Operations Manager (AIC); Adam Spencer, Communications Specialist  
DATE: Feb. 1, 2022  
SUBJECT: Alternative Water Source (AWS)/Second Source Public Outreach Review  
OBJECTIVE: Information Only

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**Issue**

This memo summarizes past public outreach efforts for the Alternative Water Source (AWS)/Second Source project on the Willamette River, including customer surveys, board discussions, and communications materials.

**Background**

With the McKenzie River as the sole source of drinking water for nearly 200,000 people in the Eugene area, EWEB customers could be vulnerable in the event of a seismic or non-seismic disruption. After looking at various alternatives for several decades, in 2010 EWEB landed on a second water treatment plant/source of supply on the Willamette River as the best alternative, considering the Willamette’s location, volume, water quality and EWEB’s pre-existing water rights.

Introducing a new water source for a community, however, requires significant investment in educating customers and stakeholders about water system reliability and the benefits of developing a second source. In 2017, EWEB staff and consultants created a communications plan, informed by public opinion research, that reflected the community’s best advice on talking with customers and others about this subject. The plan will be updated during 2022 to ensure interested parties are given an opportunity to become informed and engaged in the project. This memo provides detail on the outreach activities leading up to the 2017 Communications Plan.

**Discussion**

Between 2011 and 2017, the utility engaged in numerous outreach activities. Times have changed since EWEB began these efforts, and community opinion may have changed. This previous outreach, however, lays a solid foundation to assess public opinion and provides helpful strategies for outreach going forward.

Recent experiences of community emergencies, including the COVID-19 pandemic and the Holiday Farm Fire, emphasize the need for preparedness and could make customers more amenable to the idea of developing a second source if they weren’t before.

Summary of Previous Outreach Activities

Date/timeframe	Outreach Activity (Links to attachments within document)
April 2012	EWEB contracted with DHM Research to conduct a telephone survey of 300 residential water customers in the EWEB service area to assess their awareness and attitudes toward an additional source of water in Eugene ( <a href="#">Attachment 1</a> ).

April 2012	A survey of community leaders and other key “stakeholders” was conducted to seek their views on important issues linked to water system reliability and supply options in the Eugene area. Among the broad cross-section interviewed were EWEB’s elected leaders and management, leaders of area cities and service districts inside and surrounding EWEB’s water service area, representatives of EWEB’s major customers, agency staff, environmental/clean water advocates, business/economic development interests, and other community leaders. ( <a href="#">Attachment 2</a> )
November 2013	Water Forum with major customers held with the City of Eugene. The purpose was to seek customers’ input on topics related to water system reliability and emergency response planning. ( <a href="#">Attachment 3</a> )
Summers, 2013-14	Published Drinking Water Savvy (Attachments <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> ) information sheets, describing 1-2 days of stored water and future location and permitting process for Willamette River site.
2013-2014	Community Panels convened on the topic of Water Reliability Initiative ( <a href="#">Attachment 9</a> ). Panelists chosen to provide a mix of gender, age, race, neighborhood, and occupation. More effort was made to recruit people representing lower income customers for the panel and this discussion.
Summer 2014	Bill Insert: “Do you know the value of your water?” Messaging focused on the need to prepare, replace and maintain drinking water infrastructure. ( <a href="#">Attachment 10</a> )
2012-2014	Numerous outreach activities, including presentations to neighborhood/civic organizations, (League of Women Voters, Friendly Area Neighbors, <a href="#">Neighborhood Association Leaders Council</a> , Green Lane, City Councilors), Social Media, Website messaging, Business Continuity Planning Workshops, and more. ( <a href="#">Attachment 11</a> )
2014, Q3	Joint City Council/EWEB Board meeting
November 2015	EWEB Community Research Panel facilitated by bell+funk on the topics of Water Reliability in Emergency Response, AWS proposal ( <a href="#">Attachment 12</a> ).
October 2016	Intro to the Willamette River video, 2,100 views ( <a href="#">Link to Video on Facebook</a> )
2017, Q1	Blue Ribbon Panel discussions to provide an independent assessment of the utility’s decisions on treatment and operation of the Willamette River Water Filtration Plant, including local governmental, private sector, and nonprofit leaders ( <a href="#">Attachment 13</a> ).

In addition to the above activities, there were 24 Board correspondences between 2013-2021 covering AWS budgeting, Capital Improvement Plans, project planning stages, water rights, water quality testing results, and the role of a second source in EWEB’s water reliability planning ([Attachment 14](#)).

Themes and findings from 2011 – 2017 research:

- The EWEB Board is expected to take the lead in decisions on a second source.
- The leading issues are predicted to be the cost and quality of second source water.
- Another challenge: some people fear a supplemental water source will facilitate unwanted growth.
- Between 2012 – 2015 customers showed a significant increase (30%) in awareness of water supply risks related to a single source.
- Most customers (more than half of customers surveyed) think developing additional drinking water sources is very important. Importance increased 21% between 2012 – 2015.

- About two thirds of customers surveyed support rate increases for development of an additional water source, a 17% increase from 2012-2015.
- Some participants said their highest concern was that Eugene’s water supply could be impacted by climate change.
- Customers surveyed expressed a desire for increased transparency when making decisions.
- Generally, customers said that the community needs to be better prepared for emergencies and they felt that EWEB was a strong community partner in this effort.
- Customers surveyed were largely unaware of EWEB’s plans to return to the Willamette River as a water source and would like more information.

**Requested Board Action**

None at this time – this is an information only item.



**CUSTOMER SURVEY REPORT**

**PREPARED FOR:**

**Eugene Water and Electric Board**

**April 2012**

**PREPARED BY:**

**DHM RESEARCH**

**(503) 220-0575 • 203 SW Pine St., Portland, OR 97204 •**

**[www.dhmresearch.com](http://www.dhmresearch.com)**

## 1. | INTRODUCTION & METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey of Eugene Water and Electric Board (EWEB) residential water customers to assess their awareness and attitudes toward an additional source of water in Eugene. Research findings will assist in the development of a communications plan and outreach with customers. The survey will be followed by focus group research to further explore customer priorities around an additional source of water.

**Research Methodology:** Between April 11 and 14, 2012, DHM Research conducted a telephone survey of 300 residential water customers in the EWEB service area that took an average of 11 minutes to administer. This is a sufficient sample size to assess residents' opinions generally and to review findings by multiple subgroups, including gender, age, and other demographics.

Customers were contacted through a randomly generated customer list provided by EWEB. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations. Quotas were set by gender and zip codes based on the total population of all residential water customers for a representative sample.

**Statement of Limitations:** Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between a sample of a given population and the total population (here, EWEB residential water customers). For a sample size of 300, if respondents answered a particular question in the proportion of 90% one way and 10% the other, the margin of error would be +/- 3.4%. If they answered 50% each way, the margin of error would be +/- 5.7%.

These plus-minus error margins represent differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire population.

**DHM Research:** Davis, Hibbitts & Midghall, Inc. has been providing opinion research and consultation throughout Oregon and the rest of the Pacific Northwest for over three decades. The firm is non-partisan and independent and specializes in research projects to support community planning and public policy-making. [www.dhmresearch.com](http://www.dhmresearch.com)

## 2. | SUMMARY & OBSERVATIONS

**Over 90% of customers were satisfied with EWEB – a significant rating for any utility in the Northwest and nationally.**

- 68% were very satisfied, a rare and significant result.
- Customers perceive cost being the biggest issue facing EWEB at this time (32%), followed by water purity (12%).
- Just 5% mentioned water supply.

**Jobs and education top the list of customer priorities. Drinking water was not top of mind.**

- More than eight in ten residents rated jobs and education as urgent or high priorities.
- About half thought roads were an urgent or high priority.
- About half also thought drinking water was an urgent or high priority, but 26% felt it was a low priority – compared to 3-4% low priority rating for the other issues.

**Over a majority mentioned the McKenzie River as their water source; three in ten were aware about the need for an additional source.**

- Almost 60% said the McKenzie River was their water source, and an additional 5% mentioned rivers generally.
- Interestingly, 5% mentioned the Willamette River as their current source.
- Awareness of the need for a second source was low, with 68% not aware.

**71% said a second source was important, but less than a majority of customers were willing to pay for it.**

- Support for a rate increase to develop a second water source was mostly soft and declined from the first test at 46% to 38% in the second test.
- Top reasons among supporters were emergency preparedness, providing for long-term community needs, and supporting a healthy economy.
- Top reasons among opponents were other priorities in Eugene and cost – very common responses to any utility rate increase.

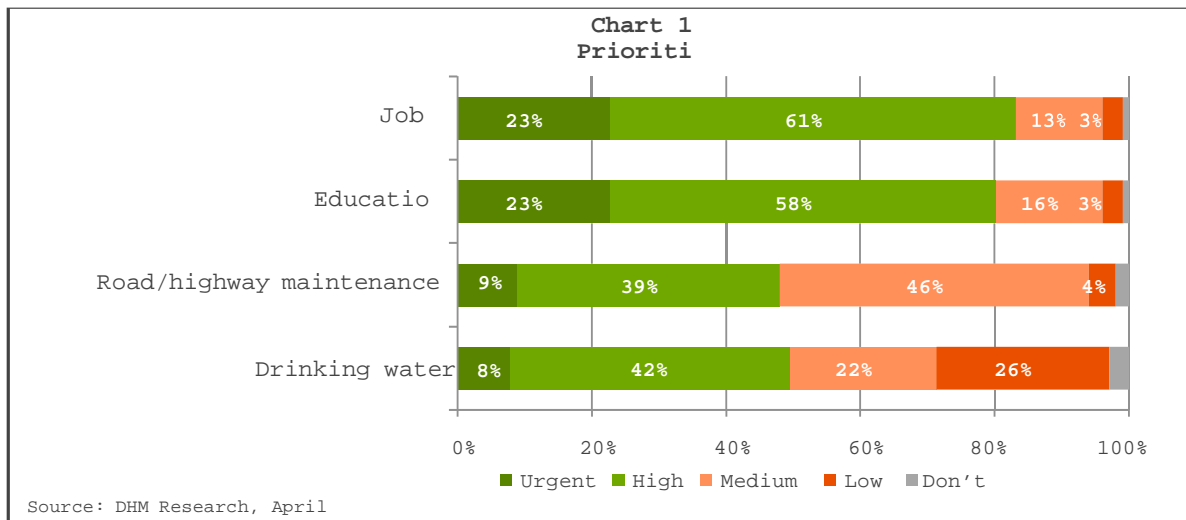
**Willamette River tops the list for a second source by a plurality, not a majority.**

- 40% said the Willamette River was the best option, followed by 23% for groundwater.
- Those favoring the Willamette most often cited its large, steady flow, water purity, and easy access as reasons for their choice.
- A high 25% couldn't offer a suggestion for a second source.

### 3. | KEY FINDINGS

#### 3.1| Attitudes toward Drinking Water and EWEB

**Local Priorities.** Eugene residents rated jobs and education as the two most urgent priorities out of a list of four, which also included road and highway maintenance and drinking water (Chart 1).

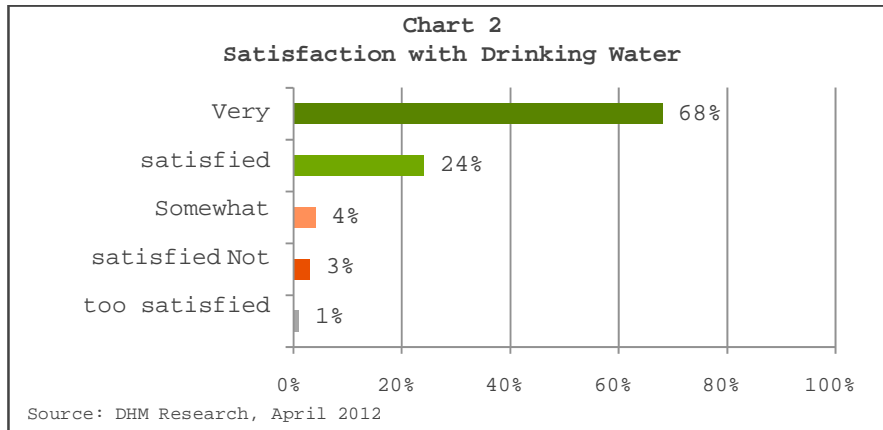


More than eight in ten (84%) viewed jobs as an urgent (23%) or high (61%) priority. Results for education were nearly identical at a combined 81% (23% urgent, 58% high).

Road maintenance and drinking water rated significantly lower and very similarly in the urgent and high categories. Fewer than one in ten felt road and highway maintenance was an urgent priority (9%), matched by 8% for drinking water, while about four in ten felt these two items were high priorities (39% roads, 42% water). But drinking water stood out for having a significant "low" percentage: more than a quarter (26%) regarded water as a low priority, compared to 3%-4% for the other three items on the list.

Demographic differences: Women were more likely than men to view drinking water as an urgent priority (11% compared to 5%), while residents holding post-college degrees were most likely to view it as a low priority (38% compared to 18%-23% in less educated groups). Those who opposed increasing rates to develop a second water source were more likely to rate drinking water as a low priority than were those who supported a rate increase (30% vs. 18%). But even supporters of the increase followed the same basic pattern described above, with fewer than one in ten (8%) regarding the issue as urgent, the bulk (49%) seeing it as high priority, and the remainder split between medium (21%) and low (18%).

**Perceptions of EWEB.** Nine in ten (91%) respondents knew that EWEB was their drinking water provider; a handful (4%) pointed to the city of Eugene. Satisfaction with EWEB was very high (Chart 2).



Nearly seven in ten (68%) said they were very satisfied, and a quarter (24%) said they were somewhat satisfied. Only 7% said they were not too (4%) or not at all (3%) satisfied.

Demographic differences: Combined satisfaction was fairly uniform across the board, but stood out as weakest among those with less than a high school education (76% satisfied compared to 92%-100% in the higher educated groups).

When asked as an open question what they thought was the biggest water service issue facing EWEB, nearly a third (32%) said cost. Another 15% said they had no complaints and 12% mentioned water purity. Only 5% referred to water supply or the possibility of a shortage. Table 1 presents these results.

**Table 1**

**Biggest Water Service Issues Facing EWEB**

Response Category	N=300
Cost/Expensive	32%
No complaints/Satisfied	15%
Purity/Clean water	12%
Water supply/Shortage	5%
Too much chlorine	3%
Lack of maintenance for water systems	2%
Taste of water	2%
Conservation/Saving water	2%
All other responses	1% or less
Nothing/None	11%
Don't know	8%

Demographic differences: Those who opposed raising rates to develop a second water source were more likely to mention cost in this exercise (37% compared to 24% among those who supported the rate increase).



### 3.2| Water Source Awareness

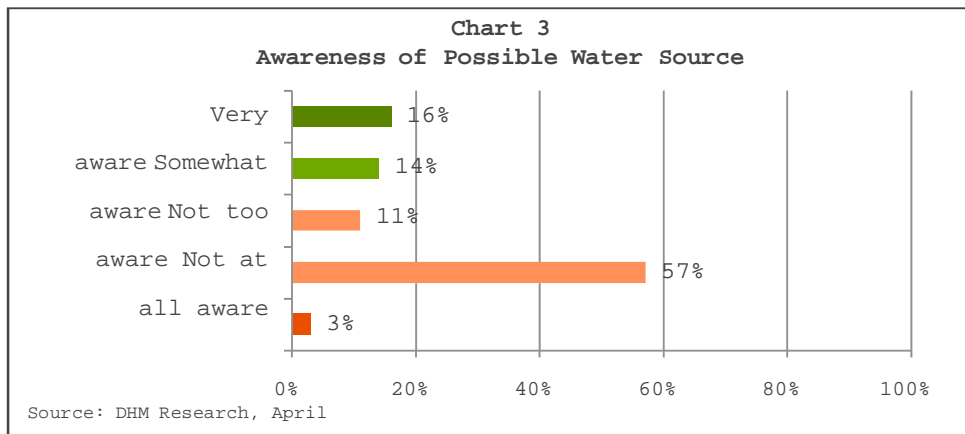
Six in ten respondents (59%) knew that EWEB gets its drinking water from the McKenzie River, and another 5% said rivers generally (Table 2). Two in ten (21%) didn't know.

