

DATE: March 1, 2021

TO: Clean Water Services Advisory Commission Members
and Interested Parties

FROM: Mark Jockers, Chief of Staff

**SUBJECT: REMINDER AND INFORMATION FOR MARCH 10, 2021, CWAC
MEETING**

This is a reminder that a Clean Water Services Advisory Commission (CWAC) meeting is scheduled for **Wednesday, March 10, 2021.**

In support of best practices for preventing the spread of the coronavirus, CWS has adopted the following format for the March meeting:

- The meeting will be held virtually using the Webex platform.
 - Webex offers the option to connect to video, slides and audio via a device with internet access, or an audio-only connection through any telephone line.
 - CWAC members should watch for an email containing Webex connection details.
 - Interested parties should register for this meeting by March 9 by following the instructions on the [website](#).
- The meeting will begin at 5:30 p.m. Please plan to establish your connection to the meeting 10-15 minutes before the start time to allow the meeting to begin promptly.
- Dinner will not be provided.

The CWAC meeting packet will be mailed to Commission members on Monday, March 1, and posted to the [CWAC section](#) of the Clean Water Services' website.

Please call or send an email to Stephanie Morrison (morrison@cleanwaterservices.org; 503.681.5143) by March 9 to advise about your attendance at this meeting.

Enclosures in this packet include:

- March 10 Meeting Agenda
- Tualatin Basin Dam Safety and Water Supply Joint Project memo
- February 10 Meeting Notes

Clean Water Services Advisory Commission

March 10, 2021

AGENDA

5:30 p.m. Welcome & Introductions

5:35 p.m. Review/Approval of Meeting Notes of February 10, 2021

5:40 p.m. Tualatin Joint Project Update

Staff will provide an update on Tualatin Joint Project design concepts that concurrently address Scoggins Dam safety concerns and the long-term water needs of the community. In February 2020, Clean Water Services and Bureau of Reclamation (the Joint Partners) met to review feasibility designs for three options, which have estimated costs ranging from \$750 million to \$1.2 billion. While all three options are deemed technically feasible, they are not financially feasible and the Joint Partners continue to gather additional information about risks, costs and other water resource funding opportunities. This report will be a follow-up to the 2019 presentation to the Commission and will include an overview of the project status, other water supply purposes the Joint Partners are researching and a new timeline for activities.

- Tom VanderPlaat, Water Supply Project Manager
- Mark Jockers, Chief of Staff

Requested action: *Informational*

6:30 p.m. Invitation for public comment

6:35 p.m. Announcements

6:40 p.m. Adjourn

Next Meeting: April 14, 2021

MEMORANDUM

To: Clean Water Services Advisory Commission

From: Tom VanderPlaat, Clean Water Services
Mark Jockers, Clean Water Services

Date: February 26, 2021

Subject: Tualatin Basin Dam Safety and Water Supply Joint Project Update

Protecting public safety and meeting the region's water needs are central to the TJP. Clean Water Services (CWS) joined the TJP repayment contractors (Tualatin Valley Irrigation District; the cities of Beaverton, Hillsboro and Forest Grove; and the Lake Oswego Corporation) to work with the U.S. Bureau of Reclamation (Reclamation) toward these goals. CWS, the repayment contractors and Reclamation (collectively, the Project Partners) have been working for more than 16 years to make the necessary Scoggins Dam safety modifications to protect the basin's primary water supply against a major earthquake and also meet the long-term municipal, agricultural and environmental water needs of our region. Reclamation and CWS are working together under Reclamation's Joint Project authority secured in the 2016 Consolidated Appropriations Act to consider design concepts. The dam safety modifications are an 85 percent federal/15 percent local cost share. Benefits such as additional water and recreation secured during the TJP are the responsibility of repayment contractors and other investors.

There are three options under review:

Modify the existing dam: Reclamation is leading the dam safety engineering and environmental review to modify Scoggins Dam.

Modify and raise the existing dam: Reclamation is leading the dam safety engineering and environmental review to modify and raise Scoggins Dam in its current location.

Construct a new downstream dam: CWS is coordinating the engineering and environmental review of the proposed new concrete dam downstream of Stimson Mill.

In February 2020, the Project Partners met to review feasibility designs for all three options, which have estimated costs ranging from \$750 million for the dam safety modifications alone to \$1.2 billion for the downstream option. While all three options were deemed technically feasible, due to the cost and complexity of the project, the options were not financially feasible and CWS and Reclamation did not select an option to move into detailed engineering design. Instead, CWS and Reclamation have been developing additional information about risks, costs and other water resource funding opportunities to advance the project.

Recent modeling shows the District can potentially bridge its thermal compliance needs without additional water by expanding water reuse, increasing the riparian shading program (Tree for All program), securing reserve water agreements to meet instream needs and other strategies. However, modeling also shows additional water may be needed in the future to meet the basin's long-term environmental obligations. Within this framework, CWS is working with Reclamation to define the regional benefits of additional water to meet the long-term needs of the basin and CWS' regulatory requirements.

This new project feasibility information has necessitated evolving the strategy to position the project within the context of regional needs and financial carrying capacity along with federal financial obligations. Reclamation's dam safety investments represent a generational opportunity to expand the facility to support regional needs including the Endangered Species Act, hydroelectric power, climate resiliency, wildfires, recreation and other benefits.

The issue of high cost remains. CWS is considering three funding or finance options:

1. Secure loans and grants through the federal Water Infrastructure Finance and Innovation Act loans and Water Infrastructure Improvements for the Nation Act grant programs.
2. Secure longer and more favorable financing through a Reclamation repayment contract.
3. Secure other partners to invest.

CWS has commissioned an economic study by ECONorthwest to provide a valuation of water for various beneficiaries and help identify additional project purposes and potential partners.

Once these activities are complete, Reclamation will begin evaluating all options and determine the alternative to construct as part of the National Environmental Policy Act process. The project schedule is based on Reclamation's Safety of Dams program funding and identified financing options available; construction of the selected option is not likely to begin before 2028 and is estimated to last six to eight years. CWS is working closely with Reclamation to sequence and prioritize actions to protect public safety and meet the needs of the region.

