



TUALATIN VALLEY
WATER DISTRICT

Board Work Session Minutes

November 7, 2023

WORK SESSION – 6:00 PM

CALL TO ORDER

Commissioners Present: Jim Doane, PE; Jim Duggan, PE; Carl Fisher (arrived at 6:40PM), Elliot Lisac, Todd Sanders, PhD

Staff Present: Clark Balfour, General Counsel; Paul Matthews, Interim Chief Executive Officer; Justin Carlton, Interim Chief Finance Director; Dave Kraska, PE, Water Supply Program Director; Andrew Carlstrom, Customer Service Manager; Justin Dyke, Interim Communications and Public Affairs Supervisor; Kylie Bayer, Human Resources Director; and Sam Kaufmann, District Recorder.

ANNOUNCEMENTS

Paul Matthews presented the CEO announcements.

DISCUSSION ITEMS

- A. Willamette Water Supply System Commission Update. *Staff Report – Dave Kraska, P.E. Willamette Water Supply Program Director*

Dave Kraska gave his update on the Willamette Water Supply System Commission.

- B. Resolution Adopting Revisions to the Local Contract Review Board Rules *Staff Report – Heather Speight, Procurement and Contracts Administrator*

Heather Speight gave her presentation on the proposed revisions to the Local Contract Review Board rules.

- C. 2023 Customer Focus Groups and Communications Response Plan *Staff Report – Justin Dyke, AIC Communications & Public Affairs Supervisor*

Justin Dyke and DHM Research gave their presentation on the 2023 customer focus groups and communications response plan.

- D. Commissioner Topics

The Board directed staff to draft an employment agreement for Paul Matthews as Chief Executive Officer.

ADJOURNMENT

There being no further business, President Sanders adjourned the meeting at 7:30 PM.

Todd Sanders, President

Jim Doane, Secretary





1

FLUORIDATION PAUSE

Starting in early December, operations staff will temporarily pause fluoridating water in the Wolf Creek section of the District. This temporary pause is needed to allow our contractor to connect the WWSS Metzger Pipeline East to our existing Washington County Supply Line on Beaverton Hillsdale Highway. The project will require staff to temporarily bring water into the District from Portland using the Backdown System. The Backdown System operates as a backup supply system and does not include equipment for fluoridation.

Staff has started the customer notification process. For customers who receive bills, the notification process includes bill inserts and emails about the pause. The District is mailing postcards to multifamily residents who don't receive a water bill directly. Additional outreach efforts include but are not limited to social media content.

2

HOLIDAY LUNCH

Commissioners are invited to TVWD's staff annual holiday lunch to be held December 14, 12:00 pm, in the Board Room. Please let Katherine know if you are interested in attending.

3 | CEO Announcements



3

JANUARY WORK SESSION

Due to the proximity of the New Year's holiday, staff recommends canceling the January 2nd work session.

4 | CEO Announcements



4

BOARD COMMUNICATIONS LOG

There were no updates to the Board Communications Log this month.