**Table 2 Knowledge of Water Source**

Response Category	N = 300
McKenzie River	59%
Rivers—general	5%
Willamette River	5%
Reservoirs—general	3%
Underground wells	1%
Cascades—general	0%
Other	6%
Nothing/None	3%
Don't know	21%

Demographic differences: Men were significantly more aware of the water source than women (72% vs. 46%), as were those over age 55 compared to 18-54 year-olds (65%-66% vs. 47%), and longtime Eugene residents compared to newer residents (64% vs. 45%). Respondents who were satisfied with EWEB were also much more likely to know where their water came from (61% vs. 33%).

Awareness was much lower that the McKenzie River was Eugene's only water source, and that an interruption of delivery from the river could leave the area with only a few days' water supply (Chart 3).



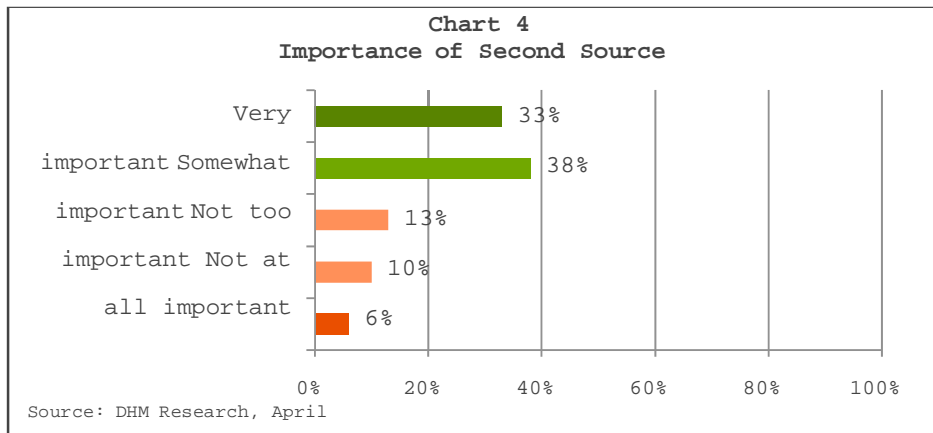
Almost six in ten (57%) were not at all aware of this situation, with only 16% very aware, 14% somewhat aware, and 11% not too aware.

Demographic differences: Once again, men (36% vs. 23%) and older residents (32%-36% vs. 21%) were more likely to be very or somewhat aware of this situation, as were home owners compared to renters (31% vs. 15%). Looking at subgroups unaware of this

situation, it's more new residents (79% vs. 64% longer term residents) and those with a high school or less education (88% vs. 58%-70% higher educated).

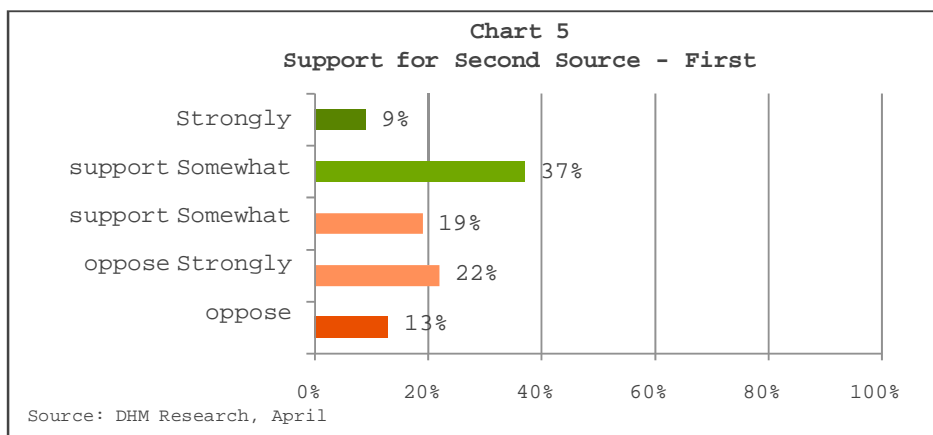
### 3.3| Support for Second Water Source

Seven in ten respondents said it was very (33%) or somewhat (38%) important that Eugene has a second source of water (Chart 4).



Demographic differences: Combined support was fairly uniform across subgroups, except that women more frequently thought a second source was important—and very important—than did men (79% vs. 63% combined, 44% vs. 22% very important).

The results on importance, however, did not translate into willingness to raise water rates to develop a second source (Chart 5).



Respondents divided almost evenly in our first test of this issue, with 46% combined support and 41% combined opposition. Opponents were more likely to feel strongly than supporters by about a two to one ratio (22% vs. 9%). The “don't know” rate was high on this question at 13%.

Demographic differences: There were few demographic differences. Those who said they were satisfied with EWEB were more likely to support a rate increase for a second water source (47% combined support vs. 27% among the unsatisfied). Men were more likely than women to oppose the increase (48% vs. 35% combined opposition).

When asked to say why they would support development of a second water source, respondents most often pointed to the simple necessity of an alternative source (72%). About a quarter were more specific, citing a natural disaster or emergency (23%) or contamination (4%).

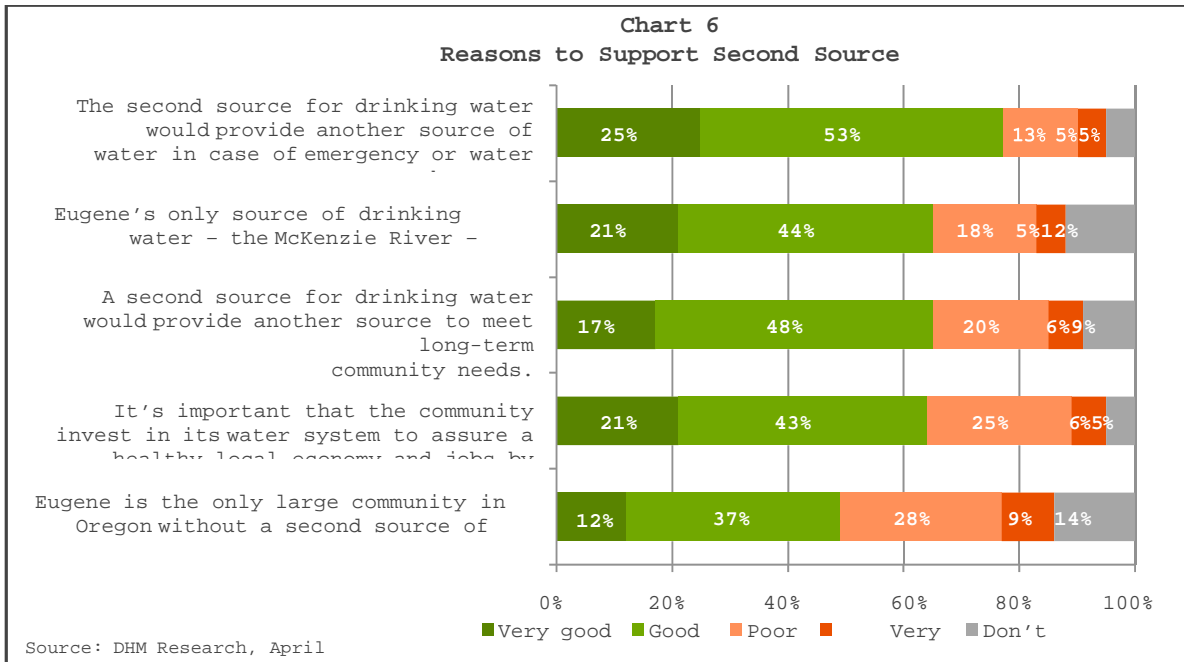
Those who opposed a second source were most often concerned about the cost (49%) or the fact that, in their view, it just wasn't necessary (32%). Table 3 presents the full range of responses to this question.

**Table 3**  
**Why Support/Oppose Developing a Second Water Source**

<b>SUPPORT</b>	<b>N=137</b>
Need alternative source/necessary	72%
In case of natural disaster/emergency	23%
Expensive/oppose increasing rates	4%
In case of contamination	4%
Not a necessity/don't need it	4%
Need to do more research/need more info	4%
Population growth	3%
All other responses	1% or less
Nothing/None	1%
Don't know	3%
<b>OPPOSE</b>	<b>N=125</b>
Expensive/oppose increasing rates	49%
Not a necessity/don't need it	32%
Mismanaged funds/wasteful spending	10%
Need alternative source/necessary	4%
Other sources already available	4%
Need to do more research/need more info	4%
Water is being sold to other places/should stay in the community	2%
In case of natural disaster/emergency	1%
Other	8%
Nothing/None	1%
Don't know	0%

### 3.4 | Test of Reasons to Support/Oppose a Second Water Source

**Reasons to Support.** We shared five reasons why people might support development of a second source of drinking water and asked respondents to say whether they thought each reason was very good, good, poor, or very poor (Chart 6).

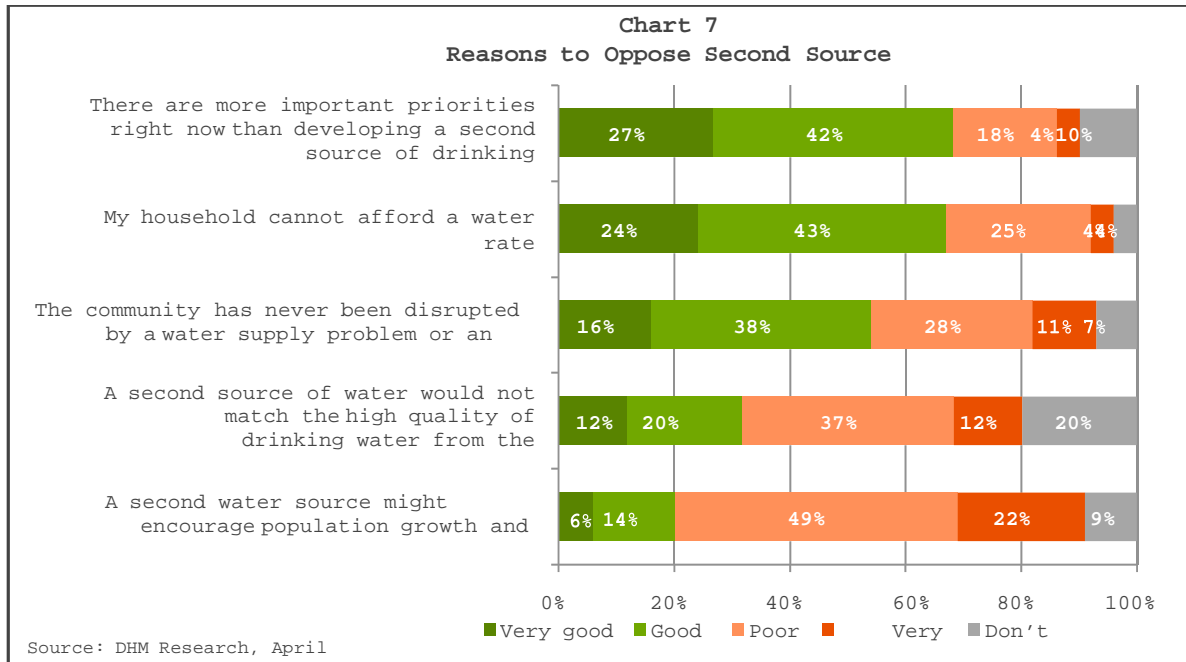


Nearly eight in ten respondents (78%) thought preparedness for an emergency or water shortage was a very good (25%) or good (53%) reason for a second water source. Sixty-four to sixty-five percent of respondents thought three of the remaining four reasons were good or very good. Protecting the McKenzie River and assuring a healthy local economy both earned 21% response as a very good reason, with 43%-44% saying they were good reasons. Another 65% endorsed the statement that a second source would provide for the community's long-term needs (17% very good, 48% good). Least compelling was the claim that Eugene is the only large community in Oregon without a second source of drinking water. Just under half (49%) thought that was a very good (12%) or good (37%) reason.

Demographic differences: Women were more likely than men to respond to statements that a second water source is needed in case of emergency or shortage (84% combined good vs. 70%) and that it would provide for long-term community needs (71% vs. 60%).

Supporters of the rate increase endorsed all of the reasons more frequently, and more strongly, than did opponents.

**Reasons to Oppose.** We next shared five reasons why people might want to oppose development of a second water source in Eugene (Chart 7).



Consistent with an earlier finding that drinking water was not a high priority, the top-rated reason in opposition was the feeling that there are more important things to do (69% combined good, 27% very and 42% good). Concerns about cost was a close second, with 67% approving the statement that their households could not afford a water rate increase (24% very good, 43% good).

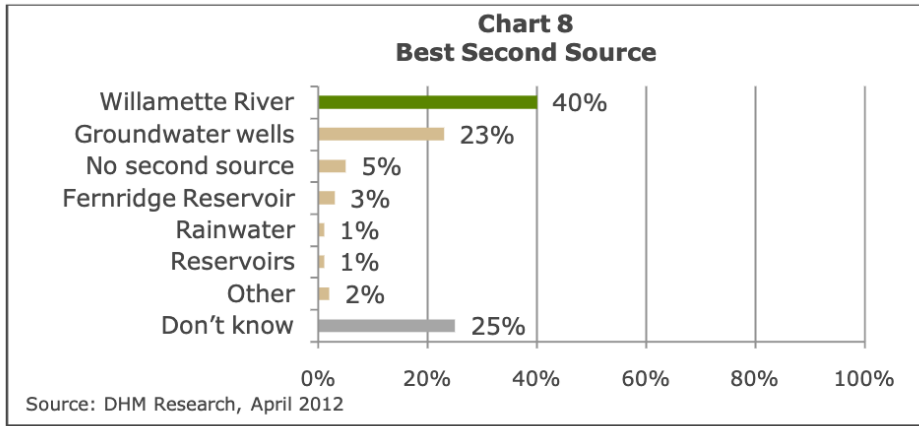
Just over half of the sample (54%) responded to the observation that the community had never previously been disrupted by a water supply problem (16% very good reason, 38% good). The remaining two reasons were less persuasive: only a third thought not matching the quality of the McKenzie River was a good reason to oppose a second source (12% very good, 20% good), and just two in ten responded to the claim that a second water source might lead to population growth and development (6% very good, 14% good).

Demographic differences: Younger and newer residents were more responsive to the argument about other priorities than were their counterparts (76% of 18-54 year-olds vs. 60%-69% in the older groups, and 79% of less than 20-year residents vs. 64% of the longer-term residents). Non-affordability played well with the 18-54 year-old group (76% vs. 61%-64% in the older subgroups) and those who were not satisfied with EWEB (90% vs. 66%).

Not surprisingly, most of the reasons to oppose played better among opponents than supporters. More important priorities and affordability issues were the top two reasons for opponents (81% and 79% endorsement respectively), followed by 67% who responded well to the statement that no such emergency or shortage had occurred in the past. Opponents' rating of the two bottom reasons was lukewarm at best: 40% for the quality-not-as-good argument, and a mere 20% for the might-encourage-growth argument (which was not significantly different from the 21% of supporters who endorsed this reason).

### 3.5| Potential Second Sources

When asked which of three sources they thought would be the best second source, four in ten (40%) opted for the Willamette River, nearly a quarter (23%) for groundwater wells, and 3% for Fernridge Reservoir (Chart 8). A high percentage didn't know (25%), and small numbers mentioned other possibilities or stated that there was no need for any second source.