On June 6, 2017, the Board authorized the CWS general manager to negotiate and sign a Memorandum of Agreement with Reclamation to investigate, secure and expand the water supply needs for the region by Minute Order 17-34. On March 5, 2019, the Board approved an increase in spending authority under the MOA by Minute Order 19-16.

CWS Chief Executive Officer, Diane Taniguchi-Dennis, is working with the Reclamation Pacific NW Regional Director, Lorri Gray, to examine project and policy barriers along with opportunities as CWS and Reclamation work on a Contributed Funds Act Agreement. A Contributed Funds Agreement (CFA) defines roles, responsibilities and funding obligations for a joint project in accordance with Reclamation directives and identifies opportunities for project cost-sharing. CWS staff will ask the Board to approve the agreement at the March 2 Board meeting.

Tualatin Basin Joint Project Update

Clean Water Services Advisory Commission
Tom VanderPlaats, Water Supply Project Manager
Mark Jockers, Chief of Staff
March 10, 2021



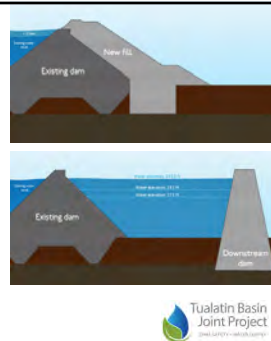
Agenda

- Project status
- Feasibility research
- Timeline
- Upcoming Board action
- Policy & legislative actions



Joint Project Conceptual Options

- 1) Modify dam
(Safety of Dams or SOD)
- 2) Raise existing dam
- 3) Downstream dam



Project Update

- Costs too high (\$770M for SOD only, to \$1.2B for downstream dam)
- CWS and Reclamation gathering more information to advance project
 - Costs
 - Risks
 - Other water resource funding



Meeting Environmental Obligations

- Scoggins water releases and riparian shade meet current needs
- May be able to meet future needs with suite of strategies
 - Expanded reuse
 - Riparian shading
 - Optimize instream water
 - Additional water storage
- CWS and Reclamation defining regional benefits of additional water



Considering Regional Needs

- Federal SOD investment is a generational opportunity to support broad portfolio of regional needs including:
 - Endangered Species Act
 - Hydroelectric power
 - Climate resiliency
 - Wildfires
 - Recreation
 - Flood control



Looking at Project Plan Alternatives

- 1) Safety of Dams only
- 2) Water resources feasibility study
- 3) Tualatin Joint Project



Financing and Funding Considerations

- High cost remains
- CWS considers funding/financing options
 - Water Infrastructure Finance and Innovation Act (WIFIA) loans
 - Water Infrastructure Improvements for the Nation Act (WIIN Act) grant program
 - Reclamation repayment contract
 - Secure other partners to invest



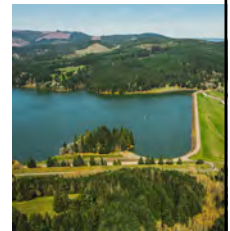
Timeline

- CWS completes reviews of funding and financing, and economics
- Water resources feasibility study for multipurpose facility - National Environmental Policy Act (NEPA) = 2-3 years
- Identify SOD program funding and financing options = 6-8 years (once BF Sisk Dam project in California is complete)
- Construction not likely to start before 2028
- Construction duration = 6-8 years



Contributed Funds Act Agreement

- Contributed Funds Act (CFA) agreement
 - Defines roles and responsibilities for Reclamation and CWS
 - Provides mechanism to recognize and credit CWS for past investments
 - Creates framework for future work on Safety of Dams, Joint Project and new works alternatives

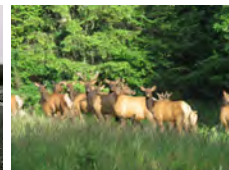


Policy & Legislative Actions

- Oregon delegation in key positions
- Priorities
 - Contributed Funds Act
 - Appropriations for feasibility study and Safety of Dams
 - WIIN Act reauthorization
 - Safety of Dams Act reauthorization
- Building coalition to support Safety of Dams program reauthorization, annual appropriations and policy clarification



Thank You



Clean Water Services Advisory Commission Meeting Summary

Date: February 10, 2021

Location: The meeting was conducted on Webex

Attendance

Attending the meeting from CWAC:

- Tony Weller (Homebuilder-Developer 1), Commission Chair
- Andy Duyck (District 4/Willey)
- Art Larrance (At-Large/Harrington)
- Jan Wilson (Environment 1)
- John Jackson (Agriculture 1)
- Lori Hennings (Environment 2)
- Matt Wellner (Homebuilder-Developer 2)
- Molly Brown (District 2/Treece)
- Terry Song (Business 1)
- Sherilyn Lombos (Cities/nonvoting)
- Joseph Gall (alternate Cities/nonvoting)
- Diane Taniguchi-Dennis (Clean Water Services Chief Executive Officer/nonvoting)

Absent:

- Mike McKillip (District 3/Rogers), Commission Vice Chair
- Stu Peterson (Business 2)

Vacant:

- District 1/Fai
- Agriculture 2

Attending the meeting from Clean Water Services:

- Mark Jockers, Chief of Staff
- Gerald Linder, General Counsel
- Nora Curtis, Utility Operations & Services Managing Director
- Ryan Sandhu, Field Operations Division Manager
- Shannon Huggins, Public Involvement Coordinator
- Karen DeBaker, Communications & Marketing Manager
- Stephanie Morrison, Office Manager
- Chris White, Public Involvement Coordinator
- Julie Cortez, Public Affairs Specialist
- Jody Newcomer, Technical Editor & Communications Specialist
- Dave Cebula, IT Enterprise Architect

Attending the meeting from the public:

- Adam Probolsky, Probolsky Research
- Alex Phan, Chair of Diversity Committee for Oregon Realtors
- Dale Feik, Chair of Washington County Citizen Action Network and Project Director of Hillsboro Air & Water

1. CALL TO ORDER

Mr. Weller called the meeting to order at 5:32 pm.