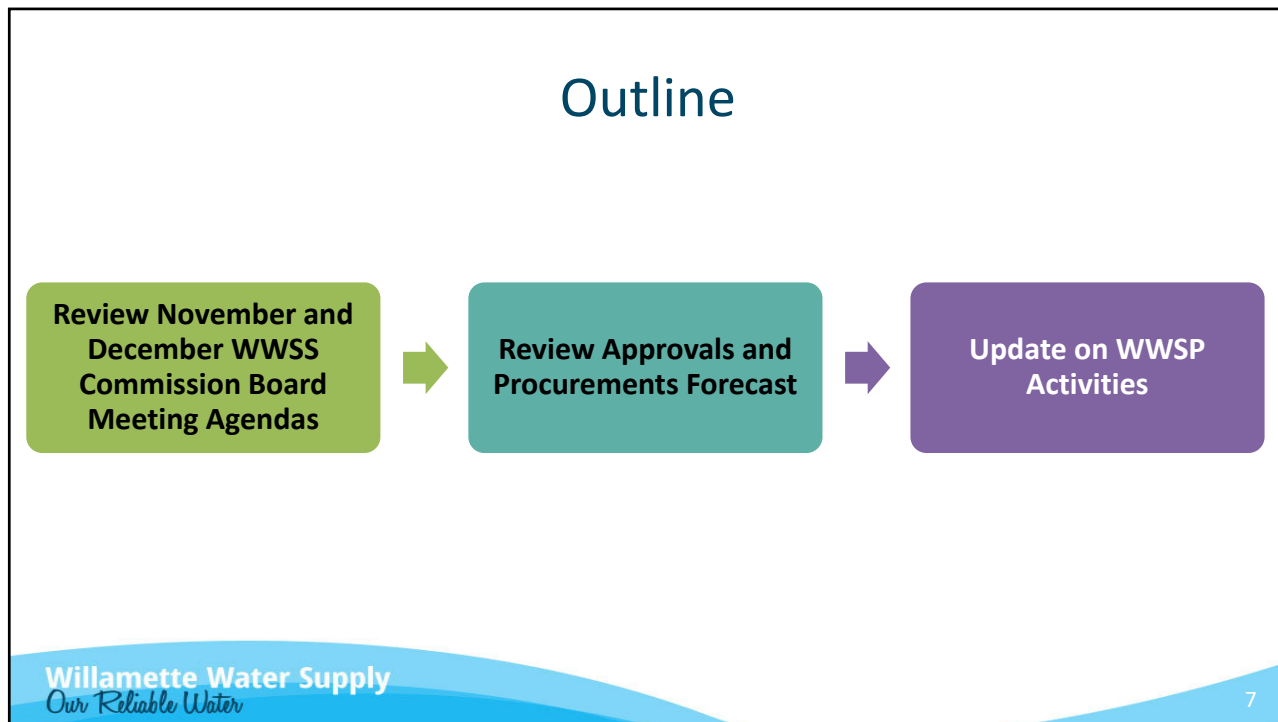
5

Willamette Water Supply
Our Reliable Water

**Willamette Water Supply System Commission
Update**

**TVWD Board Work Session
November 7, 2023**

6



7

REVIEW NOVEMBER AND DECEMBER WWSS COMMISSION BOARD MEETING AGENDAS

Willamette Water Supply
Our Reliable Water

8

8

Willamette Water Supply System Commission November 2, 2023 Board Meeting Agenda

1. General Manager's Report
2. Public Comment
3. Consent Agenda
 - A. Approve the August 3, 2023 meeting minutes
4. Business Agenda
 - A. Approve Water Supply Integration Communications Plan, Toolkit, and Engagement Support
5. Information Items
 - A. Water Treatment Plant Schedule Update
 - B. Planned December Business Agenda items
 - C. The next Regular Board Meeting scheduled on December 7, 2023

Willamette Water Supply System Commission December 7, 2023 Board Meeting Agenda

1. General Manager's Report
2. Public Comment
3. Consent Agenda
 - A. Approve the November 2, 2023 meeting minutes
4. Business Agenda
 - A. Approve WTP_1.0 GMP2 Contract for Construction
5. Information Items
 - A. Water Treatment Plant Schedule Recovery Progress Update
 - B. Planned February Business Agenda items
 - C. The next Regular Board Meeting scheduled on February 1, 2024

REVIEW APPROVALS AND PROCUREMENTS FORECAST

Willamette Water Supply
Our Reliable Water

11

11

Approvals and Procurement Forecast for August 2023 – February 2024

Program Baseline or Related Plans

Description	Program Director	WWSS Management Committee	WWSS Commission Board
WWSP 2024 Rebaseline Schedule and Budget and WWSS Fiscal Year 2024-2025 Work Plan and Budget	N/A	1/18/2024	2/2/2024

Willamette Water Supply
Our Reliable Water

12

12

Approvals and Procurement Forecast for August 2023 – February 2024 Real Estate

Description	Program Director	WWSS Management Committee	WWSS Commission Board
None	--	--	--

13

Approvals and Procurement Forecast for August 2023 – February 2024 IGAs, MOUs, Permit Commitments

City of Sherwood

- *WTP_1.0 Financial Security Assurance for Sherwood Public Improvements (August)*

Washington County

- *PLM_4.2 Construction IGA Amendment (October)*

City of Tigard

- *PLM_4.3 Temporary Commissioning Discharge Facility IGA (February)*

14

Approvals and Procurement Forecast for August 2023 – February 2024

Contracts

Title	Goal	Value	Key Dates
Water Supply Integration Communication Plan, Toolkit, and Engagement Support	Provide communications planning, materials, and public engagement support for Water Supply Integration	\$417k	WWSS Board Approval: 11/2/2023