Source: DHM Research, April 2012

A third of those who mentioned the Willamette as their preferred second source pointed to the fact that it was a large, constantly flowing body of water. Another 27% of those favoring the Willamette referred to ease of access, and nearly three in ten (28%) cited water purity or cleanness.

Those who opted for groundwater wells were especially concerned with water purity. Nearly two thirds (64%) explained their preference that way, and another two in ten (19%) cited water quality.

With only eight respondents opting for Fernridge, statistical analysis is ill-supported, but again water purity was the top reason given. Table 4 presents the full results.

**Table 4**  
**Reasons for Water Source Preference**

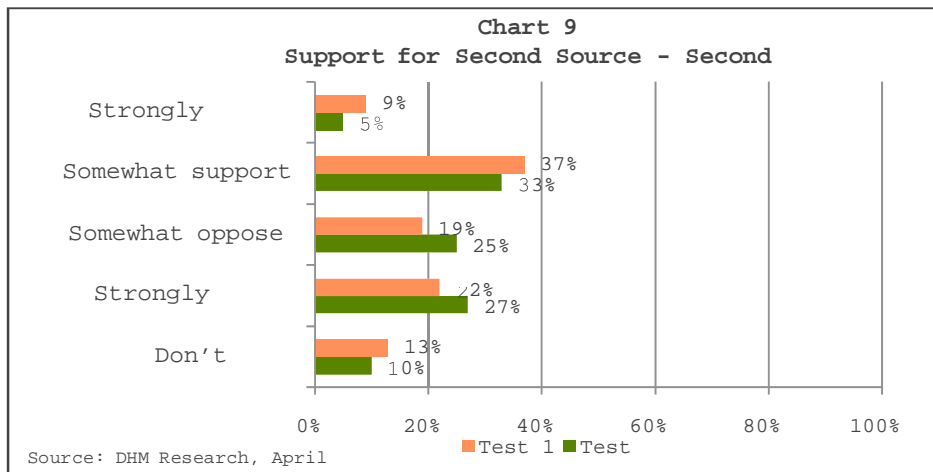
<b>WILLAMETTE RIVER</b>	<b>N=120</b>
Large/constant flowing source of water	32%
Purity/clean water	28%
Easy access/accessible	27%
Best source—general	15%
Quality of water	8%
Less expensive/cheaper	5%
Mountain source/runoff	3%
Need to do more research/need more information	2%
All other responses	1% or less

Nothing/None	3%
Don't know	3%

<b>GROUNDWATER WELLS</b>	<b>N=70</b>
Purity/clean water	64%
Quality of water	19%
Best source—general	11%
Easy access/accessible	6%
Less expensive/cheaper	6%
Healthiest source	3%
All other responses	1% or less
Nothing/None	1%
Don't know	0%
<b>FERNRIDGE RESERVOIR</b>	<b>N=8</b>
Purity/clean water	38%
Easy access/accessible	25%
Less expensive/cheaper	13%
Mountain source/runoff	13%
Don't know	25%

### 3.6 | Second Test of Support to Develop Alternative Water Source

At the end of the survey we asked again whether respondents would support raising rates to develop an additional drinking water source in Eugene. Results decreased slightly as both strong and weak support waned compared to the first test (Chart 9).



The second time around, fewer than four in ten (38%) said they would support development of an alternative water source (5% strongly, 33% somewhat). That compares to 46% in the first test, where strong support was 9% and soft support was 37%. Opposition rose from a combined 41% in the first test to a majority of 52% in the second, with a nearly even split between strong and soft opposition (27% strongly oppose, 25% somewhat).

Demographic differences: Consistent with the first test, men were more likely than women to oppose development of an alternative source (59% vs. 45%), as were dissatisfied

customers (81% combined opposition vs. 50% among satisfied customers).



## 4. | CONCLUSIONS

EWEB customers are not very attuned to the need for a second drinking water source in Eugene. Though a solid majority of 71% believed a second water source was important, there was little awareness of the issue and it was not a top priority compared to jobs and education, or even roads. Most importantly, respondents showed they were not ready to pay for development of an alternative water source. Indeed, such willingness as there was fell off over the course of the survey to end with just 38% prepared to pay, and most of that support was soft.

A customer outreach and education effort will be needed on this issue. Messaging should seek to raise the sense of priority by focusing on emergency preparedness, ensuring a healthy local economy, and providing for long-term community needs. It will also be important to ensure that concerns about cost are addressed.

## 5. | ANNOTATED QUESTIONNAIRE

### Eugene Water and Electric Board (EWEB) Survey April 11-14, 2012; N=300 EWEB Water Customers 11 minutes; margin of error +/-5.7%

DHM Research

*Sampling criteria will include residential water customers in mostly single family homes. Sample will not include commercial, industrial, or business (including multi-family units).*

#### INTRODUCTION

Hi, my name is\_\_\_\_, I'm with an opinion research firm and we're conducting a brief survey with Eugene area residents. You were selected randomly and this shouldn't take too long.

#### WARM-UP, AWARENESS, AND SATISFACTION

How much of a priority should be placed on improving the following in Eugene – should these be given an urgent priority, a high priority, medium priority, or low priority? (Rotate list)

Response Category, N=300	Urgent	High	Medium	Low	Don't know
1. Jobs	23%	61%	13%	3%	1%
2. Education	23%	58%	16%	3%	1%
3. Road and highway maintenance	9%	39%	46%	4%	2%
4. Drinking water	8%	42%	22%	26%	3%

5. I'd like to ask you some questions about drinking water in your community. To the best of your knowledge, who provides drinking water service to your home? (Open, accept one answer)

Response Category	N=300
EWEB	91%
City of Eugene	4%
Other	2%
Nothing/None	1%
Don't know	3%

6. Eugene Water & Electric Board – also known as EWEB – provides water service in Eugene. Are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with your drinking water service?

Response Category	N=300
Very satisfied	68%
Somewhat satisfied	24%
Not too satisfied	4%
Not at all satisfied	3%
Don't know	1%

7. What would you say is the biggest issue facing EWEB when it comes to your waterservice? (Open, probe for specifics)

Response Category	N= 300
Cost/Expensive	32%
No complaints/Satisfied	15%
Purity/Clean water	12%
Water supply/Shortage	5%
Too much chlorine	3%
Lack of maintenance for water systems	2%
Taste of water	2%
Conservation/Saving water	2%
All other responses	1% or less
Nothing/None	11%
Don't know	8%

## WATER SOURCE AWARENESS AND SUPPORT FOR SECOND SOURCE

8. Where do you think EWEB gets its drinking water? If you don't know, or aren't sure, just let me know. (Open, probe for specifics)

Response Category	N= 300
McKenzie River	59%
Rivers—general	5%
Willamette River	5%
Reservoirs—general	3%
Underground wells	1%
Cascades—general	0%
Other	6%
Nothing/None	3%
Don't know	21%

9. Eugene's only source of drinking water is the McKenzie River. In case of an interruption in delivering water from the McKenzie River, Eugene would have enough water for only a few days because the community lacks a second source of water. Were you very aware, somewhat aware, not too aware, or not at all aware of the issue?

Response Category	N= 300
Very aware	16%
Somewhat aware	14%
Not too aware	11%
Not at all aware	57%
Don't know	3%

10. How important is it to you that Eugene has a second source of water for the community – is it very important, somewhat important, not too important, or not at all important?

Response Category	N= 300
Very important	33%
Somewhat important	38%
Not too important	13%
Not at all important	10%
Don't know	6%

11. EWEB is looking into options for providing a second water source in addition to the McKenzie River. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose an increase in water rates to provide a second source of drinking water for Eugene?

Response Category	N = 300
Strongly support	9%
Somewhat support	37%
Somewhat oppose	19%
Strongly oppose	22%
Don't know	13%

12. Why would you (support / oppose) developing a second source for drinking water (Openprobe for specifics. Separate codes for support and oppose.)

SUPPORT	N = 137
Need alternative source/necessary	72%
In case of natural disaster/emergency	23%
Expensive/oppose increasing rates	4%
In case of contamination	4%
Not a necessity/don't need it	4%
Need to do more research/need more info	4%
Population growth	3%
All other responses	1% or less
Nothing/None	1%
Don't know	3%
OPPOSE	N = 125
Expensive/oppose increasing rates	49%
Not a necessity/don't need it	32%
Mismanaged funds/wasteful spending	10%
Need alternative source/necessary	4%
Other sources already available	4%
Need to do more research/need more info	4%
Water is being sold to other places/should stay in the community	2%
In case of natural disaster/emergency	1%
Other	8%
Nothing/None	1%
Don't know	0%

**SUPPORT AND OPPOSE STATEMENTS** (Rotate support/oppose statement series)

I'd like to read some reasons other people have given to support developing a second source of drinking water. For each reason, please tell me if it is a very good, good, poor, or very poor reason. (Rotate list)

Response Category, N = 300	Very good	Good	Poor	Very poor	Don't know
13. The second source for drinking water would provide another source of water in case of emergency or water shortage.	25%	53%	13%	5%	5%
14. A second source for drinking water would provide another source to meet long-term community needs.	17%	48%	20%	6%	9%

Response Category, N=300	Very good	Good	Poor	Very poor	Don't know
15. Eugene's only source of drinking water – the McKenzie River – would be protected.	21%	44%	18%	5%	12%
16. It's important that the community invest in its water system to assure a healthy local economy and jobs by having a reliable water supply.	21%	43%	25%	6%	5%
17. Eugene is the only large community in Oregon without a second source of drinking water.	12%	37%	28%	9%	14%

I'd like to read some reasons other people have given to oppose developing a second source of drinking water. For each reason, please tell me if it is a very good, good, poor, or very poor reason. (Rotate list)

Response Category, N=300	Very good	Good	Poor	Very poor	Don't know
18. My household cannot afford a water rate increase.	24%	43%	25%	4%	4%
19. The community has never been disrupted by a water supply problem or an emergency.	16%	38%	28%	11%	7%
20. There are more important priorities right now than developing a second source of drinking water	27%	42%	18%	4%	10%
21. A second source of water would not match the high quality of drinking water from the McKenzie River.	12%	20%	37%	12%	20%
22. A second water source might encourage population growth and development.	6%	14%	49%	22%	9%

23. Which of the following do you believe is the best second source for drinking water?(Rotate Fernridge Reservoir, groundwater wells, and Willamette River options)

Response Category	N = 300
Willamette River	40%
Groundwater wells	23%
No second source	5%
Fernridge Reservoir	3%
Reservoirs	1%
Rainwater	1%
Another drinking water source not mentioned. Record	2%
Don't know	25%

24. What are the reasons for your preference? (Open, probe for specifics)

FERNRIDGE RESERVOIR	N=8
Purity/clean water	38%
Easy access/accessible	25%
Less expensive/cheaper	13%
Mountain source/runoff	13%
Don't know	25%

<b>GROUNDWATER WELLS</b>	<b>N= 70</b>
Purity/clean water	64%
Quality of water	19%
Best source—general	11%
Easy access/accessible	6%
Less expensive/cheaper	6%
Healthiest source	3%
All other responses	1% or less
Nothing/None	1%
Don't know	0%
<b>WILLAMETTE RIVER</b>	<b>N=120</b>
Large/constant flowing source of water	32%
Purity/clean water	28%
Easy access/accessible	27%
Best source—general	15%
Quality of water	8%
Less expensive/cheaper	5%
Mountain source/runoff	3%
Need to do more research/need more information	2%
All other responses	1% or less
Nothing/None	3%
Don't know	3%

*\*Reservoirs and Rainwater had 3 respondents and 2 respondents respectively*

25. Sometimes people change their minds after hearing more about an issue. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose an increase in water rates to provide a second source of drinking water for Eugene?

<b>Response Category</b>	<b>Test #2</b>	<b>Test #1</b>
Strongly support	5%	9%
Somewhat support	33%	37%
Somewhat oppose	25%	19%
Strongly oppose	27%	22%
Don't know	10%	13%

These last few questions make sure we have a representative sample. Your answers are completely confidential.

26. Are you the person responsible for paying the utility bills for your household?

<b>Response Category</b>	<b>N= 300</b>
Yes	89%
No	9%
Refused	2%

27. Is your age between:

<b>Response Category</b>	<b>N= 300</b>
18-34	4%
35-54	29%
55-64	31%
65+	33%
Refused	2%

28. Do you currently own or rent your home?

Response Category	N = 300
Own	86%
Rent	11%
Refused	3%

29. How many people, including yourself, live in your household?

Response Category	N = 300
1	21%
2	42%
3	16%
4	11%
5	4%
6 or more	2%
Refused	4%
Mean	2.4 people

30. How many years have you lived in the Eugene area?

Response Category	N = 300
10 years or less	6%
11-20 years	19%
More than 20 years	71%
Refused	4%
Mean	33.6 years

31. What is the highest level of education you've been able to obtain?

Response Category	N = 300
High school or less	11%
Some college or technical school	25%
College graduate	35%
Post College	25%
Refused	4%

32. Gender

Response Category	N = 300
Male	51%
Female	49%

33. Zip Code [DON'T ASK. RECORD FROM SAMPLE]

Response Category	N = 300
97401	7%
97402	15%
97403	3%
97404	25%
97405	30%
97408	20%

**Attachment 2: EWEB Second Source Water Summary of Stakeholder Interviews**  
[Back to top](#)

*Prepared for:*

Eugene Water & Electric Board



*By:*

BARNEY & WORTH, INC.



April 2012



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## I. Executive Summary

### EWEB Second Source Water

Eugene Water & Electric Board (EWEB) is committed to long-term drinking water reliability. Planned reliability improvements include maintaining and improving the infrastructure needed to distribute water, and developing a second source of drinking water to EWEB's McKenzie River source. EWEB is looking into long-range water supply alternatives as part of its quest to ensure reliability.

In January 2012, EWEB retained Barney & Worth, Inc. to assist with planning for second source water. The firm's role is to develop a communications plan, working in close collaboration with EWEB's staff and Board.

### Stakeholder Interviews

Early in the project, to inform the communications plan, a survey of community leaders and other key "stakeholders" was conducted to seek their views on important issues linked to water system reliability and supply options in the Eugene area. Interviews were set with 45 persons who are involved in community affairs or may be affected by drinking water issues.

Among the broad cross-section interviewed were EWEB's elected leaders and management, leaders of area cities and service districts inside and surrounding EWEB's water service area, representatives of EWEB's major customers, agency staff, environmental / clean water advocates, business / economic development interests, and other community leaders.

In the interviews, the consultants posed a series of questions on the following topics:

- The current water supply situation in and around Eugene
- Perceptions of drinking water quality
- Water supply options
- Issues and concerns for a second source
- The decision process for a second source
- Values to guide decisions
- Advice on public involvement

Results of the interviews, supplemented by further public opinion research, will contribute to a better understanding of drinking water supply issues and opportunities in the Eugene area for second source planning.

Stakeholders' insights will be invaluable in developing an effective communications plan for EWEB's second source water project.

This preliminary report reflects the advice, feelings, and attitudes of the individuals interviewed. It is not intended to provide a scientifically valid profile of community opinion as a whole.

### Summary of Findings

A summary of key points offered by more than 45 community leaders and others regarding EWEB's second source water project:

1. **A second source "makes sense".** While many stakeholders have little familiarity with the Eugene area's current drinking water situation or the need for a supplemental water supply, the second source concept seems like a good idea to most observers – a good "insurance policy" in case of an emergency.
2. **Questions are raised about the goals for EWEB's second source.** Is the supplemental supply intended as a limited backup to handle short-term emergencies, or will it serve as a full-scale redundant water supply source? Will the second source serve EWEB alone, or also meet other communities' needs?
3. **The EWEB Board is expected to take the lead in decisions on a second source.** EWEB is held in high regard, almost unique among its local public agency peers. EWEB is well positioned to lead second source planning. The organization is said to be professional and well run, highly credible, and trusted by key stakeholders and the public, with a strong track record of environmental stewardship. Staff members are "experts in their fields," and good communicators with the public, observers say.