Ms. Morrison announced the meeting was being recorded and recognized all attendees.

2. REVIEW/APPROVAL OF MEETING NOTES

Mr. Weller said it is interesting to hear and read news about tracking the coronavirus in sewage, something CWAC has been hearing about for months from the CWS research team. There were no other comments regarding the notes from the meeting on Jan. 13, 2021. The notes were approved.

3. LEAF PROGRAM UPDATE

- Ryan Sandhu, Field Operations Division Manager
- Shannon Huggins, Public Involvement Coordinator

Mr. Sandhu reviewed major tasks associated with the leaf program since the Board of Directors charged CWAC in March 2018 to revamp the leaf program. In June 2019, the Board approved three significant changes:

1. Discontinue the curbside leaf pickup program beginning fall 2020.
2. Promote use of yard debris bins.
3. Increase the number of leaf drop days and locations.

CWS is continuing enhanced storm patrol and routine street sweeping.

CWS communicated changes to the program to residents beginning in summer 2019 and followed up in August 2020. Mr. Sandhu noted a change in residents' responses from 2019 to 2020 — there were fewer complaints in 2020; more people sought information, asking where and how they could dispose their leaves. CWS sent a mailer to all customers in October 2020 announcing the expanded leaf drop program.

CWS prepared a tiered response in case customers did not adhere to the program – education and outreach, formal letters and partnering with the County for enforcement. No issues rose to trigger the tiered response. Staff also prepared for increased call volume; 47 calls were tracked to the leaf program. CWS received fewer calls for leaf-related issues such as overflowing catch basins than in past years. Most callers requested information.

CWS coordinated with Washington County Solid Waste and Recycling on issues related to green bins, mostly to clarify the franchise agreements between garbage haulers and the County. Mr. Sandhu cited the strong partnership with County Solid Waste and Recycling and said the County had taken the initiative to call garbage haulers in response to customers receiving confusing information about the availability and cost of green bins under the franchise agreements. Mr. Sandhu noted that the County expects that the haulers may request changes to the franchise agreements due to impacts from the change in the leaf program. The County will have more complete information about green bin usage upon completion of their annual report this spring.

CWS hosted six leaf drop dates between October 31 and December 12 with three locations on each date. There was a significant overall increase in the volume of leaves collected at drop sites.

Other options were available to customers, such as using a landscape service or leaving leaves in yards, but CWS doesn't have numbers to track those activities.

CWS surveyed customers at drop sites and received 60 responses. Of the responses, 38 participated in a leaf drop event for the first time. A majority of respondents who had used the drop sites before said the drop locations were more convenient. The survey suggests the multipronged outreach – postcards, sandwich boards, online, billing inserts – was effective.

Comments were grouped in three general categories – request for curbside service (10), appreciation for crews and the service at leaf-drop sites (26), and constructive feedback (10). Some respondents simply listed the locations they visited, with some going to multiple sites.

Another component of the leaf program is a food drive. There was a significant increase in the pounds of food and cash donations collected compared to past years. In some cases people dropped off food but no leaves. Cash donations were directed to the Oregon Food Bank, a longtime partner. Food donations were distributed by St. Vincent de Paul.

Lessons learned

- Customers are aware of more leaf drop days.
- Customers are aware that curbside pickup ended.
- A mix of outreach efforts is most effective.
- There were creative means to drop off leaves; one person used a boat.
- Curbside customers changed their behaviors and did not leave leaves piled or windrowed in the street.
- Calls for service related to localized flooding were down compared to past years.
- Customers don't distinguish between street sweeping and leaf pickup machinery.
- CWS crews adapted easily to new, additional drop locations.
- Coordination with Washington County Solid Waste and Recycling was very good and will need to continue.
- Support from Beaverton and Hillsboro school districts was key to expanding leaf-drop opportunities. COVID-19 contributed to the availability of school sites; questions remain about availability of facilities next fall if schools reopen with fall sports and other activities.

QUESTIONS, COMMENTS

What COVID precautions did you implement at the drop-off sites and did the execution meet the planners' expectations?

We asked customers to wear masks, maintain physical distance, and stay in their vehicles. There were few instances where customers did not comply; staff observed physical distancing in those situations.

Where do you provide the service? Is it unincorporated Washington County? Could you share some background?

CWS and each city in the service area run a leaf program using different combinations of curbside pickup and leaf drop days. Although the leaf drop days are intended to provide

options for CWS customers in unincorporated Washington County and the smaller cities, there isn't any proof of residence required. CWS made the change to the curbside pickup portion of the program because of foundational inequity in how it was being implemented; only about 14 percent of CWS direct customers live in areas with leaf pickup. Also, the program had morphed from removing leaves that fall from trees lining streets and keeping storm drains clear to a landscape maintenance service. Customers were putting all the leaves from front, back and side yards out to be picked up.

The cost of the program is expensive, \$230,000 for 2,346 cubic yards.

Cost remains a concern and CWS is looking for efficiencies to bring costs down.

General comments:

- Tualatin saw a threefold increase in food donations in 2020 at leaf drop-off days.
- Ms. Brown said she lives in an area that used to get curbside pickup. She said most of her neighbors didn't put leaves in the street. She also said sandwich message boards were very effective in her neighborhood. The boards were stocked with flyers that had maps of drop-off sites and they were refilled multiple times.
- Ms. Henning said her house is in a former leaf pickup zone. She said there was one problem storm in 2020 that created some stormwater backup; she took care of it herself.

4. CWS 2020 CUSTOMER AWARENESS & SATISFACTION SURVEY RESULTS

- Karen DeBaker, Communications & Marketing Manager
- Adam Probolsky, Probolsky Research

Clean Water Services has conducted biennial customer awareness and satisfaction surveys since 1988 with the exception of 2018, when it participated in the Growing Up survey in Washington County. The research objectives are to determine, measure and track awareness and opinions of CWS; identify public expectations of CWS and determine how well CWS is meeting those expectations; and assess community values related to water resource management. The results help guide policy and program development and communication strategies.