Approvals and Procurement Forecast for August 2023 – February 2024

Contract Amendments and Change Orders*

Title	Goal	Value	Key Dates
Communications and Outreach Service Contract Amendment	Provide continuing public outreach during the term August 1, 2023 through June 30, 2024	\$531k	WWSS Board Approval: 8/3/2023
WTP_1.0 GMP2 for Construction	Construct GMP2 scope that covers landscaping, asphalt, curbs, sidewalks, striping, signage, fencing, and finished water system commissioning	\$15 - \$20M	WWSS Board Approval: 12/7/2023

*having values higher than the Program Director's authority

Approvals and Procurement Forecast for August 2023 – February 2024

Local Contract Review Board Rule Exemption

Title	WWSS Management Committee Approval	WWSS Board Informational Item	WWSS Board Consider Approval
None	--	--	--

17

WWSP Schedule Recovery Progress Update
WWSP Construction Updates

UPDATE ON WWSP ACTIVITIES

18

WWSP SCHEDULE RECOVERY PROGRESS UPDATE

Willamette Water Supply
Our Reliable Water

19

19

WTP and System Commissioning Schedule Status

November 2023

The chart displays a timeline from 2025 to 2026. A vertical dashed line marks the 'Integration Start Window'. A vertical solid line marks 'June 30, 2026'. The chart shows the following milestones:

- Baseline Schedule Milestones:** A double-headed arrow spanning from early 2025 to the Integration Start Window.
- Estimated Dates from June 2023 Schedule:** A double-headed arrow starting at the Integration Start Window and extending to mid-2026.
- Estimated Dates from July 2023 Schedule:** A double-headed arrow starting at the Integration Start Window and extending to late 2025.
- Estimated Dates from August 2023 Schedule:** A double-headed arrow starting at the Integration Start Window and extending to late 2025.
- Estimated Dates from September 2023 Schedule:** A double-headed arrow starting at the Integration Start Window and extending to late 2025.

Legend:

- WTP Complete
- WWSS Commissioned

Willamette Water Supply
Our Reliable Water

20

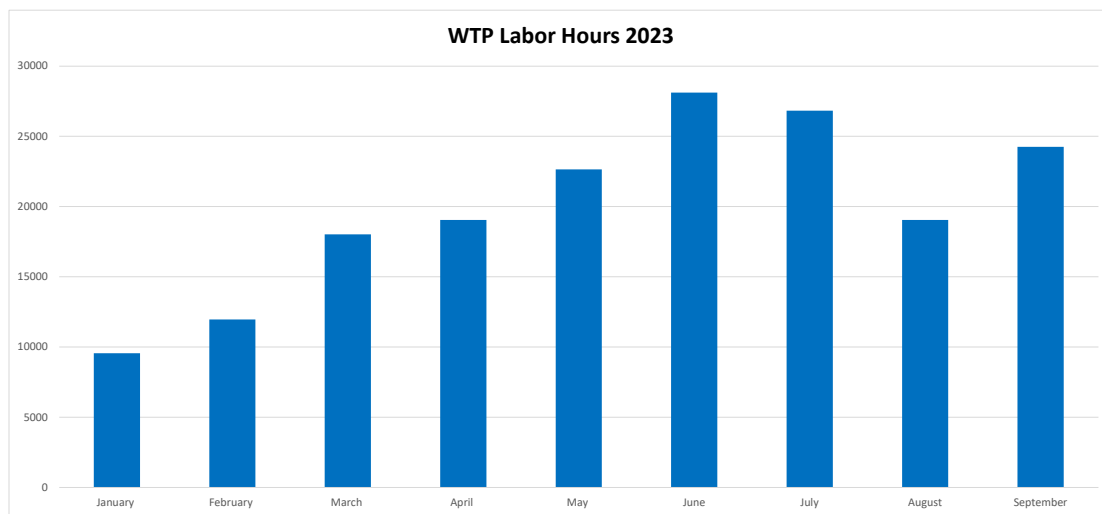
20

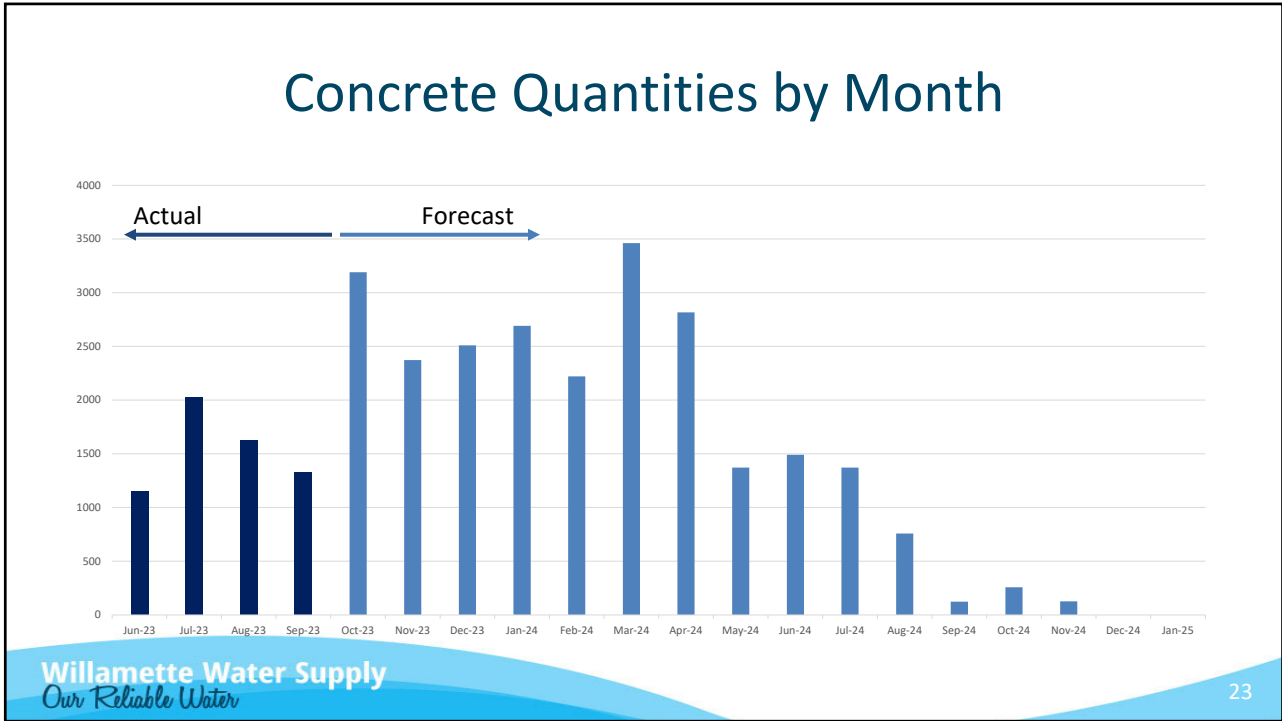
On-going Contractor Coordination

- Delay Prevention:
 - CM Team and Design Engineer prioritizing urgent field issue resolution
 - Weekly RFI and submittal prioritization with Contractor, Design Engineer, and CM Team
 - CM Team participation in subcontractor coordination meetings
- Schedule Recovery Activities

Activity	Status	Potential Schedule Improvement	Potential Cost Impact
Optimizing schedule logic for future activities	Ongoing through early 2024	None to Medium	0
Construction technique changes	Go / No-Go by end of 2023	Low to Medium	\$
Coating product substitution	Go / No-Go by end of 2023	None to Low	\$
6-day workweek or second shifts for certain trades	In review through end 2023	Medium to High	\$\$