4. **In developing a second source, EWEB is advised to take a regional look.** Stakeholders anticipate an opportunity to find cost savings through partnerships. Also, EWEB is seen as “water rich” while surrounding communities struggle to meet their future water needs. Checking in with regional partners in the pursuit of a second source is said to be a priority.
5. **The McKenzie River is widely regarded as one of the nation’s premier drinking water sources.** Abundant, clean water from the *magical McKenzie* flows from mountain snow and springs through a proactively protected watershed. It is carefully monitored and requires almost no treatment, according to stakeholders. For these observers (and perhaps EWEB customers?) the McKenzie is far more desirable than any other water supply source.
6. **Alternative water sources are “second class”.** Perhaps due to the McKenzie’s excellent quality, reliability – and *mystique* – all other possible sources are thought to have significant drawbacks. The Willamette River has a particularly bad reputation, although some observers confess their perceptions may be outdated or incorrect.
7. **EWEB should initiate a “community conversation” to introduce the second source concept and seek public input.** Participants emphasize the need for public outreach and suggest that EWEB “start early” with a science- and fact-based public education campaign that firmly establishes the problem, prior to discussions on supplemental water sources. Customers and the public know little to nothing about the reliability issue, stakeholders suspect, so EWEB will need to cover the basics. What is the need and how is that substantiated? What are the risks? What are the options? What are the benefits beyond water system reliability? Why now?
8. **The leading issues are predicted to be the cost and quality of second source water.** There’s hyper-sensitivity today about government spending at all levels, and observers emphasize a need to be clear about the urgency and benefits of second source water to balance against the cost equation. The bottom line: “Is \$3 per month worth the price to insure reliable drinking water service to EWEB customers in case of emergencies?” Finding an alternative source with acceptable water quality is the other hurdle identified by most stakeholders.
9. **Another challenge: some factions fear a supplemental water source will facilitate unwanted growth.** A second source of drinking water will likely be viewed by some factions as a “Trojan horse” that opens up the opportunity for undesirable, unsustainable growth in Eugene and the surrounding communities.
10. **Public meetings aren’t sufficient to truly connect with the community.** Many observers warn of “issue fatigue” in the community, and note that meetings attract only a small slice of the public. Stakeholders anticipate EWEB will do a good job with outreach: “EWEB is already expert at this.” Participants note EWEB has diversified its communications methods and tools, distributes widely read publications, and no longer relies on standard public meetings to reach a broad range of community members.

Results of the stakeholder interviews are further detailed in the next sections. A list of interview participants is also attached, along with a copy of the discussion guide.

## II. The Current Water Supply Situation

At the outset of each interview, participants were asked to describe their prior involvement in water supply planning, and their impression of the current situation.

### Impressions of the Current Situation

*What's your impression of drinking water service in Eugene and surrounding communities? Are you aware of any water system problems or deficiencies?*

*"There are no deficiencies for provision of good,*

When asked about the current water supply situation, without being given any further information, most stakeholders conclude that EWEB's drinking water is abundant, of the highest quality, and affordably priced. Facilities are functional and well maintained: "Best drinking water in the world."

In contrast, notes of caution are sounded by one or more observers:

- EWEB has very limited supply options. They need to diversify.
- There is only a very small supply of water in an emergency.
- The security of EWEB's McKenzie River water rights is questioned.
- There are water quality issues on some of the McKenzie River tributaries
- Development in the watershed may jeopardize the future water quality of the McKenzie source.

While the water supply situation for Eugene is generally seen as good, many stakeholders are aware of deficiencies (water quality and quantity) in neighboring communities: "Some of the outlying communities are having problems with well water."

### Prior Involvement with Water Supply Planning

*Have you been aware of, or involved in, discussions around water supply planning?*

Most participants have some exposure, directly or as observers, in water supply issues in the Eugene area. Many say they have recently been tracking the Veneta water supply issue through the media.

### Questions

*What questions come to mind about long-term water supply planning for Eugene and the region?*

The most frequent questions raised by participants:

- What is the nature and severity of risks confronting EWEB's McKenzie River water source and Hayden Bridge treatment plant?

*"Given the cost of providing water service, we need to consider regional*

- Are there opportunities to develop an additional source through regional partnerships among water suppliers?
- Which drinking water sources are most viable and should be considered for Eugene's second source?
- How does the quality of these sources compare with EWEB's McKenzie River primary source?
- What steps are needed to protect EWEB's water rights?

## III. Water Quality

### EWEB's McKenzie River Source

*EWEB's current drinking water source is the McKenzie River. What's your perception of the quality and reliability of this source?*

"Excellent", "extraordinary", "exceptional", "incredible", "best in the nation", "best of the

best”, are among the superlatives repeated to describe EWEB’s McKenzie River water source. Eugene is “blessed” by the McKenzie’s very high quality, quantity, reliability. The McKenzie drift boat is a “cultural icon”. Several observers note EWEB’s Hayden Bridge water treatment plant has seldom or never been shut down.

Not everyone thinks today’s situation is perfect. Other comments offered by one or more stakeholders:

- McKenzie is well protected by regulations and a proactive source protection program. Will this continue with increased development pressure in the watershed and along the river?
- Great source, but vulnerable – susceptible to spills and natural disasters: “There is real risk!”
- The McKenzie’s future is complicated by the Willamette Water Company’s plans.
- Water rights issues which could thwart Eugene’s long-term reliance on the McKenzie.

## Other Sources

*In addition to the McKenzie River, other drinking water sources available to EWEB include: limited groundwater sources, limited interconnections with other municipal water systems – primarily Springfield, and the Willamette River. What’s your perception of the quality and reliability of these other sources?*

Many stakeholders have only a passing familiarity with possible sources. Their feedback is given below. In general, all of the “other sources” are considered to be less desirable than the McKenzie River. Some participants are also reluctant to mix McKenzie water with other sources.

### Groundwater

Knowledgeable observers note limitations on this source for EWEB. While this is a “good (i.e., high quality) source”, EWEB’s pilot wells – after much investigation – have not delivered

sufficient quantities to indicate this can serve as EWEB’s second source. A perception is that groundwater is also susceptible to contamination, and stakeholders say water from some Eugene area groundwater wells is rumored to contain arsenic and/or nitrate.

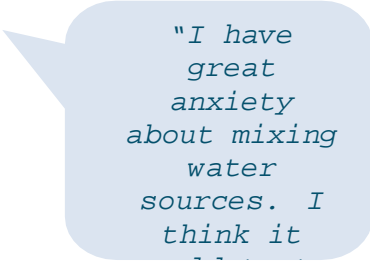
### Springfield Supply

Most stakeholders aren’t familiar with Springfield Utility Board (SUB) water sources: groundwater wells and surface water drawn from the Middle Fork Willamette River. SUB’s relationship with Rainbow Water District is also a mystery.

For those who know more, an EWEB partnership with SUB is identified as a “viable option” and “the most likely source”, “taking advantage of existing infrastructure investment”.

### Willamette River

The Willamette River’s reputation looms large. Most participants do not think of the Willamette as a drinking water source. The river has a poor reputation – historically polluted, cleaned up, but leaving Eugene residents uncertain about its current status: “Not sure – it might require lots of cleanup”.

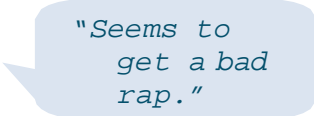


*“I have great anxiety about mixing water sources. I think it*

#### Negative views:

Several participants say water quality issues, including wastewater discharge, arsenic, pesticides from runoff (agricultural and stormwater), plus high turbidity make the Willamette unacceptable as a drinking water source. Some say if the Willamette is developed as a second source, it should be used only for emergencies.

#### Undecided:



*“Seems to get a bad rap.”*

Some observers note that their view of the Willamette River is hindered by its reputation as a dirty, polluted water source.

Positive views: Some observers distinguish between the Willamette River tributaries: "The Middle Fork is better than the Coast Fork".

Others note the Willamette is a "fine source" and serves as the

drinking water source for downstream communities of Corvallis and Wilsonville.

The supporters note EWEB has sufficient

Willamette water rights; the source is abundant and treatable. The big question in their minds: "public acceptance".

"This is a wild and pure source - the water comes

"Water is water."

### **Other Sources**

Other water sources mentioned in the interviews:

- Combination of sources
- McKenzie River: "EWEB has huge unperfected water rights"
- McKenzie River water withdrawn as groundwater
- Increased EWEB storage
- Fernridge Reservoir / federal storage
- Mohawk River
- Dexter Reservoir
- Rain water collection and "other 'wild ideas' that staff throws cold water on".
- "Turn over every rock."
- Recycled wastewater - but not for potable use

## **IV. Second Source / Benefits**

### **Need for Second Source**

*EWEB is investigating alternatives for developing a reliable second source of drinking water supply. Currently, there is only enough water storage to provide one day of water if something happened to the McKenzie River water source or EWEB's water treatment plant. What have you heard about the need for a backup water supply? What questions come to mind for you on that topic?*

Most interviewees report they have not been aware of EWEB's investigation of second source options. Even some self-confessed "water geeks" are surprised and say this is a new topic: "If I haven't heard about this you can assume that 150,000 other Eugene residents haven't heard either."

Key questions:

- What is the need for the second source? Why doesn't EWEB have more storage capacity?
- What are the real risks? What type of emergency could shut down the McKenzie River and EWEB's water treatment plant, and for how long?
- What role would the second source play for EWEB? Short-term emergency backup or redundant source of supply?
- What is the cost / benefit of developing a second source?
- Can the second source be used for more than just emergency supply? (Perhaps as a supplemental source to maintain / protect McKenzie River flows in the summer, provide water supply for other communities, meet peak day demand, etc.?)
- Is there a more cost-effective regional solution?
- What are the available water supply sources?



## Project Benefits

*How important is it for Eugene to have access to a second source of drinking water? What do you see as the most important benefits of developing a second source of*

*"Very important. People can't survive*

*drinking water? Who would benefit?"*

The second source "makes sense" to most stakeholders. Redundancy addresses risk, reduces the community's vulnerability – "like

buying an insurance policy".

For some participants, the need is more urgent. They describe the situation as an unacceptable risk: "Extremely important." "It's not good to have all your eggs in one basket!"

For others it is a risk that the community has been living with for a long time, and they wonder why something has to be done about it now.

The representative of one major employer says, "We must have backup water supply at pressure

*"Second source costs will make customers' hair stand*

*at our facilities". Drinking water professionals who were interviewed point out a second source is the*

standard for most U.S. communities.

## V. Issues / Concerns

### Issues / Concerns Raised by Public

*What issues or concerns do you anticipate the public might raise about developing a second water source? What questions will need to be answered?*

Participants predict the leading issue for the public will be cost and rate impacts:

"Customers will be sensitive to cost". Another

key issue is anticipated to be the quality and taste of (potentially inferior) second source water.

Other issues and concerns identified in the interviews:

- Environmental impacts of developing a second source
- Influence on regional growth
- Public perception of the need for a second source

### Evaluating Water Sources

*What factors should be considered when evaluating the suitability of a second water source?*

Observers note the purpose of an additional source is to contribute redundancy and boost reliability for Eugene's water system. They say the key factor is evaluating the suitability of a second source to provide water in an emergency (if that is the goal); or offer "true redundancy" – i.e., a full scale, year-round source that provides emergency relief and also meets the community's long-term needs.

Other decision factors cited include:

- Cost and "value" for the investment
- Benefits to the region; partnership potential
- Quality and taste of source water
- Maximum use of existing infrastructure investment

### Project Funding

*Funding for a second source of water will likely come from revenue bonds repaid by customers' monthly water charges. Rates could be expected to rise to pay for a second source of drinking water. How will investing in a second source of drinking water compare with other funding priorities in the community?*

There is near-consensus agreement among community leaders that cost and the consequent impact on rates is an important issue to be addressed in finding viable water supply solutions for EWEB's service area.

Most observers anticipate program costs will be a “huge factor” for customers in today’s “tough economic times”. Ratepayers may see the wisdom of investing in a second source – *but how much?*

Some participants point out second source costs would reach ratepayers some years down the road, possibly in a better economic climate. Water is relatively cheap today – undervalued. Customers may need more information, however, to appreciate that EWEB rates are still a bargain. There may also be ways to hold down project costs:

- Start with smaller increases now to build reserves and avoid rate shocks.
- Finance the project over 20-30 years so future generations can help pay.
- Create a “special” fee that sunsets once the second source is established.
- Pursue regional partnerships to share the costs.

## VI. Decision Process /Public Involvement

### Second Source Decision Process

*Who should make the decision on a second source of water for Eugene?  
How should the decision be made?*

*“I am a big proponent of EWEB’s Board taking leadership on this issue”*

*“The Board will be held responsible if there is an earthquake and we are taking our buckets down*

needs to be made in close consultation with

The consensus among key stakeholders is the second source decision should be made by EWEB’s elected leaders, supported by knowledgeable technical staff.

Observers say the EWEB Board’s decision

EWEB’s water customers, as well as the City of Eugene and the region’s water suppliers: “Consult the community”.

### Values / Principles to Guide Decisions

*What values or principles should guide EWEB’s decisions about developing a second source of drinking water?*

A number of values are suggested to guide second source decisions. Several observers name the “triple bottom line” which captures several factors – economy, environment, equity: “That covers everything”.

Other participants point to a priority to first meet the program goal – reliability. Whenever called upon, the second source must offer adequate water quantity and quality.

Other leading values / principles cited include:

- Maintain water quality
- Cost-effective
- Regional in scope
- Protect environmental resources

### Effective Public Outreach

*How should EWEB customers and the public be involved in decisions about developing a second source of water?  
Who do you anticipate will be most interested?*

Participants note EWEB’s Board will want to make an “informed decision”, consulting with EWEB’s customers – “our stakeholders”.

Customers in all key categories – residential, commercial, institutional, industrial, wholesale – need to be involved “as early as possible and throughout the process” through a “community conversation”.

There’s less clarity on how to shape the public outreach process. Most observers foresee extensive public involvement. The conversation must be science- and

*“The public should have an opportunity to weigh in – but I’m not sure how to ask the*



fact-based, with the need clearly explained: "Let the science of the issue inform the outcome".

The most deeply interested stakeholders are thought to include other water suppliers, neighboring cities, environmental groups, watershed councils, regulatory / resource agencies.

*In your opinion, what are the most effective ways to inform/involve customers and the public?*

Stakeholders note EWEB has a well developed portfolio of communications tools, with utility bill inserts, a quarterly newsletter, frequent newspaper stories and public service announcements. When it comes to informing its customers, "EWEB knows better than anyone".

Observers suggest it is important that EWEB start early making information available and being transparent with the public: "EWEB does a good job of

*"Go to the public with the problem; collaborate on solutions; demonstrate*

this already".

Eugene is a "well educated, university community", but this issue will require a sustained public information campaign. Some

participants think the need for broad-based public education places priority on strategic use of local newspapers: the *Register Guard* and *Eugene Weekly*.

A number of stakeholders suggest Eugene has many public processes underway: "There is a planning meeting every night." Process fatigue leads several stakeholders to suggest EWEB's public outreach for a second source go beyond holding standard public meetings.

The importance of ensuring the solution is science-based, reasonable, and meets the goals of developing a reliable second source is also touted by interviewees.

*"Let the science of issue inform the outcome."*

Outreach methods suggested most frequently:

- Responsible, in-depth newspaper coverage
- Use of EWEB's current effective communications methods and tools: quarterly newsletter, attendance at neighborhood meetings, booth at community events, website
- Advisory group: interested, knowledgeable people who are willing to invest time
- Public opinion surveys and focus groups
- Symposium for intergovernmental partners
- Television / radio coverage
- Social media

### Interested Parties

*Are you (or your organization) interested in being kept informed about this project? (How? When?)*

Almost without exception, participants want to stay informed and involved in

EWEB's search for a second source. A few observers "aren't sure" about their future interest, or see this issue outside their sphere of influence: "That's the EWEB Board's business."