Probolsky Research conducted the survey online and by phone, in English and Spanish. Adam Probolsky said his team used a stratified random sample methodology to more closely match the demographics of the CWS service district. There were 400 respondents, which is considered robust. Respondents to the 2020 survey are a better match with census data.

Mr. Probolsky said his team used new methodology that leads to richer data. The change in methodology makes it challenging to make direct comparisons to benchmark questions used in previous surveys. Previous surveys prompted responses on a numeric scale from one to 10; in the 2020 survey, respondents were prompted to answer excellent, good, fair, poor, very poor, or unsure/prefer not to answer. This approach offers a degree of certainty and is more widely accepted because it tends to improve data on responses. From a methodological standpoint, a 1-10 scale is not discernable, which prompted Probolsky Research to switch to a degree of certainty. Mr. Probolsky said he thinks it will be a better benchmark and easier to understand. Again, correlating the different approaches is challenging. For example, where does a response of "7" fall on a scale of excellent to very poor?

Mr. Probolsky said his group does not put a value judgment on a response of “fair.” It is not a negative. He also said it’s important not to discount people who respond “poor” or “very poor.” Instead, consider how to address areas of anxiety or concern. An answer of “unsure” can be an opportunity to educate. He said there are a lot of reasons a respondent might answer “unsure.”

Mr. Probolsky shared broad takeaways from the 2020 survey. He said 83% percent of respondents know who CWS is, which has been a consistent positive result over time, and a majority of respondents believe CWS is doing an excellent or good job. Local television is the most important information source; Facebook is the most used social media app. CWS is in majority territory in every value that customers say is important. Mr. Probolsky highlighted key values that are important to the public and that they attribute to CWS:

1. Provides reliable service.
2. Protects environment.
3. Protects public health.
4. Keeps rates reasonable.
5. Plans for the future.
6. Informs and educates the public on how to reduce pollution.
7. Environmental leadership.

Mr. Probolsky provided context for some of the responses. He said customers might not know if rates are reasonable because they don’t pay the bills in their household or they use an autopay feature and aren’t aware of specific charges. It’s also possible customers don’t know everything CWS does to plan for the future; it’s a great opportunity for education and outreach.

Information about values is important to policy makers and it’s important to improve communications. It’s also important for internal communication. Mr. Probolsky encouraged talking internally about how much the public values what CWS does as an agency, believes in the mission and that CWS is doing a good job.

Results were broken down by demographic and geography; there were no remarkable, dramatic differences between the groups.

QUESTIONS, COMMENTS

One of the slides shows the percentage of the population rating water quality as excellent or good at 59%, which looks like a downward trend. Why?

Mr. Probolsky said certainly the change in scale is a factor. Almost 20% responded “fair” and almost 15% responded “unsure.” His team considers a response of “fair” to be a positive response, so he said it’s better to say about 7% of the population has a negative impression of water quality, a number that’s remarkably low.

Ms. DeBaker said we can compare responses from respondents who live adjacent to streams and those who don’t, and we can break down the results by city. Mr. Jockers said people who have a close connection to the river are more supportive of investments in water and water infrastructure.

Ms. Taniguchi-Dennis said there can be an illusion of a downward trend when comparing responses on different scales. She said the data from 2020 suggests CWS needs to do more

work regarding diversity, equity and inclusion and asked about expanding the number of languages available.

How does the sample size in this survey compare to previous surveys?

There were 400 participants. Previous online surveys have had more respondents, but the charge for this survey was to make it more reflective of the community. Also, previous surveys have been conducted using online panels or only by telephone. The 2020 survey was a mix of telephone and online questioning.

How do these numbers stack up to other jurisdictions?

Mr. Probolsky said he's seen a general drop in support and trust in public utilities in the past five years, but now he's seeing a correction. These numbers are in line with what we see for other public utilities. He said when you hit 60 percent, you're in line with your peers.

General comments:

- I think there's an opportunity for CWS to make people more aware of measures in place, especially at construction sites. I don't think people understand what's happening to keep runoff on site at construction sites.
- I always had a high opinion of CWS; these positive numbers don't surprise me.

5. PUBLIC COMMENT

Mr. Feik commented on the section of the survey that addressed values and the impact of climate change. He said he shared two books with Ms. Taniguchi-Dennis: "Intel Inside New Mexico: A Case Study of Environmental and Economic Injustice" and Boiling Frogs: Intel Vs. the Village."

6. ANNOUNCEMENTS

- The next meeting is scheduled for March 10, 2021.
- The Board will appoint Lori Hennings and Andy Duyck to the budget subcommittee. The other members are Tony Weller, Molly Brown and Mike McKillip. The budget meeting is May 7.

7. ADJOURNMENT

Mr. Weller adjourned the meeting at 6:59 p.m.

CLEAN WATER SERVICES 2020 LEAF SEASON SUMMARY

February 10, 2021

Clean Water Services Advisory Commission Meeting
Ryan Sandhu / Utility Operations & Services
Shannon Huggins / Communications & Community Engagement

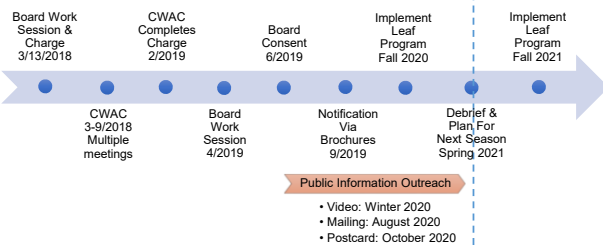


CLEAN WATER SERVICES 2020 LEAF SEASON SUMMARY

- Today's Purpose
 - Update the Clean Water Services Advisory Commission on the 2020 Leaf Program
- Desired Outcome
 - CWAC is aware of how Leaf Program changes impacted the 2020 leaf season



CWAC AND BOARD: TIMELINE & MAJOR TASKS



BOARD APPROVED CHANGES

- Discontinue District's curbside leaf pickup
- Promote use of yard debris bins
- Increase the number of leaf drop days and participating locations
- Continue enhanced storm patrol
- Continue routine street sweeping



