

# CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

## Policy Session Worksheet

**Presentation Date:** 1/5/2015 **Approx Start Time:** 11:30 a.m. **Approx Length:** 30 min

**Presentation Title:** Clackamas County Service District No. 1 and Tri-City Service District Communication/Outreach Update

**Department:** Public and Government Affairs (PGA) and Water Environment Services (WES)

**Presenters:** Gary Schmidt and Greg Geist

**Other Invitees:** Amy Kyle, Ed Nieto, Matt Glazewski, Chris Storey, Gari Johnson

### **WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?**

This is an informational update only. Each month staff will update the Board on the collaborative strategic communication efforts of WES and PGA to raise stakeholder awareness regarding the need to build additional solids handling capacity at the Tri-City Plant, which will benefit both Clackamas County Service District No.1 and the Tri-City Service District.

### **EXECUTIVE SUMMARY:**

WES and PGA continue to work together to communicate with stakeholders about a plan to increase solids handling capacity through a shared investment by the two districts at the Tri-City Plant to protect public health and the environment.

Both districts' solids handling processes have exceeded their design capacity and are at a high risk of failure. Approximately four years or more are needed to design and build additional capacity. If the current solids handling system fails, risks include threats to public health and the environment, excessive spending of ratepayer dollars due to solids hauling, and violations of the Tri-City Plant's Clean Water Act Permit.

A recent scientific survey revealed that 94% of WES customers are very satisfied with their sewer service and support upgrading infrastructure to maintain a high quality of service, although only 14% of customers could identify WES as their service provider.

This communications plan seeks to raise awareness of WES and the valuable services it provides while also educating stakeholders about the urgent capacity shortage issue and ongoing district governance discussions. This communications plan is designed to be inclusive and transparent.

### **FINANCIAL IMPLICATIONS (current year and ongoing):**

Is this item in your current budget?  YES  NO

What is the cost? \$150,000 total communications/outreach contract

What is the funding source? CCSD/TCSO Budget

## STRATEGIC PLAN ALIGNMENT:

- How does this item align with your Department's Strategic Business Plan goals?

This item supports several goals of WES' Strategic Business Plan:

1. WES will have a comprehensive plan in place that will achieve sewer improvements and funding to support the expected regional 20-year growth horizon.
2. WES' priorities and policy recommendations will reflect optimum economies of scale, defined as lowest rate per user per district to achieve the 20-year Comprehensive Plan.
3. WES will provide its partner communities the wastewater infrastructure capacity required to support 5 years of projected growth.

- How does this item align with the County's Performance Clackamas goals?

This item aligns with Performance Clackamas goals by seeking to build a strong infrastructure, ensure safe, healthy and secure communities, build public trust through good government and seeking to honor, utilize, and invest in our natural resources. Upgrading our infrastructure will also help ensure the growth of a vibrant economy in Clackamas County.

## LEGAL/POLICY REQUIREMENTS:

N/A

## PUBLIC/GOVERNMENTAL PARTICIPATION:

Since the last policy session in December, the following outreach efforts were completed:

- Video on capacity investment is being shown via the following:
  - Clackamas County Government Channel
  - WES homepage
  - RiverHealth homepage
  - Tri-City homepage
  - [www.clackamas.us](http://www.clackamas.us) homepage
- Government Affairs staff updated the Regional Wastewater Treatment Capacity Advisory Committee regarding Oregon Consensus, which is now on hold per the committee and BCC direction
- *Citizen News* features concerning solids capacity shortage written and submitted for publication in January issue:
  - Krupp's Korner editorial
  - Scope of work and new WES Capital Program Manager article
  - Regional Wastewater Treatment Capacity Advisory Committee meeting results article which details benefits of scope of work for solids handling project
- A series of video script descriptions to bring public awareness to WES has been tasked to the strategic communications specialist
- WES Newsletter content is in development for March CCSD#1 bill insert and direct mail to Tri-City customers (final artwork due mid-February)
- WES "Road Show" presentation script and plan drafted
- Began Stakeholder Listening Sessions

**OPTIONS:**

None

**RECOMMENDATION:**

None

**ATTACHMENTS:**

None

**SUBMITTED BY:**

Division Director/Head Approval \_\_\_\_\_

Department Director/Head Approval s/Gary Schmidt

County Administrator Approval \_\_\_\_\_

For information on this issue, please contact Gary Schmidt @ 503-742-5908