For most, the preferred communication method is email updates (or an electronic newsletter).

*What interested persons or organizations would you recommend we contact at this early stage of planning?*

Stakeholders most often suggest involving the same types of organizations and individuals who participated in the interviews: representatives of SUB and other area water suppliers, Eugene and neighboring cities, County government, neighborhood associations, business groups and economic development advocates, environmental organizations, river recreation groups, EWEB's major customers and others who can be expected to join the conversation later.

*"Keep me in the loop - but I don't need to attend all*

## VII. Wrapup

### Most Important Advice

*If you were asked to provide a single most important piece of advice to EWEB on developing a second source of drinking water, what would it be?*

The collective advice of more than 45 stakeholders underscores the necessity of the second source project and encourages EWEB to move forward:

- Listen to the community before reaching decisions
- Think regionally; do this in collaboration with other water utilities: "This is a regional issue and needs a regional plan."

Many interviewees express their confidence and trust in EWEB Board and staff:

*"EWEB is in a good position to be a leader"*

*"I'm not sure they need my advice - EWEB is"*

*"EWEB has a positive public image: well-run, environmentally responsible, a good"*

Additional advice offered by the persons interviewed:

- Establish the need, the concept of source diversification, and get customer buy-in before discussing scenarios and costs.
- Look at a second source not just for emergency use, but for ecosystem protection.
- Don't sacrifice the quality of Eugene's drinking water. This is important for the City's "brand", its livability and economic success.

### Final Comments

*Any further comments or suggestions?*

A sampling of final thoughts from interview participants:

- Involve the public. Be open and responsive to citizens.
- Explore regional partnerships (without delaying the project). Promote cross-communications with SUB and other potential partners.
- Keep in mind it's a complicated project. Organize a community conversation that continues.
- Draw upon EWEB's strong reputation.
- Be patient: "This is a very long-term decision".

## VIII. Appendix

### EWEB Second Source Water Stakeholder Interviews

<b>Organization</b>	<b>Contact(s)</b>
EWEB Board	John Simpson, president John Brown, vice president Bob Cassidy Rich Cunningham Joann Ernst
Board Candidates	Dick Helgeson, James Manning, Steve Mital, Will Shaver
EWEB Staff	Roger Gray, General Manager Tom Buckhouse, Water & Steam Division Director Mel Damewood, Water Engineering & Planning Manager Steve Newcomb, Environmental Manager Karl Morgenstern, Drinking Water Source Protection
Large Water Customer:	George Hecht, University of Oregon, Campus Operations Phil Farrington, PeaceHealth
Water Suppliers	Jeff Nelson, Assistant General Manager, Springfield Utility Board Jamie Porter, Superintendent, Rainbow Water Distri Mike Gerot, River Road Water District, Board Membe
City of Eugene	Mayor Kitty Piercy Pat Farr, Eugene City Council Alan Zelenka, Eugene City Council Mike Penwell, Eugene Facilities
Other Cities	Todd Miller, Assistant Project Manager, City of Springfield Kevin Watson, City Administrator, Junctio City Ric Ingham, City Administrator, City of Veneta Mark Shrives, City Administrator and Denise Walter: City Planner, City of Creswell

Other Governments	<p>Greg Hyde, Planning &amp; Development Manager, WillamalaneParks &amp; Recreation District</p> <p>Milo Mecham, Project Manager, Lane Council of Governments</p> <p>Walt Meyer, Metropolitan Wastewater Management Commission Board</p> <p>Michelle Cahill, Wastewater Division Director, City of Eugene, MWMC</p> <p>Faye Stewart, Lane County Commissioner</p> <p>Tom Schwetz, Director of Development Services, Lane TransitDistrict</p> <p>Andy Vobora, Director of Service Planning, Accessibility andMarketing, Lane Transit District</p>
McKenzie Watershed Council	<p>Larry Six, McKenzie Watershed CoordinatorRandy Hledi Wildish</p>
Environmental Interest	<p>Leslie Bach, The Nature Conservancy</p> <p>Jim Maloney, Lane County Audubon Society Eve Montenaro, Middle Fork Watershed Council</p> <p>Joe Moll, Executive Director, McKenzie River Trust</p>
Business Interests	<p>Dave Hauser, President, Eugene Area Chamber of CommerceJack Roberts, Executive Director, Lane Metro Partnership</p>
Others	<p>Dave Funk, Eugene Sustainability CommissionJulie Daniels, BRING</p>

## VIII. Appendix

### **EWEB Second Source Water Stakeholder Interviews Discussion Guide** (Rev 3/5/2012)

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Organization: \_\_\_\_\_ E-Mail: \_\_\_\_\_ Address: \_\_\_\_\_

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#### **Introduction**

EWEB is committed to long-term drinking water reliability. Reliability improvements include maintaining and improving the infrastructure needed to distribute water, and developing a second source of drinking water.

To develop a second water supply source, EWEB is looking into long-range water supply alternatives. To gain an understanding of community views on future water supply options, we are seeking advice from people who know EWEB and can offer a unique perspective on drinking water, the watershed, and related issues. We'd like to take a few moments to ask for your candid thoughts on EWEB and long-term water supply options for Eugene.

1. What's your impression of drinking water service in Eugene and surrounding communities? Are you aware of any water system problems or deficiencies?

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2. Have you been aware of, or involved in, discussions around water supply planning? (Explain)

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3. What questions come to mind about long-term water supply planning for Eugene and the region?

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#### **Water Quality**

4. EWEB's current drinking water source is the McKenzie River. What's your perception of the quality and reliability of this source?

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5. In addition to the McKenzie River, other drinking water sources available to EWEB include: limited groundwater sources, limited interconnections with other municipal water systems – primarily Springfield, and the Willamette River. What’s your perception of the quality and reliability of these other sources?

Groundwater: \_\_\_\_\_

\_\_\_\_\_

Springfield supply: \_\_\_\_\_

\_\_\_\_\_

Willamette River: \_\_\_\_\_

\_\_\_\_\_

Other sources: \_\_\_\_\_

\_\_\_\_\_

#### Second Source / Benefits

6. EWEB is investigating alternatives for developing a reliable second source of drinking water supply. Currently, there is only enough water storage to provide one day of water if something happened to the McKenzie River water source or EWEB’s water treatment plant. What have you heard about the need for a backup water supply? What questions come to mind for you on that topic?

\_\_\_\_\_

\_\_\_\_\_

7. How important is it for Eugene to have access to a second source of drinking water? What do you see as the most important benefits of developing a second source of drinking water? Who would benefit?

\_\_\_\_\_

\_\_\_\_\_

#### Issues/Concerns

8. What issues or concerns do you anticipate the public might raise about developing a second water source? What questions will need to be answered?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

9. What factors should be considered when evaluating the suitability of a second water source?

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10. Funding for a second source of water will likely come from revenue bonds repaid by customers' monthly water charges. Rates could be expected to rise to pay for a second source of drinking water. How will investing in a second source of drinking water compare with other funding priorities in the community?

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Decision Process / Public Involvement

11. Who should make the decision on a second source of water for Eugene? How should the decision be made?

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12. a. How should EWEB customers and the public be involved in decisions about developing a second source of water? Who do you anticipate will be most interested?

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b. In your opinion, what are the most effective ways to inform/involve customers and the public?

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13. What values or principles should guide EWEB's decisions about developing a second source of drinking water?

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14. Are you (or your organization) interested in being kept informed about this project? (How?When?)

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15. What interested persons or organizations would you recommend we contact at this early stage of planning?

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Wrapup

16. If you were asked to provide a single most important piece of advice to EWEB on developing a second source of drinking water – what would it be?

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17. Any further comments or suggestions?

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Thank you!



## Attachment 3: Water Forum Luncheon, Nov. 2013

[Back to top](#)

# Water Forum Luncheon

November 1, 2013

## HIGHLIGHTS

### Overview

The City of Eugene and Eugene Water & Electric Board co-hosted a Water Forum for key water customers on November 1, 2013. The purpose was to seek customers' input on topics related to water system reliability and emergency response planning.

Around 25 customers participated. Participants represented a cross-section of commercial, industrial, institutional, and multi-family residential property management customers. They heard three brief presentations, and were asked to share their views through roundtable discussions and electronic polling.

### General Polling Results

1. Participants felt that they were much better informed about the role of water reliability in emergency response planning by the end of the forum.

	<u>Before</u>	<u>After</u>
Fully informed	8%	13%
Somewhat informed	56%	83%
Little / not informed	36%	4%

### Polling Results Regarding Water Reliability

2. While water system reliability was a new topic to many participants, they said it was important to their organizations.

92% "concerned" about single source

83% "concerned" about 1-2 day supply

6.62 on a scale of 1 (not important) to 7 (very important)

3. All organizations perceive benefits from improved water reliability—most say it benefits them directly.

71% "organization benefits directly"

29% "organization benefits indirectly"

4. Organizations were split on whether a 10MGD alternate water source offers an acceptable level of risk.
  - 59% level of risk acceptable
  - 32% not adequate to protect my organization
  - 9% need more information
5. Nearly half of participants supported investing in an alternate water source, but the same number said they need more information.
  - 45% rate increase acceptable, 9% versus not acceptable
  - 45% need more information
6. Most attendees want to learn more on the topics of emergency planning and water system reliability.
  - 45% attend another forum
  - 41% receive information by email

## Polling Results Regarding Emergency Response Planning

1. Many rated their organizations' preparedness for emergencies as lacking, and the community's readiness even lower.
  - Organization 3.54 [on a scale of 1 (poor) to 7 (excellent)] 29% "poor"
  - Community 2.72  
40% "poor"
2. Many rated their organizations' level of cooperation with emergency preparedness organizations as very low.
  - Coordination 2.78  
48% "poor"
3. After a presentation by the City of Eugene Emergency Manager, the majority of participants indicated that his organization would be the first place they would seek information about emergency preparedness.

<u>Source of Information</u>	<u>Percent</u>	<u>Count</u>
City of Eugene Office of Emergency Management	36%	9
Trade Association	4%	1
Centers for Disease Control	4%	1
Federal Emergency Management Administration (FEMA)	12%	3
EWEB	4%	1
American Red Cross	0%	0
No idea	20%	5

## Themes Revealed During Roundtable Discussion

- A few organizations have made extensive plans and developed robust procedures for emergencies; most have not. Some larger businesses and institutions are beginning to give this more attention.
- Some customers say they would be “out of business” if their water supply was disrupted for any length of time—particularly those with 24/7 operations.
- There’s some concern that Eugene’s single source of water has already become an impediment to attracting new and diversified employers.
- Many want to know more about how their business / organization would be affected if the water supply was curtailed. Would they receive any allocation of water? How much? For how long?
- There are also questions about the various types of emergencies that could disrupt the water supply, their anticipated impacts and EWEB’s response.
- Business / institutional customers want to know whether the 10MGD alternate water supply will be sufficient to supply them with enough water to keep the doors open.
- An alternate water source should be carefully sited to boost its resilience, isolating it from the same emergency by locating it in another watershed, etc.
- More public education will be needed on water reliability and the importance of investing in an alternate water source, and to prepare customers for anticipated rate increases.

## EWEB's Water Reliability Initiative

DRINKING WATER SAVVY



### We All Count on Drinking Water

**EVERY DAY** Eugene residents turn on their taps and get safe, clean water. Water is available 24 hours a day—year round—for drinking, fire protection, showers, cooking and keeping gardens green. **Water is vital to business and industry, indispensable to the local economy and jobs.**

It's easy to take drinking water for granted. We don't often think about what we can't see, like the infrastructure behind our taps: the treatment facility, water pipelines, pumps, and storage reservoirs. For just pennies a gallon, this system delivers clean water directly to our homes and businesses.

### Water Reliability— Why is That Important?

**FOR OVER 100 YEARS**, Eugene Water & Electric Board has reliably served the community with cool, clean, clear water drawn from the mountain-fed McKenzie River. Few community members are aware, however, of the invisible risks. In summer months **there is only a one- or two-day supply of water** if something happens to disrupt EWEB's water source or filtration plant.

The single source of supply also limits EWEB's ability to repair and upgrade critical water facilities—reservoirs and transmission lines—while keeping the water system on-line. This adds to the risk of system failure.

**Reliable** (*adj*)  
Can be counted upon to do what is expected; dependable.

To address this concern, EWEB is undertaking a *Water Reliability Initiative* that includes maintaining and improving infrastructure and developing another water source. Continued investment is needed to ensure uninterrupted delivery of safe, high-quality drinking water.

EWEB's elected Board of Commissioners has made the quest for water reliability a high priority.

#### EWEB WATER FACTS

McKenzie River  
Single source of drinking water

178,000  
People relying on our water

94 million gallons  
Two days of water storage

MAY 2013







**The McKenzie River is Eugene's only source of drinking water, treated here at the Hayden Bridge filtration plant.**

## A Community Conversation

**Safe drinking water is essential to our public health and economy.**

The EWEB Commissioners want to ensure everyone has an opportunity to learn more and provide input on decisions to invest in water reliability.

### Visit our website

[eweb.org/waterreliability](http://eweb.org/waterreliability)  
Take an on-line survey  
[eweb.org/waterreliability/survey](http://eweb.org/waterreliability/survey)

### Questions?

Call or email Jill Hoyenga,  
Water Resource & System Planner  
541-685-7157  
[Jill.Hoyenga@eweb.org](mailto:Jill.Hoyenga@eweb.org)



## EWEB Water Reliability— Things You Need to Know

- 1. EWEB is committed to long-term drinking water system reliability.** Eugene residents and businesses should not have to go without water—even for a single day.
- 2. Long-term planning and cost-effective investments in water reliability have served EWEB customers well for more than 100 years.** Continued investment is needed to ensure uninterrupted delivery of safe, high-quality drinking water as the supply system ages, becomes more complex, and serves more customers over a wider area.
- 3. EWEB's Water Reliability Initiative includes maintaining and improving infrastructure** needed to distribute water.
- 4. In summer months there is only enough emergency storage to provide one or two days of water** if something happens to EWEB's McKenzie River water supply. Emergency interties with nearby utilities cannot provide enough water to meet Eugene's minimum water needs.
- 5. A second source of drinking water would give Eugene an alternative in case of emergency** or water shortage and would also serve as a source to meet long-term community needs.
- 6. The lack of an alternate water source could result in unacceptable risk** to public health, safety and the economy should a prolonged emergency occur.

**Investment in a reliable water system maintains Eugene's quality of life and assures a healthy local economy and jobs.**

*Rely on us.*

# Diversifying Our Water Supply



**If our water system is disrupted, Eugene has only a 1- or 2-day supply of water.**

## Rely on Us

**FOR OVER 100 YEARS**, Eugene Water & Electric Board (EWEB) has reliably served the community with cool, clean, clear water drawn from the mountain-fed McKenzie River source. However, in summer months **there is only a one- or two-day supply of water** if something happens to disrupt our water system.

Continued investment is needed to ensure uninterrupted delivery of safe, high-quality drinking water. EWEB's elected Commissioners have made the quest for water reliability a high priority.

## Benefits of a Diversified Drinking Water Supply

**THE BIGGEST STEP** in assuring water system reliability **is developing a second source of water**. The benefits to customers are substantial (see box).

Pursuit of a second source is underway but is anticipated to take a number of years. EWEB will move step-by-step to pursue a comprehensive approach to minimize the risk of a prolonged water service interruption. This includes developing an alternate source of drinking water, as well as strategic investments to improve water system infrastructure.