FALL 2020 LEAF PROGRAM SUMMARY

- August: Sent letter to curbside customers
- October: Sent flyer with map and dates
- Prepared tiered response in case customers not adhering to program
- Prepped for increased call volume
- Coordinated with County Solid Waste on issues related to green bins
- October 31-December 12: Leaf drop-off events
- January 2021: Look back at the 2020 season



2020 LEAF PROGRAM SUMMARY: BY THE NUMBERS

	2020	Annual Average 2019-2016 Leaf Drop Only	Annual Average 2019-2016 Total Program
Volume of Leaves Collected cubic yards (CY)	2346	840	5459
Labor Hours	1646	691	3032
Program Cost	\$230K	\$115K	\$375K
# of Drop Off Opportunities	18 (108 hours)	4 (32 hours)	4 (32 hours)
Curbside Pick Up?	No	NA	Yes

2020 LEAF PROGRAM SUMMARY: BY THE NUMBERS, PART 2

	2020	Annual Average 2019-2016 Leaf Drop Only	Annual Average 2019-2016 Total Program
Leaves Collected Per Day (CY)	391	420	NA
Leaves Collected Per Day Per Site (CY)	130	210	NA
Cost/CY collected	\$99	\$136	\$69



2020 LEAF SEASON SUMMARY: SURVEY RESULTS

Q1 How many years have you participated in the leaf drop-off program?



2020 LEAF SEASON SUMMARY: SURVEY RESULTS

Q2 Did you find the expanded drop-off locations more convenient this year?



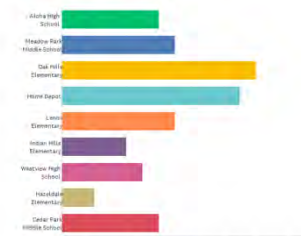
2020 LEAF SEASON SUMMARY: SURVEY RESULTS

Q3 How did you hear about Clean Water Services' leaf drop-off program? (Check all that apply.)



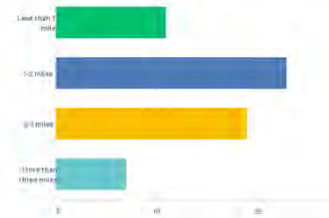
2020 LEAF SEASON SUMMARY: SURVEY RESULTS

Q4 Which event did you attend?



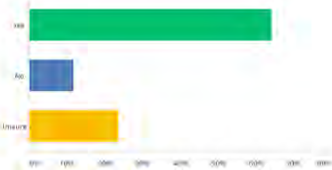
2020 LEAF SEASON SUMMARY: SURVEY RESULTS

Q5 Approximately how far did you have to drive to visit this location?



2020 LEAF SEASON SUMMARY: SURVEY RESULTS

Q6 Do you feel that Clean Water Services' Surface Water Management program provides good value, given the level of user fees charged?



2020 LEAF SEASON SUMMARY: SURVEY RESULTS SAMPLE COMMENTS

- 47 **Appreciation** **Customer** Disappointed the curbside sweeping went away, but this is the new best thing. (Also used HD and W View HS drop off sites) 1/12/2021 2:49 PM
- 47 **Customer** Pick the leaves up in front of my HOUSE!! You're snowed down and have to call several people who can't help us take our leaves - BIG inconvenience. (Also used HD and W View HS drop off site) 1/12/2021 2:07 PM
- 48 **Appreciation** Organized well and great people in and out fast. (Also used Cascade park Middle drop off site) 1/12/2021 2:00 PM
- 51 **Constructive feedback** Info was not clear about how leaves could be delivered, whether in bags or just in truck bed. The drop off program is a burden for seniors or those without trucks, and an incentive to cut them down. 1/12/2021 1:50 PM



2020 LEAF SEASON SUMMARY: DONATIONS

- Estimated pounds of food in 2020: 7,700
- Annual Average pounds of food (2009-2019): 2,722
- Cash donations in 2020: \$2,939
- Annual Average annual cash donations (2016-2019): \$875



FALL 2020 LESSONS LEARNED

- Customers are aware of the increase in leaf drop days
- Curbside customers are aware that District no longer offers curbside pickup
- All outreach efforts are important as customers are informed through varying means (flyers, online, neighbors, sandwich boards, etc.)



FALL 2020 LESSONS LEARNED

- Most curbside customers have adjusted and did not leave leaves windrowed in the street
- Customer calls for service related to localized flooding caused by leaf-blocked catch basins were down compared to past years
- Customers do not distinguish between the trackless leaf pickup and street sweeping



FALL 2020 LESSONS LEARNED

- CWS field crews easily adapted to the new, additional drop-off locations
- Washington County Solid Waste continues to support changes to our program, even though we are impacting their workload, especially related to yard debris bins
- Support from BSD and HSD was a major factor in expanding leaf-drop opportunities. Questions remain regarding fall 2021 and facility availability during non-COVID year



THANK YOU/QUESTIONS?



CUSTOMER AWARENESS AND SATISFACTION SURVEY

Results Presentation

February 2021



Opinion Research on
Elections and Public Policy

Probolsky Research
23 Corporate Plaza Drive Suite 150
Newport Beach, CA 92660

Newport Beach (949) 805-5900
San Francisco (415) 876-8150
Washington DC (202) 559-9070



About Probolsky Research

Latina and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.

- Our largest practice area is water and wastewater.
- Local clients include City of Beaverton and Special Districts Association of Oregon.
- Hundreds of other water utility customers throughout the U.S.

2

Clean Water Services – Customer Satisfaction Survey

Survey Methodology*

	Survey Details
Mode	Online and telephone Telephone 133 – 41% landlines / 59% mobile phones Online 267 – email 50% / text message 50%
Language	English and Spanish English 92% / Spanish 8%
Length	16 minutes
Target Respondents	Clean Water Services customers
Survey Fielding	December 11 - 17, 2020
Sample Size	400
Margin of Error	Total: +/-5%

Sample

The sample was developed from government and consumer databases. Probolsky Research applies a stratified random sampling methodology to ensure that the demographic proportions of survey respondents match the demographic composition of Clean Water Services (CWS) customers and service area residents.