Although Eugene's alternate source of drinking water may be years away, EWEB has already made significant investments in reliability improvements:

### AN ADDITIONAL SOURCE OFFERS:

- ✓ **Water security** for future generations and an additional source of water in emergencies
- ✓ **Flexibility** to perform major repairs or renovations while maintaining continuous service to customers
- ✓ **Environmental benefits** to McKenzie River aquatic habitat by meeting seasonal water needs from a different supply source

- ▶ Water treatment improvements and increased reservoir capacity at Hayden Bridge filtration plant
- ▶ Providing for an emergency power supply at the Hayden Bridge intake and filtration plant
- ▶ Replacement of old / deteriorating water pipelines

**Reliable** *(adj)*  
Can be counted upon to do what is expected; dependable.

**Investing in a reliable water system maintains Eugene's quality of life and assures a healthy local economy and jobs.**

JUNE 2013







**The Willamette River is an abundant and high quality water source.**

## What Sources are Being Considered?

In recent decades, EWEB has evaluated every viable source of water to improve system reliability. Here are some of the options considered.

**Conservation:** Water conservation is always EWEB's first priority—making the best use of our existing resource. Despite EWEB's conservation successes, this

option does not provide Eugene with an alternate source of water.

**McKenzie River:** Customers can be thankful the river has served as Eugene's sole source of drinking water for 100 years. The McKenzie will continue to serve customers in the future—but this doesn't meet the pressing need for an alternate source.

**Willamette River:** This is an abundant and high quality source. Several water withdrawal points upstream from Eugene are possible, on the Willamette's Main Stem and Middle Fork.

**Groundwater:** EWEB has permits for groundwater wells, but these would not produce enough water to serve as Eugene's alternate source.

**Partnerships:** Interties already connect EWEB to several other water suppliers. In a localized emergency, water can flow where it is needed. However, none of EWEB's partner agencies have enough surplus water to meet Eugene's basic citywide needs. Several area water suppliers lacking adequate alternate supply sources have expressed interest in EWEB's project. These partnerships may offer cost savings for EWEB customers.

**Water rights** granted by the Oregon Water Resources Department play a crucial role in determining which sources are available to municipalities. EWEB holds sufficient water rights on both the McKenzie and Willamette Rivers to meet projected future needs.

### Learn More

Safe drinking water is vital to our public health and economy. The EWEB Commissioners want to ensure everyone has an opportunity to learn more and provide input on decisions to invest in water reliability.

### Visit our website

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Take an on-line survey  
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*Rely on us.*

## Investing in Reliability



A very important EWEB customer—Eugene School District 4J—counts on an uninterrupted supply of water for student health and safety.

### Why Invest More in Drinking Water?

**FOR OVER 100 YEARS**, Eugene Water & Electric Board has served the community with cool, clean, clear water drawn from the mountain-fed McKenzie River source for over a century. But in summer months **there is only a one- or two-day supply of water** if something happens to disrupt our water system.

Continued investment is needed to ensure uninterrupted delivery of safe, high-quality drinking water. EWEB's elected Commissioners place a high priority on improved water reliability.

### Reliability Improvements

**THE BIGGEST STEP** in assuring water system reliability is **developing a diverse water supply portfolio**. EWEB plans to develop an alternate water source, step-by-step, over the next two decades.

EWEB's Water Reliability Initiative includes several projects that will move forward in addition to the pursuit of alternate sources of water. Projects include replacements and upgrades as well as advancing EWEB's emergency response capability. The map shows recently built and planned reliability projects.



JULY 2013





## Customers Rely on Us

EWEB delivers clean and safe water to meet the daily needs of our customers for many different types of water uses: residential, industrial, business employment, education, health care and others. Our customers have plenty to say about water:

***"We use water for everything."***

– Steve Howard, District 4J, Facilities Manager

***"Every building type uses water, from education and general use to student services, housing and athletics buildings. The university must have an uninterrupted flow of water."***

– Teri Jones, University of Oregon Facilities

***"Healthcare facilities are required to have redundancy—water is the most difficult to provide."***

– Jim Weston, PeaceHealth

### **Reliable** (*adj*)

Can be counted upon to do what is expected; dependable.

## Learn More

Safe drinking water is vital to our public health and economy. The EWEB Commissioners want to ensure everyone has an opportunity to learn more and provide input on decisions to invest in water reliability.

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*Rely on us.*

## Who Pays for Reliability? How Much?

Reliability improvements are supported through monthly water rates as well as system development charges assessed to new service connections. A step-by-step approach will build resiliency over time and minimize rate impacts.

Building initial access to an alternate water source is estimated to cost \$52 million\* in addition to costs for other reliability improvements. This will require EWEB to sell bonds to be repaid over 20-30 years.

Fortunately, EWEB water rates are comparable with peer communities and will remain competitive. (See box).

Average Monthly Residential Drinking Water Bill (2013)



\*Source: 2014 10-year Water Capital Plan

## Water Reliability and Emergency Preparedness



**An alternative water filtration plant on the Willamette River—designed to modern seismic standards—will help improve our ability to provide drinking water during a prolonged water outage.**

### What are we preparing for?

EWEB has identified several emergencies that could result in a water supply shortage: seismic event, drought, forest fire in our watershed, severe flood, a chemical spill into the McKenzie River, and a system or facility failure.

**Reliable** *[adj]*  
Can be counted upon to do what is expected; dependable.

Earthquakes are high on the list of natural disasters that can interrupt our drinking water. Research published in the *Oregon Resilience Plan* indicates there is high probability the Willamette Valley will experience a very large earthquake within the next 50 years; *it's not a matter of if, but when*. The Governor's Task Force concluded few communities in Oregon are prepared for a major event similar to the magnitude 9 earthquake that struck Japan in 2011 and issued a call to action.

### What could happen to our water system?

Drinking water systems are especially vulnerable to earthquake damage:

- Water pipelines are susceptible to rupture during sudden ground movement.
- Pipelines are subject to failure where they connect to structures: intake structures, filtration plants and reservoirs, as well as to homes and businesses.
- Reservoirs that do not have seismic upgrades are vulnerable to damage that could make them inoperable.

In summer months **there is only a one or two day supply of water** if something happens to disrupt our water system. Emergency interties with our smaller, neighboring utilities cannot provide enough water to meet Eugene's minimum water needs. The lack of additional sources of drinking water could result in unacceptable public health, safety, and economic risk should a prolonged water outage occur.





In 2014, EWEB and the Red Cross will begin selling discounted 3-gallon storage containers with preparedness "how-to" tips.

## Learn More

Safe drinking water is vital to our public health and economy. The EWEB Commissioners want to ensure everyone has an opportunity to learn more and provide input on decisions to invest in water reliability.

### Get prepared now!

#### Visit our website

[eweb.org/waterreliability](http://eweb.org/waterreliability)

#### Questions?

Call or email Jill Hoyenga, Planner III  
541-685-7157  
[Jill.Hoyenga@eweb.org](mailto:Jill.Hoyenga@eweb.org)



**American Red Cross**  
Oregon Pacific Chapter

## What is EWEB doing to prepare?

**EWEB IS WORKING IN PARTNERSHIP** with neighboring water utilities, local public agencies, the Oregon Pacific Chapter of the American Red Cross and other emergency responders to assure a well-coordinated response. A sound, well-rehearsed action plan can make a difference.

Meanwhile, EWEB is making strategic investments in key components of a more resilient water system. The biggest step in assuring water system reliability **is developing a diverse water supply portfolio**, including an alternative intake and water filtration facility on the Willamette River to augment the primary plant at Hayden Bridge. Other projects include seismic upgrades to the primary filtration plant, water mains, reservoirs, and pump stations. The goal is to minimize community-wide service disruptions longer than 72 hours.

## What can businesses and residents do?

**EMERGENCY PREPAREDNESS IS A SHARED RESPONSIBILITY.** EWEB and the American Red Cross recommend a minimum 3-day supply of water (one gallon per day for each person and pet) to meet basic drinking water needs in case of a prolonged disruption of water service. In 2014, EWEB and several partner organizations will begin selling 3-gallon BPA-free plastic storage containers to interested residents at a discount price. All proceeds from sale of the water storage containers will be donated to the American Red Cross.

### IN AN EMERGENCY,

water restrictions to prioritize the most critical needs such as medical services and fire protection may be required.

### How Much Water Do You Need?



**1 gallon PER DAY**

for each:



for **3 days**

*Rely on us.*

## Saving for Water Reliability



### EWEB's commitment

Tap water is more than a convenience; it's essential to our quality of life. EWEB is committed to reliability of our drinking water system with the goal of minimizing prolonged community-wide disruptions in water service.

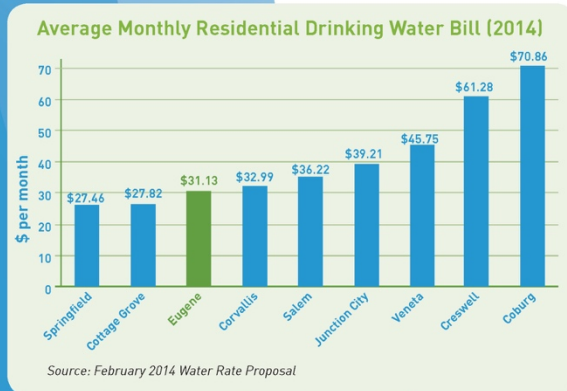
**Reliable** (*adj*)  
Can be counted upon to do what is expected; dependable.

EWEB is now developing alternate sources to supplement the McKenzie River supply. This involves a lengthy planning process to obtain water rights, acquire property, complete environmental and land use permitting, design facilities, construct the water intake and filtration plant and, finally, connect to the water distribution system. The cost estimate for an alternate water source is \$67 million for a filtration plant and new pipes that connect to the existing water system.

### Saving for the future

Water reliability is a top priority, but balancing these critical investments with rate affordability is equally important. That's why the EWEB Board of Commissioners has created a special savings account – a dedicated reserve fund – to help pay for these projects. This strategy doesn't eliminate the need for rate increases, but it keeps the size of increases more manageable for our customers.

**EWEB's "special savings account" for reliability investments will help keep water rates low compared to other Northwest communities.**



One measure of affordability is how EWEB water rates compare to peer communities. Even with the recent steady increases, EWEB's water rates are still relatively low. Our goal is to keep rates affordable while making timely investments to enhance the security of our water supplies and meet long-term community needs.





**An alternative water filtration plant on the Willamette River – designed to modern seismic standards – will help improve EWEB’s ability to provide drinking water in an emergency.**

## Learn More

**Safe drinking water is vital to our public health and economy. The EWEB Commissioners want to ensure everyone has an opportunity to learn more and provide input on decisions to invest in water reliability.**

**Visit our website**  
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*Rely on us.*

## What sources have been selected?

For an additional water source to be useful in an emergency situation, it needs to be independent from the McKenzie River and the existing intake and filtration facilities. It also must provide enough water to meet the community’s basic public health needs. Over the last decade EWEB has evaluated all viable options and found limited opportunities for more water. Emergency connections to

neighboring utility systems do not provide enough backup for even one day of Eugene’s supply needs. And well water not already claimed for agricultural or another municipality’s use is limited. Despite these challenges, there are some promising solutions.

**Willamette River:** This is a drinking water source for several downstream communities including Corvallis and Wilsonville. Hillsboro and Tualatin Valley Water District are also currently developing the Willamette River for their next source of water. When EWEB taps the Willamette River as an alternate supply, customers will have a redundant source from the McKenzie River, year-round reliability, and as the other communities have proven, excellent treated water quality.

**Partnerships:** EWEB also continues to seek opportunities to coordinate with other local water utilities as a means to diversify supplies. Regional partnerships can help to minimize costs of developing new supplies for ratepayers.

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# EWEB Community Panel Findings Report

January 24, 2014

Topic: Water Reliability & Emergency Response Planning

Panel Held On: January 14, 2014

## Methodology

- 90-minute panel discussion of roughly 12 community members chosen to provide feedback 3-4 times per year

This was the panel's second meeting

- List includes 18-20 people to have 12 available for meetings
- Participants will be asked to make a multi-meeting commitment
- Panelists chosen to provide a mix of gender, age, race, neighborhood, and occupation  
More effort was made to recruit people representing lower income customers for the panel and this discussion
- Individuals were invited via phone or email by EWEB staff or bell+funk staff
- Discussion led by bell+funk
- Session was video recorded for transcription and reporting purposes only
- Every effort was made to make attendees comfortable to speak freely:

Staff attendance at the panel was kept to a minimum and staff were seated at a separate table. Respondents were ensured that the video would not be shared and that comments and quotes would not be attributed to individuals in the report or elsewhere.

- Three EWEB staff members were present:

Jeannine Parisi, Government and Community Affairs Coordinator  
Jill Hoyenga, Water Resource & System Planner

Monica Shovlin, Marketing & Creative Services Supervisor

Attendees:

Sadie Dressekie, Commercial Real Estate

Bob Warren, Economic Development Advisor, LGAC

Lucy Vinis, ShelterCare

Gary Wildish, Commercial Construction, LGAC

Matt Solvason, Residential Real Estate  
Andrea

Ortiz, Former City Councilor

Linda Hamilton, Communities of Color

Shawn Boles, Sustainability Commission  
Carolyn Stein, RE:think, GreenLane  
Will Shaver, Sustainability Commission, Budget Committee  
Nir Pearlson, Architect/Small Business Owner  
Eric Richardson, NAACP  
Roxann O'Brien, St. Vincent de Paul

## Findings

- Most panelists were aware of EWEB's single source of water, but weren't often concerned about it

"Day to day, it doesn't come into thought, but if you see something in the news, it comes to mind."

- The recent chemical spill in West Virginia, however, made water reliability and potential contamination a top-of-mind concern for panelists

"We don't know anything about what the upstream dangers are from any chemicals." *Moderator: Had you thought about that before the WV disaster?* "No, it was triggered by that."

"There's no restriction on chemical hauling on the 126 highway." "There was a truck that tipped over within the last decade."

"There are tanks on wheels (trucks) travelling along the river. It's not that we're immune. Some sort of a contingency plan would be appreciated."

"There's not a lot of agriculture [near the McKenzie], but a lot of private land. I have no idea what is being sprayed, and what the timber industry is spraying."

- In contrast to the private water company in West Virginia, panelists were grateful that EWEB is public, and therefore motivated to serve customers, not shareholders

"[In West Virginia] I noted that that's a private water company; we have a public water company. A private company is responsible to shareholders."

- There was a recognition that individuals need to take some personal responsibility for having potable water at home.

"I'm not prepared if something happens to our water source to take care of my family. So the message to the community needs to be what to do in that situation and how to prepare for it."

- Most panelists did not have potable water on hand at home.

- One panelist was disappointed that EWEB didn't notify her of the leak when it was occurring, or provide a bill adjustment, or when a broken sprinkler head caused her to use 51,000 gallons of water in a month and she received a \$700+ bill.

"Something should've triggered something and notified me. In Springfield, they adjust your bill, but not at EWEB."

- There is a perception that both customers and EWEB should be doing more to affect the “demand” side of the equation through conservation

“Capacity, particularly with the changing weather. Capacity compared to growth. “We haven’t looked at rationing when the water is low. Other places enforce that.”

- “They did that back in the 70s. That was a big deal.”

- Panelists had questions about the impact of both future population growth and potentially less water due to climate change

“There is an issue of capacity. There’s a finite number of people that can be in this area. We see that when we look to California. Better to think about that now while people are somewhat calm rather than in a panic.”

“It’s always a concern, especially as you are looking at diminished snow pack.”

- There was little or no awareness of any contingency plan in place in case of an emergency, prior to EWEB’s presentation in the meeting. Suggestions included a regional plan and securing water rights.

“My concern would be that a private company come in and take rights to the water. I would hope EWEB remains aware of that.”

“I think we should get together with other utilities that have water and to work out a contingency plan in an event that there was a problem with one source or the other. A regional plan, not just EWEB. A lot of places have that.

Mesa/Phoenix; they have a valve they can turn to direct the water. We should look at things we can do jointly.”

- Current water rates are seen as reasonable by most. Some perceive a connection between their bill and water usage and some don’t.

“For the middle class, [water] is free.”

“I work in residential real estate, and the feedback I get is that EWEB rates are high. But I don’t know what they are comparing it to.”

“The amount I use and the amount I pay is not linked enough in my mind. The bill isn’t bigger if I have guests and more showers are being taken. Because I know EWEB has so much fixed cost they are trying to deal with it. It doesn’t motivate me to reduce my water usage.”

“I notice that the bill is bigger during the summer and I noticed last summer it went up by 30%. It did make me think maybe I should change my landscaping.”

- After EWEB’s presentation, “*The Role of Water Reliability in Emergency Response Planning*,” panelists were concerned about the rate increase, particularly for low income customers, and suggested ways to minimize the increase for some customers

“ShelterCare works with people just barely able to pay their bills. And the thought of a 14% increase is just alarming.”

“14% is high for some people, but it is a drop in the bucket for a lot of us.”



"Or maybe a sliding scale so that lower income users can get lower rates." "Maybe tiered usage. A base amount that everyone pays that isn't subject to the rate increase, but if you use more, it does apply to you."

- Panelists were very appreciative of EWEB's proactive planning and saving for an alternate source

"It makes me feel good that I know where the money is going and it's being well spent to reduce risk for the whole community."

"The rate increase is going into savings to pay for this seems to be the most powerful message. The worst thing is to feel like you are spending more money to get the same thing you always got; the better thing is to feel like you are investing in something better. You feel like you are actually getting something more."

"It feels good to have a bunch of smart people working on this."

"I'm pleased that they are thinking ahead. There are a few things we need; clean air, clean water. I'm glad someone is concerned."

"[This presentation] improved my perception of EWEB. We understand the fixed cost we are paying in to."

"It supports my feeling that EWEB is ahead of the game, always have been, and looking out for its customers. This only supports my sense." (Several agreed.)

"I appreciate that EWEB is proactive and that groups such as this panel are formed."

- Panelists wanted to see the expected rate increases in dollar amounts rather than percentages, and show average monthly projections, rather than expected % rate increase each year.

"If you're going to take this out to the general public, you need to be way more clear on what things are going to cost."

- Conservation efforts, particularly given the dramatic increase in water usage in the summer shown in the presentation, seemed to be missing as a tactic for addressing water reliability

"I was surprised not to hear anything about conservation. Particularly hearing this number of 18 million gallons/day in the winter to 50 million in the summer. How much of that is because someone has a giant sprinkler instead of something targeted? One way you increase reliability is to decrease demand."

- There was a desire for community education efforts to increase awareness of the need for alternate water sources and conservation before there's an emergency

"The community outreach—the one source—more education about that and about conserving could be done. It's amazing we more than double our use in the summer."

"You see things on OPB about big things that were built, and it's usually because of an emergency. Then suddenly there's the political will and the money. I think it will be tough to change our behavior because we are so spoiled. But I agree these are huge issues and we need to start the education and public awareness now."

- Panelists had suggestions for other potential water sources and strategies to consider "I haven't heard anything about recycled water."

"Can flood control water in reservoirs be used for watering but not drinking water?" *EWEB response: we are testing that process, but getting federal water rights is a long process.*

"What's the likelihood of using different water for different purposes, i.e., water from the Willamette for watering. What about something like that for major customers, like UO and LCC?"

- When asked about possibility of one or two commissioners listening in on future sessions, none of the panelists had any concerns; one suggested we also offer to share the video if commissioners couldn't be here in person.

**EWEB** We all value **WATER**

**EUGENE HAS ONLY**

**1 water source** and only  
**1 or 2 days** of stored water if something goes wrong

Fire in the watershed

Earthquake

Chemical spill

**PREPARE. REPLACE. MAINTAIN.** *Relyon USA*

The poster features a large white water drop shape on a blue background. Inside the drop, the text 'EUGENE HAS ONLY' is written inside a smaller drop. Below this, the text '1 water source and only 1 or 2 days of stored water if something goes wrong' is displayed. Three scenarios are illustrated with icons: 'Fire in the watershed' (a tree and flames), 'Earthquake' (two pipes leaking), and 'Chemical spill' (a truck with a spill). At the top left is the EWEB logo, and at the top right is the slogan 'We all value WATER'. At the bottom is the slogan 'PREPARE. REPLACE. MAINTAIN.' and the Relyon USA logo. Surrounding the drop are icons of a person with a flashlight, a showerhead, and a faucet with a glass.



Emergency preparedness  
is a shared responsibility

**How much  
water do  
you need?**



**1** gallon PER DAY

for each:



for **3** days



Minimum household emergency  
water storage recommended by the  
American Red Cross

**PREPARE. REPLACE. MAINTAIN.**

*Rely on us*



Water reliability  
is a shared responsibility

So future  
generations  
can rely on us.

**PREPARE** for outages

More than **1** source of water



McKenzie River

Willamette River



Emergency fill stations



Interties with other water providers

**REPLACE** aging equipment



**MAINTAIN** what we have



**PREPARE. REPLACE. MAINTAIN.**

*Rely on us*



Your water bill is an ongoing investment in water reliability

2015  
\$35\*

Small, steady rate increases will pay for

2024  
\$49\*

More than **1** source of water



Emergency fill stations

**PREPARE**

**\$2\***



**REPLACE**

**\$5\***



**MAINTAIN**

**\$7\***

Overall increase over 10 years = \$14\*

average monthly residential water bill

*Rely on us*

**Attachment 11: Water Reliability Initiative Communications Status, Dec. 2014**

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In 2011 EWEB conducted market research that resulted in the 2012 Water Reliability Initiative Communication Plan. The plan included a task list. Task progress from late 2012 to 4<sup>th</sup> Q 2014 is summarized in the table below. Activity in the 1<sup>st</sup> Q 2015 is not included in this summary.

<b>Strategy</b>	<b>Current Status</b>
<b>Stakeholder Conversations</b>	<b>December 2014</b>
Policy briefings	<ul style="list-style-type: none"> <li>• 3<sup>rd</sup> Q 2013: Policymaker and media tour of Hayden Bridge Filtration Plant</li> <li>• 3<sup>rd</sup> Q 2014: Joint City Council/EWEB Board meeting</li> </ul>
Government relations Highly Interested & Interested Parties Outreach	<ul style="list-style-type: none"> <li>• Jeannine Parisi advising</li> <li>• 1<sup>st</sup> Q 2014: League of Women’s Voters</li> <li>• 2<sup>nd</sup> Q 2014: Friendly Area Neighbors; Neighborhood Association Leaders Council</li> <li>• 3<sup>rd</sup> Q: Green Lane</li> <li>• 4<sup>th</sup> Q 2014: Jeannine met with Councilor Chris Pryor</li> </ul>
Not Yet Interested Parties Outreach	<ul style="list-style-type: none"> <li>• 2<sup>nd</sup> Q 2014: Water distribution trailer article in Current Connections and in the City Council Newsletter; City of Eugene Public Works Open House</li> <li>• 3<sup>rd</sup> Q 2014: Several neighborhood association picnics</li> </ul>
EWEB staff update	<ul style="list-style-type: none"> <li>• Internal communication plan integrated into the initial plan in 2013</li> <li>• 2<sup>nd</sup> Q 2014: Water distribution trailer article in EWEB Daily News; First week of May publish water related internal communication about Drinking Water Week and PNWS- AWWA Conference</li> </ul>
<b>Technical Investigations</b>	<b>October 2014</b>
Water rights	<ul style="list-style-type: none"> <li>• Willamette River permit issued February 2013; in addition to groundwater permit</li> <li>• 2014: Willamette River permit property negotiations</li> <li>• Willamette River permit property due diligence stage; preparing messaging for 2015</li> </ul>

System assessment	<ul style="list-style-type: none"> <li>The 2014 Master Plan Update will include a comprehensive system assessment; due April 2015</li> </ul>
Peer communities	<ul style="list-style-type: none"> <li>Consultant included an overview of peer community water supply status as part of the 2013 Water Forum</li> <li>1<sup>st</sup> Q 2014: Integrated 2013 peer community assessment into Speaker's Bureau slideshow</li> <li>4<sup>th</sup> Q 2014: The emergency water supply storage container promotion featured partnership with peer communities.</li> <li>Oregon City and Clackamas River Water Providers will be</li> </ul>
Expert panel/business case evaluation	<p>launching container distribution in 2015. Other Portland Metro Area partnerships are pending.</p> <ul style="list-style-type: none"> <li>2015 rates will be implemented in February 2015. Discussion regarding 2016 business case begins in 1Q 2015.</li> </ul>
<b>Partnerships</b>	
<b>December 2014</b>	
Water supplier: listening process	Not ready to implement
"Water Summit" or symposium	<ul style="list-style-type: none"> <li>Water Forum with major customers held November 2013</li> <li>Business Continuity Planning Workshop held August 13, 2014</li> <li>Business Continuity Planning Workshop scheduled for August 12, 2015 and will feature presenters from the Red Cross.</li> </ul>
Water Emergency Preparedness partnership with the Red Cross	<ul style="list-style-type: none"> <li>Co-presenting with the Red Cross for some of the Speaker's Bureau presentations</li> <li>The 3-gallon emergency water supply storage container promotion features agreement with the American Red Cross and partnership with peer communities as well as the private sector</li> <li>A joint exercise in October 11, 2014 is considered a success.</li> </ul>
Water Emergency Preparedness partnership with LPC	<ul style="list-style-type: none"> <li>1<sup>st</sup> Q 2014: Jill Hoyenga developing a partnership with Lane Preparedness Coalition and City of Eugene Office of Emergency Management</li> <li>4<sup>th</sup> Q 2014: Jill Hoyenga was affirmed as the 2015 Lane Preparedness Coalition (LPC) Chair. LPC goals align with Water Reliability Initiative emergency preparedness messaging goals.</li> </ul>



City of Eugene Office of Emergency Management	<ul style="list-style-type: none"> <li>• 2014 funding partner for the emergency water storage container project</li> <li>• The Secretary of the Lane Preparedness Coalition is with the city of Eugene Office of Emergency Management.</li> <li>• 2015 funding partner for the emergency water storage container project</li> </ul>
Rainbow Water District	<ul style="list-style-type: none"> <li>• 2014 funding partner for the emergency water storage container project</li> <li>• 2015 funding partner for the emergency water storage container project</li> </ul>
Springfield Utility Board	<ul style="list-style-type: none"> <li>• 2015 funding partner for the emergency water storage container project</li> </ul>
<b>Community Conversation</b>	<b>December 2014</b>
Media Strategy	<ul style="list-style-type: none"> <li>• Developed in June 2013 and included in the 2014 Water Reliability Communications Plan</li> <li>• Align with media strategy in 2015</li> </ul>
Website	<ul style="list-style-type: none"> <li>• 1<sup>st</sup> Q; 2013 CCR posted online includes water reliability</li> </ul>

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	<p>content and messaging is aligned throughout;</p> <ul style="list-style-type: none"> <li>• 3<sup>rd</sup> Q 2014: The role of water conservation in water reliability webpage; 3-gallon emergency water supply storage bottle online order form</li> <li>• 4<sup>th</sup> Q 2014: Full annual review and update of the Water Reliability library of web pages was conducted</li> </ul>
Online surveys	<ul style="list-style-type: none"> <li>• Conducted throughout 2013</li> <li>• Reevaluating the format and instruments for surveys</li> </ul>
Social media	<ul style="list-style-type: none"> <li>• 2014: Drinking Water Week; 3-gallon emergency water supply container; Business Continuity Planning Workshop</li> <li>• 2015 Water Reliability Initiative social media themes are in development</li> </ul>
Video	<ul style="list-style-type: none"> <li>• 2014: In addition to the draft script written by Barney &amp; Worth</li> <li>• 2015: Public Affairs plans a Water Reliability video series</li> </ul>
Targeted mailings	<ul style="list-style-type: none"> <li>• Integrated WRI messaging into the peak hour newsletter mailings June 2014 and October 2014</li> <li>• 3<sup>rd</sup> Q 2014: Business Continuity Planning Workshop postcards</li> </ul>
Bill Inserts	<ul style="list-style-type: none"> <li>• Summer 2014: Do you know the value of your water?"</li> <li>• The Regional Water Communications stakeholders confirmed interest in developing a new 2015 "Value of Water" bill insert</li> </ul>
Publications	<ul style="list-style-type: none"> <li>• Published Drinking Water Savvy information sheets in May, June, July of 2013</li> <li>• Published Drinking Water Savvy information sheets in June and July of 2014</li> <li>• Began development of 2015 Water Reliability Infographic</li> </ul>
Public forums	<ul style="list-style-type: none"> <li>• 1<sup>st</sup> Q 2014: Community Panel convened on the topic of WRI</li> <li>• Community panel scheduled for 3<sup>rd</sup> Q 2015</li> </ul>
Speakers bureau	<ul style="list-style-type: none"> <li>• Presentation developed in the 1<sup>st</sup> Q as co-presentation with the Red Cross</li> <li>• Some neighborhood associations (winter storm emergency preparedness presentation and WRI)</li> </ul>

## Events

- The Incident Response Water Trailer was featured at the Disaster Relief Trials October 2014 and EWEB's Run to Stay Warm event in November 2014

## Attachment 12: EWEB Community Research Panel, 2015

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### EWEB Community Research Panel

#### Discussion Guide

November 18, 2015

Topic: Water Reliability Update

#### I. Introduction (5 minutes) (12:05-12:10)

- Thank you for coming
- EWEB Staff and Board members to introduce themselves
- If we have new people, mention: Purpose of the panel is to get feedback on issues and decisions EWEB will be making on behalf of the community. Ongoing panel, 3-4 times a year.
- We invited you to participate because you are influential in the community and because you have expertise in a particular area. Most or all of you are also EWEB customers. However, we are interested in your thoughts from a community leader standpoint, not from a personal customer standpoint. We have other ways we seek feedback from that perspective, but this is our forum to speak to community leaders. This will be tricky in this session because we are talking about bills, and you each receive at least one. We'd just like you to keep in mind that we'd like to hear your thoughts for the broader groups you may represent.
- Reason for videotaping: primarily for the report. Per your approval, we are now making them available to the Board, too. Video will not be included in the report—just my way of capturing the discussion.
- We may use quotes from this discussion, but they will not be attributed to any particular panelists in our report.
- We will follow a similar format as the other panels, with some discussion of the topic up front to understand the “baseline” of your knowledge and perceptions of it, then will hear a presentation and have discussion after the presentation about what you heard.
- OK for you to ask questions of me, (which for the most part, I won't answer, but will report that it was a question), EWEB representatives, or each other.
- If I cut you off, it's because I have topics I need to get to; please don't be offended.
- ***bell+funk to provide table top nametags, per panelist request***

#### II. Panelist Intros (5 minutes) (12:10-12:15)

### III. Pre-Panel Discussion (10 minutes) (12:15-12:25)

- EWEB has been in the news lately in regard to rate structure. We have a lot to cover today on a different topic, so can't take time out of the discussion to cover that. But, if you would like to stay after the group officially ends at 1:30, Monica and Jeannine are going to be here to listen to any thoughts you have.
- How many of you remember Jill's presentation from a few years ago about water reliability and emergency preparedness?
- What do you remember?
- How many of you read the New Yorker article?
- Who went to the presentation at UO?
- Who's taken steps to be prepared?