Modes Explained

Online participants were invited via email and text message. Online respondents were able to use their computer, tablet or smart phone to participate.

Telephone participants received a call from a live U.S.-based interviewer.

Online participants were able to choose their preferred language at the onset of their survey experience. All calls were initiated in English and we switched to Spanish if requested.

Security measures precluded individuals from completing the survey more than once.

*Due to rounding, totals shown on charts may not add up to 100%.

Survey Purpose, Background, and Important Notes

Our goal in conducting this survey is to gain a true picture of how Clean Water Services (CWS) customers and the greater community see the District, how their opinions have changed and are shaped over time, and how best to communicate with them.

No 'Apples to Apples' Comparison

This survey is different from past surveys because it was conducted via multiple modes – telephone and online and included all residents. And was offered in Spanish, with 8% of respondents choosing this option. Additionally, past surveys were conducted exclusively online, and primarily included responses from opt-in subscribers to a proprietary panel. This survey was inclusive of all residents within the District and much more representative of the population, including people of color. Finally, we changed from the someone ambiguous ten-point numerical scale used in previous surveys, to a more human-factor language five-point scoring. With all these changes for the better, there is no way to directly compare the results of this survey to past surveys given these factors.

When conducting a statistically valid survey, the need for large numbers of respondents becomes less important. That is the case with this survey which included 400 residents – a robust and accurate sample. As an example, statewide Oregon surveys usually include about 900 respondents and produce highly accurate results. So, 400 in CWS is quite robust.

It is important to note that a high number of respondents who say they are unsure about a question or unfamiliar with the District is not a bad thing. It is an opportunity for further outreach. And given our new, more inclusive methodology, we included many new, less civically engaged respondents. This year's data should be seen as the benchmark for all research going forward.

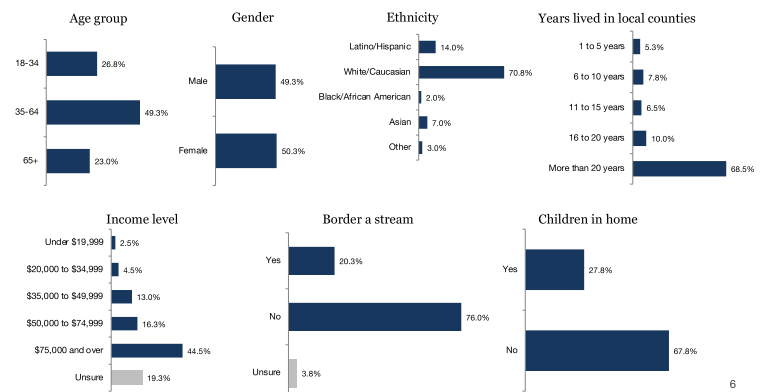
We report response by mode to see if we can discover differences. When we do, they are often a factor or demographics.

"Fair" or "Neutral" should not be viewed as negative. We generally group them in with positive responses.

The bottom line: Clean Water Services is performing beyond its peers in recognition, job approval, and values alignment.

4

Demographics



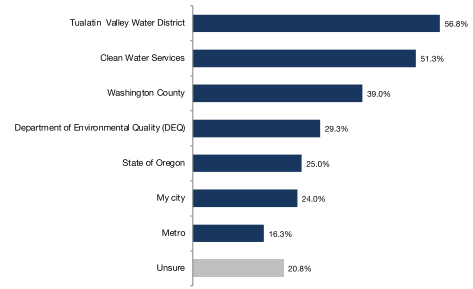
6

Results



51% name CWS: water resources manager

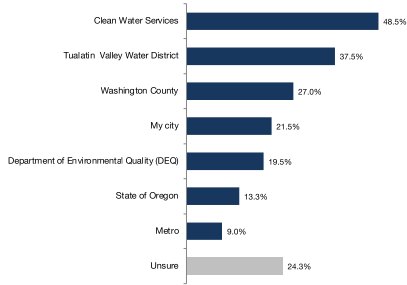
Question 4: Which organization or organizations are responsible for the overall management of the water resources in your area – including protecting local streams, collecting and cleaning wastewater, managing flooding, drinking water supply planning, river flow management and protection of endangered fish? Select all that apply.



8

49% name CWS: surface, stormwater manager

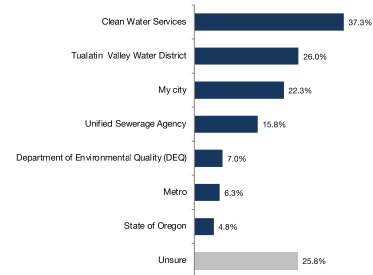
Question 5: Surface water management is the management of water, primarily rainwater, which runs off the ground and into the public drainage system, local streams, and the Tualatin River. Which organization or organizations are responsible for surface and stormwater protection in your area? Select all that apply.



9

37% name CWS: sewage treatment

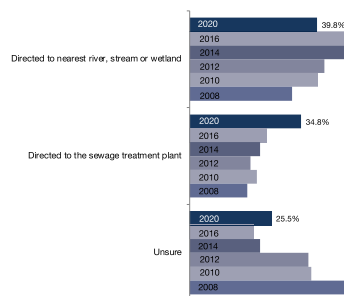
Question 6: And which organization or organizations are responsible for sewage collection and treatment in your area? Select all that apply.



10

The public is mixed on what happens to runoff

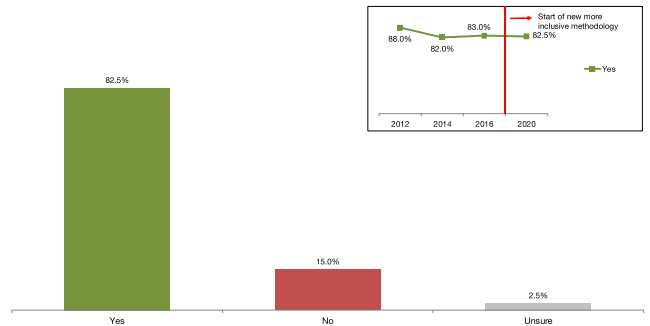
Question 7: To the best of your knowledge, what happens to the water that enters your neighborhood or local public storm drains or drainage ditches?