### IV. Presentation: The Role of Water Reliability in Emergency Response Planning (Jill)(20 minutes) (12:25-12:45)

- When presentation refers to your organization, in this case, that's your business, constituency, neighborhood or sector you are representing here
- Introduce Jill
- Jill to present

### V. Post-presentation Discussion (25 minutes) (12:45-1:10)

- EWEB is developing alternate water sources in addition to the McKenzie River. One of these sources will be a new water intake and filtration facility on the Willamette River near Mt. Pisgah. What comes to mind when you think of this new water source?
- Record on white board: What are the benefits of a new Willamette River water source? Most important benefit?
- Record on white board: What are the drawbacks of a new Willamette River water source? Most important drawback?
- The new water source will operate year-round, along with the McKenzie River source. Does this raise any questions for you?
- Do you think developing this alternate drinking water source on the Willamette River is a good idea or bad idea? Why?
- Probe about estimated recovery time if it does not come up: were you surprised by that? What are your thoughts about it?
- What questions do you have about treatment options? About maintaining drinking water quality?
- The estimated cost for the new Willamette River water intake and filtration facility is \$67 million. EWEB customers will pay for that over time through monthly water rates as shown in the presentation.
- What questions do you have about the investment in the facility?
- How will the rate increase shown in the presentation affect your household/the people you know?
- Does the benefit of having an alternate water source justify that investment?

**VI. Most Important Message (10 minutes) (1:10-1:20)**

- What is the most important message you have for EWEB about developing an additional water source for the community?
- Does EWEB have another higher priority than developing an additional water source? What?
- Have your feelings about any of the issues we discussed changed since this discussion started? (Probe for specifics on how they changed and what was responsible for change.)
- Did anything you just learned change your impression of EWEB? What? Why?
- Are there people that you think should see this presentation? Who? Why?

**VII. Thank and close (5 minutes) (1:20 – 1:25)**

- Final thoughts from panelists
- Tentative date for next panel discussion
- Thank you
- Anyone who wants to stay and talk about rate changes is welcome to do so.



## EWEB Customer Research Panel Report

December 1, 2015

Panel Date: November 18, 2015

Topic: Water Reliability & Emergency Preparedness Update

### Overall Methodology for Panel

- 90-minute panel discussions of preferably 12 or more community members chosen to provide feedback three to four times per year
  - This was the panel's seventh meeting
- Panelists are asked to make a multi-meeting commitment
- Panelists chosen to provide a mix of gender, age, race, neighborhood, and occupation
  - More effort was made to recruit people representing lower-income customers for the panel and these discussions
- Panelists are invited to each session via email and confirmed by bell+funk staff
- Panel discussions are led by bell+funk with EWEB subject matter expert presenters
- Sessions are video recorded for transcription and reporting purposes
- Every effort is made to make attendees comfortable to speak freely:
  - EWEB staff attendance at the panel discussion is kept to a minimum and staff are seated at a separate table
  - Panelists are ensured that the video would not be shared publicly (but is available to EWEB board members upon request) and that comments and quotes are not attributed to individuals in the report or elsewhere

### Participation at November 18, 2015 Session

Three EWEB staff members were present:

- Monica Shovlin, Marketing & Creative Services Supervisor
- Jeannine Parisi, Government and Community Affairs Coordinator
- Jill Hoyenga, Water Resource & System Planner

Seven panelists attended (out of 11 who expressed interest):

- Linda Hamilton, Lane County Corrections
- Mark Herbert, Management Consultant
- Roxann O'Brien, St. Vincent de Paul
- Will Shaver, Chamber LGAC and local software industry
- Bob Warren, Economic Development Advisor, LGAC
- Carolyn Stein, BRING
- John Fischer, Cal Young Neighbors, Master Gardeners

## Pre-Presentation Feedback

The majority of panelists attended the last session on water reliability and recalled detailed information.

They recalled that:

- EWEB only has a single source of water, the McKenzie River;
- EWEB only has a three day supply of water in reserves if something contaminates our water.

## Discussion During and Following Presentation

Some panelists had hesitation about using water from the Willamette with the perception that the water was unclean, especially if not just for emergency purposes. However, panelists acknowledged efforts in recent years to clean the river and agreed that using the Willamette as an additional water source makes sense.

- “I don’t think there are many other options.”
- “The water quality of the Willamette has improved quite a bit. I remember when I was a kid 30 years ago... it wasn’t so good then.”
- “I’m concerned about water quality if we’re going to take the high quality source of the McKenzie River and dilute it with the moderate quality source that is the Willamette and we do that all the time .....”
- “Public perception of the Willamette water is really bad. That [could be] a huge public relations problem if it is used all the time.”
- “I’m assuming that if they’re going to put it in the drinking water then there will be appropriate treatment of whatever water before they actually make it available.” “People aren’t going to complain if a disaster happens- they’re going to be grateful that we have a backup plan.”

There was some confusion regarding what the water from the Willamette would be used for (everyday use vs. only in an emergency).

- “I had the impression that this meeting was about responding to an emergency and that [using Willamette water] was a response to the emergency. But it’s actually just another source for EWEB?”
- When it was explained that in order for the equipment to be ready in an emergency, it needed to be running regularly, panelists were satisfied.

Questions that arose during the presentation included what level of interdependence regional utilities would have on each other in case of an emergency.

**Panelists acknowledged that EWEB has done a great job at marketing the cleanliness and purity of the water from the McKenzie, which could make public acceptance of water from the Willamette more difficult.**



- Several panelists recommended blind taste tests as a way to bring people around to accepting water from the Willamette.
- One recommended “starting now” to talk to the public about our clean-up and watershed protection efforts for the Willamette intake site.

Panelists assumed that the water from the McKenzie and that from the Willamette would be mixed rather than customers receiving water from one source or the other. When told otherwise, they anticipated some backlash from customers.

- “Would we be meshing those two water sources or would they totally be separate and this is the good water and that’s not as good?”
- When asked if it makes a difference who gets water from which source, panelists said it does.
  - “Yes. That’s a problem.”
  - “The perception of haves and have nots could be an issue.”
  - “No matter what you’re going to have some kickback from the community on the Willamette River, but the important thing is that we’re looking at another source and it’s available.”

The primary benefits of the new Willamette River source named were:

- Leaves more water in the McKenzie
- Creates independence (from other utilities)
- Quantity/reliability
- Backup in case of a contamination emergency in the McKenzie\*
- Allowing EWEB to do maintenance on part of the system without shutting the whole system down
- More cost effective than a system of wells.
- Reduces risk from climate change and long-term water availability
- Location of intake upstream

\* Chosen by group as the primary benefit

The primary drawbacks of the new Willamette River source named were:

- Water quality/perception of Willamette River quality
- Cost\*
- Same types of negative exposure are as possible for the Willamette as they are for the McKenzie\*
- Portraying the McKenzie as high-quality paints a low-quality image of the Willamette

\* Chosen by group as the primary drawbacks

Panelists were accepting of the necessary investment to have a second source of water.

- Some saw the investment as similar to purchasing insurance, and saw it as worthwhile.
- Panelists reacted positively to the information that EWEB is banking money to cover the cost of a second water source but were concerned that EWEB might not be banking enough.
- However, with more information, panelists were satisfied that between savings and on-going rate increases over the next 9 years, EWEB could cover the cost of the project and other resiliency projects.

Panelists agreed that marketing materials should mention the clean up/improvement of the Willamette over the years. Some thought this was a generational issue or more related to the Willamette near Albany rather than here.

- “[Put] in the marketing that they quit dumping things in there the last 30-40 years. Show the things they’ve done to clean it up.”
- “I would stay away from the negative. If you don’t mention the negative part of it, maybe no one will notice. Start focusing on beautiful pictures of the Willamette and it will change in their minds.”
- “Start doing similar watershed protection programs like on the McKenzie to build confidence now.”
- “The Willamette is not that different from the McKenzie – show pictures of its headwaters and Waldo lake.”

Panelists did not think that mentioning a “state of the art treatment facility” would improve public perception of Willamette water.

- “Safe doesn’t mean that it’s going to taste good.”
- “I don’t think that would matter to me. It’s where it’s actually coming from.”
- “People don’t want to know about treatment plants- I don’t want to know that it’s treated if I’m drinking it.”
- “I wouldn’t even mention the treatment.”
- “Companies market bottled water as cleaner than tap, this is the same thing – a major PR campaign”

When discussing recovery times after the 9.0 megaquake, panelists were very surprised by the 1-year target, and unfamiliar with the terms ‘basic service’ vs ‘full service’ as it applies to their household water supply.

- “I didn’t understand that ‘full service’ means water at my tap.”
- “I think it’s an important number to get out there in people’s reality...it’s that you may not have running water at your property for up to a year.”

Who should see this information?

- Emergency management groups
- Public health directors
- Government agencies

- City Club
- Sending information home with kids from school
  - “I think we have an opportunity to educate the next generation because some of us have gotten complacent.”

Many panelists left the meeting with a renewed sense of the potential for catastrophe in the area, but a positive opinion of the project and its importance.

- “It’s not as expensive as I thought.”
- “I was impressed by the timeline. I didn’t realize it would be coming on so quickly. EWEB is farther down the line than I actually thought they were so I came away more positive [than before].”
- “For me, it was the implications of a water disaster and the length of time- that was pretty mind-expanding. We’re not talking about an inconvenience we’re talking about a major water disaster so the urgency just escalated.”

## EWEB Willamette Filtration Plant Blue Ribbon Panel

Rev. 1/18/17

### Overview

*Blue Ribbon Panel: A group of exceptional people appointed to investigate, study or analyze a given question. They generally have a degree of independence from political influence or other authority, and have no direct authority of their own. Their value comes from their ability to use their expertise to issue findings or recommendations which can then be used by those with decision-making power to act.*

EWEB will enlist a Blue Ribbon Panel to provide an independent assessment of the utility's decisions on treatment and operation of the Willamette River Water Filtration Plant.

### Purpose

- Assess/validate EWEB's direction on treatment and operations for management and key staff.
- Justify need for EWEB's investment; enhance credibility of recommendations.
- Educate/convince policymakers; provide talking points; make their decisions durable to possible opposition.
- Engage/inform community leaders.
- Use results to inform EWEB customers/community.

### Outcomes / Products

- Summary report: conclusions / suggestions
- Presentations for policymakers / EWEB staff
- Web version summary
- *Drinking Water Savvy* edition (treatment, operations, Blue Ribbon Panel)

### Panel Composition (6-8 participants)

- Civil engineering
- Environmental interest
- Watershed protection
- Emergency management
- Community resilience
- Water quality/public health specialists: water chemistry, emerging regulations
- Experienced operator from another utility

**Facilitation:** Barney & Worth, Inc.

**Format:** Two full-day sessions (6 hours each), 2-3 weeks apart; 3-hour wrapup session

### Dates/Times/Location:

- |                      |                        |                |
|----------------------|------------------------|----------------|
| • Monday, Feb. 27    | 10:00 a.m. – 4:00 p.m. | Community Room |
| • Thursday, March 16 | 10:00 a.m. – 4:00 p.m. | Community Room |
| • Thursday, March 23 | 11:00 a.m. – 2:00 p.m. | Community Room |

Page Break

### Agenda:

*"Homework"*: TBD – Background reading (emergency preparedness, project overview, sources and water quality treatment, operations plans) photos, maps, etc.

Session 1: Orientation, site tour (intake and treatment plant), project overview, pose strategic questions, panelists' initial observations

Presentation:

- Emergency preparedness
  - Need for alternate, redundant source
  - Source selection
- Project overview
- Sources and water quality treatment

- McKenzie vs. Willamette
- Treatment recommendation

Discussion:

- Questions about the sites/siting criteria (on tour)
- Questions about need / selection of alternate source?
- Treatment regime appropriate for source?
- Responsive to future water quality concerns?

Session 2: Panelist responses, facilitated discussion, preliminary recommendations (and dissenting opinions)

Presentation:

- Summary of Session 1
- Operations
  - How to run the new plant so it is always ready yet still affordable
  - How water will be distributed across the system

Discussion:

- Run the plant continuously?
- Invest in higher quality/more capacity—now or later?
- McKenzie/Willamette water fully mixed vs. zones?
- Other priority investments in reliability and resilience?

Preliminary Recommendations:

- Sources and water quality treatment
- Operations
- Other priority investments

Session 3: Final recommendations and closing remarks

Presentation:

- Summary of Session 2
- Summary of preliminary recommendations

Final Recommendations:

- Final review and recommendations
- Closing remarks (Including lingering questions / dissenting opinions)

**Technical Support/Presenters/Questioners**

- Project manager
- Consulting engineer
- Public engagement/communications specialists

**Observers**

- Water Division management
- EWEB Board (designee?)
- EWEB operators?
- EWEB GM?
- City of Eugene?
- City of Springfield?
- Others?

**Documentation**

- Record keeping: facilitated segment-by-segment summaries, including dissenting opinions
- Final report by March 31
- Videotape/ photograph proceedings
- Interview panelists for video clips for later use

**Publicity**

- No advance publicity except to invitees
- Groom post – news coverage
- News release on results
- Website / Facebook / Twitter postings
- Slide with results for community briefings

**Attachment 14: AWS EWEB Board Memoranda, 2013-2021**[Back to top](#)

EWEB Board Meeting July 3, 2013	<a href="#">Water and Electric 10-Year Capital Improvement Plans (CIP)</a>
EWEB Board Meeting September 24, 2013	<a href="#">2014 Draft Budget and Long-Term Financial Plans Update</a>
EWEB Board Meeting October 23, 2013	<a href="#">Electric and Water 5-Year Capital Improvement Plan Updates</a>
EWEB Board Meeting December 20, 2013	<a href="#">2013 Water Emergency Planning Activities Summary</a>
EWEB Board Meeting March 21, 2014	<a href="#">Electric and Water Capital Budget Amendments</a>
EWEB Board Meeting July 11, 2014	<a href="#">Electric and Water 10-Year Capital Improvement Plans (CIPs)</a>
EWEB Board Meeting February 20, 2015	<a href="#">Alternative Water Supply Update</a> , including <a href="#">Water Reliability Initiative Communications Status</a>
EWEB Board Meeting May 27, 2015	<a href="#">Water Master Plan – Capital Improvement Plan</a>
EWEB Board Meeting, July 21, 2015	<a href="#">Electric and Water 10-Year Capital Improvement Plans</a>
EWEB Board Meeting September 16, 2015	<a href="#">Water Utility Emergency Preparedness Planning Activities</a>
EWEB Board Meeting January 22, 2016	<a href="#">Water Utility – Update on New Water Filtration Plant and Emergency Preparedness</a>
EWEB Board Meeting, July 19, 2016	<a href="#">Electric and Water 10-Year Capital Improvement Plans</a>
EWEB Board Meeting September 24, 2016	<a href="#">New Water Filtration Plant – Update on Preliminary Design</a>
EWEB Board Meeting February 24, 2017	<a href="#">Water Utility 2nd Source Project - Update and Strategic Discussion</a>
EWEB Board Meeting July 26, 2017	<a href="#">Water Reliability Initiative</a>
EWEB Board Meeting July 10, 2018	<a href="#">Water 10-Year Capital Improvement Plans</a>
EWEB Board Meeting, February 22, 2019	<a href="#">Second Water Treatment Plant Situational Update</a>
EWEB Board Meeting June 27, 2019	<a href="#">Water and Electric 10-Year Capital Improvement Plans (CIP)</a>
July 2019	<a href="#">EWEB &amp; SUB Joint Resolution Directing GMs to Study and Report on Options for Use of Willamette River</a>
EWEB Board Meeting June 26, 2020	<a href="#">Water and Electric 10-Year Capital Improvement Plans (CIP)</a>
EWEB Board Meeting July 6, 2021	<a href="#">Integrated Capital &amp; Financial Plans</a>
EWEB Board Meeting September 24, 2021	<a href="#">Water Utility Second Source Project</a>
EWEB Board Meeting October 1, 2021	<a href="#">2022 Draft Budgets, Long-Term Financial Plans Update, and Price Proposal Overview</a>

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