11

83% have heard of Clean Water Services

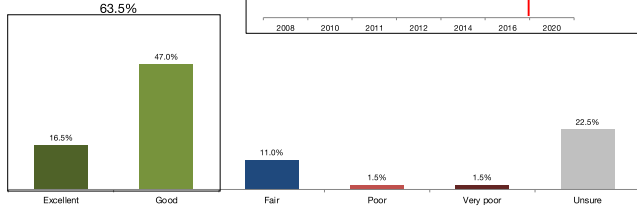
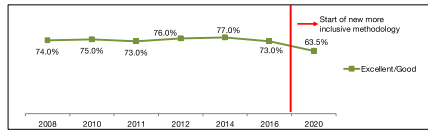
Question 8: Have you heard of Clean Water Services?



12

64% believes Clean Water Services is doing an excellent or good job

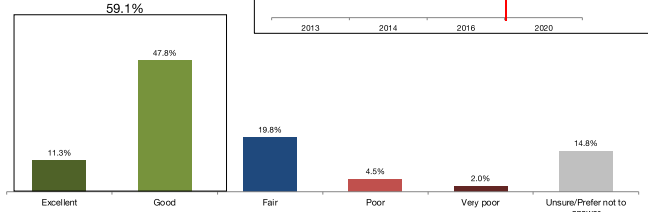
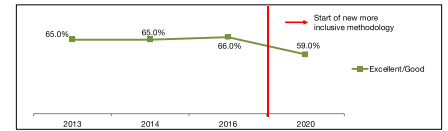
Question 10: Based on your experience and anything you have seen or heard, how good a job do you believe Clean Water Services is doing at providing these services?



13

59% rate water quality as excellent or good

Question 11: Overall, how would you rate the water quality of the Tualatin River and streams in your area?



14

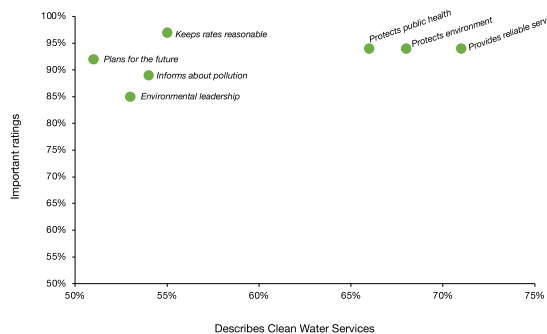
Values: Important v. Describes CWS

Values	Important to customers	Describes CWS
Protects public health	92%	66%
Keeps rates reasonable	91%	55%
Protects the environment	94%	68%
Plans for the future	91%	51%
Provides reliable service	94%	71%
Inform and educates the public on how to reduce pollution	89%	54%
Is an environmental leader in the region	85%	53%

Values

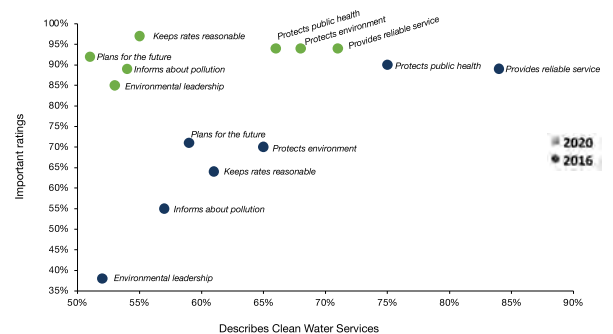


Reliability, environmental protection, and public health all align with importance and customers views about CWS



17

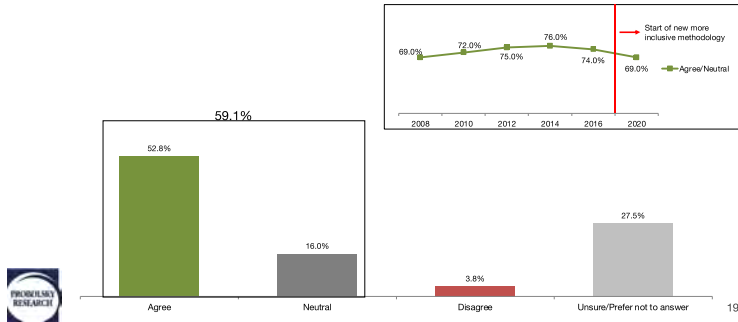
Reliability, environmental protection, and public health all align with importance and customers views about CWS



18

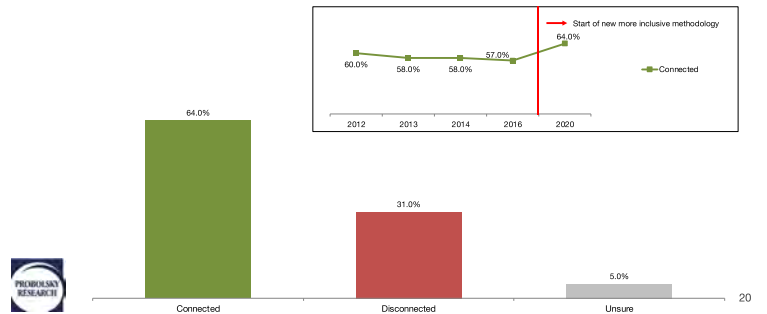
53%: CWS has had a positive impact on Tualatin water quality

Question 34: Clean Water Services has had a very positive impact on water quality of the streams and Tualatin River in your community.



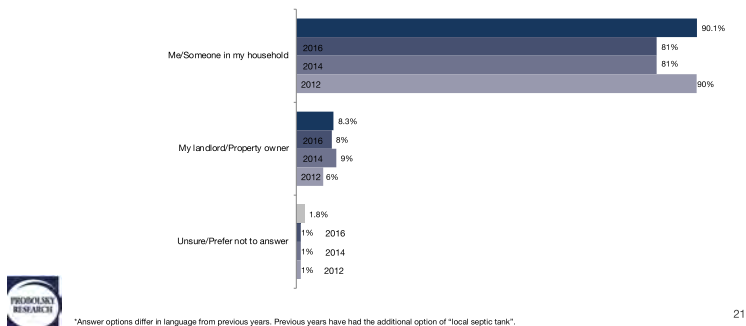
64%: feel connected to the Tualatin River

Question 37: How personally connected do you feel to the Tualatin River and its streams?



72% say they pay their sewer bill

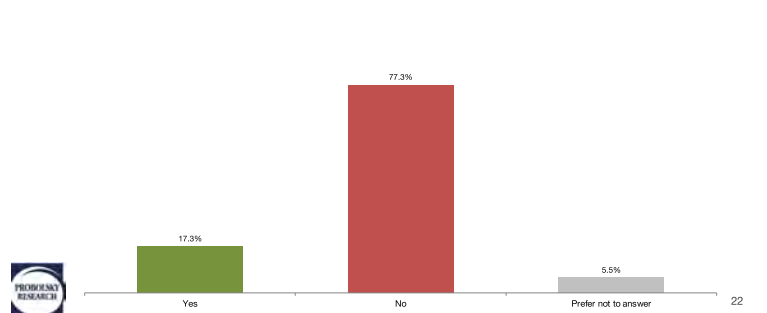
Question 38: Who pays your sewer bill?



*Answer options differ in language from previous years. Previous years have had the additional option of "local septic tank".

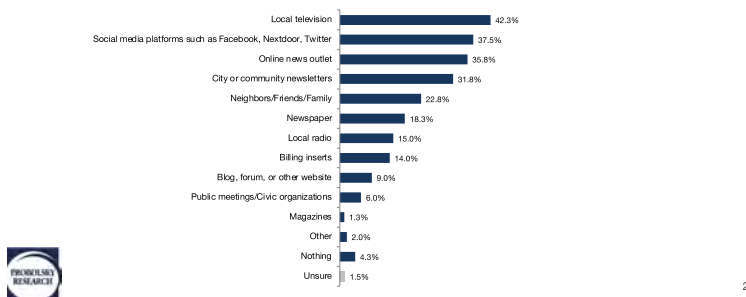
77%: have not had difficulty paying household bills

Question 39: Since the start of the COVID-19 pandemic have you had added difficulty in paying basic household bills?



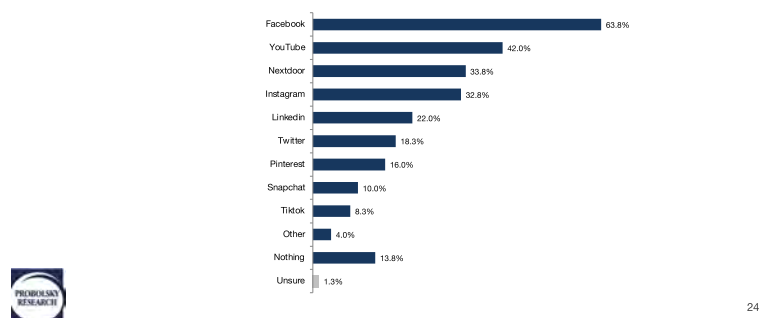
Local television is most important information source

Question 2: From the following list, what are the most important sources of information you use to stay up-to-date on issues in [Washington County/Multnomah County/Clackamas County]. Select all that apply.



64% use Facebook regularly

Question 3: Please indicate which if any of these social apps and websites you use regularly? Select all that apply.



Key Findings

- There is significant recognition of what Clean Water Services does for the community. However, there is room for improvement.
- A strong majority (56%) have a favorable opinion of Clean Water Services.
- A large majority (75%) say that Clean Water Services is doing an excellent, good, or fair job, just 3% disagree.
- At near unanimous levels, residents believe these attributes are important, and large majorities say they align with how they see Clean Water Services:

Important to residents

Protecting public health (94%)
Keeps rates reasonable (91%)
Protects the environment (94%)
Plans for the future (91%)
Provides reliable service (94%)
Informs the public how to reduce pollution (89%)
Is an environmental leader in the region (85%)

Describes Clean Water Services

Protecting public health (66%)
Keeps rates reasonable (55%)
Protects the environment (68%)
Plans for the future (51%)
Provides reliable service (71%)
Informs the public how to reduce pollution (54%)
Is an environmental leader in the region (53%)
Provides consistent quality services (67%)
Takes an interest in caring for their community (60%)

- A large majority (78%) say Clean Water Services is vital to public health in the community.
- A large majority (70%) agree Clean Water Services should invest in managing environmental impacts of climate change.
- A large majority (64%) say they feel connected to the Tualatin River and its streams.
- There are no dramatic differences based on customer geographic location.



25

Key Findings (continued)

Those who rate CWS most favorably

- 65+
- Have lived in the area for 20 years or longer

Those who don't know CWS

- 18-34 years old
- Black customers

Those who chose Tualatin Valley Water District as their water resource provider

- 65+
- Black customers
- People who border a stream



26

Recommendations

- Focus on garnering earned media in The Oregonian for maximum impact
- Focus digital outreach on the most used platforms, Facebook and Nextdoor for maximum impact
- Reinforce the narrative that CWS is dedicated to each of the positive attributes tested
- Promote the ways CWS maintains fiscal responsibility and how this relates to "keeping rates reasonable"
- Promote the ways CWS is investing in mitigating the environmental impacts of climate change
- Promote the role CWS plays in the water quality of the Tualatin River and its streams
- Engage with CWS employees to ensure they know how much the public appreciates the job they do



27

Questions?

Adam Probolsky, President

O: 949-855-6400 | M: 949-697-6726

E: adamp@probolskyresearch.com

Scarlett Isayo, Research Analyst

O: 949-855-6400

E: Scarlett@probolskyresearch.com



Opinion Research on
Elections and Public Policy

Probolsky Research
23 Corporate Plaza Drive Suite 100
Newport Beach, CA 92660

Newport Beach (949) 855-6400
San Francisco (415) 870-8150
Washington, DC (202) 559-0270