WTP_1.0 Craft Labor Force





23



24

WWSP CONSTRUCTION UPDATES

Willamette Water Supply
Our Reliable Water

25

25

Construction Progress

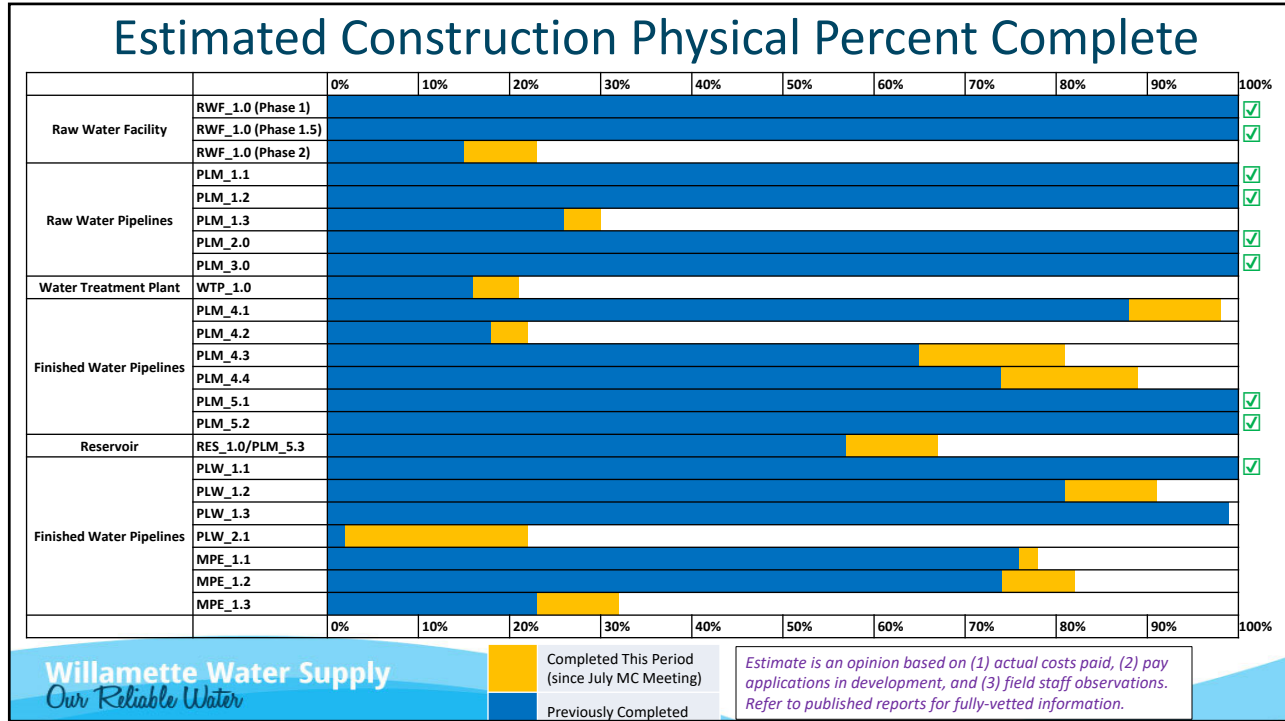
Projects currently in construction

The map shows the following projects currently in construction:

- PLW_2.1** (Orenco Woods)
- PLW_1.2** (South Hillsboro)
- RES_1.0** (Storage Tanks)
- PLM_5.3** (Grabhorn to Rosedale)
- PLM_4.3** (Roy Rogers)
- PLM_4.4** (Chicken Creek)
- PLM_4.1** (Hwy 99 Crossing)
- PLM_4.2** (Tualatin/Sherwood)
- PLW_1.3** (South Hillsboro)
- MPE_1.1** (Metzger Pipeline)
- MPE_1.2** (Metzger Pipeline)
- MPE_1.3** (Metzger Pipeline)
- WTP_1.0** (Water Treatment)
- PLM_1.3** (Wilsonville)
- RWF_1.0** (Phase 2)

Willamette Water Supply
Our Reliable Water

26



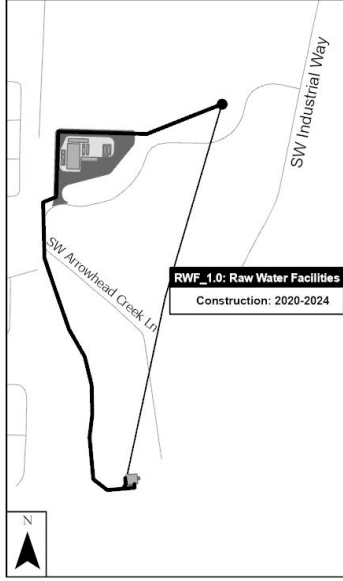
27


RWF_GMP-2.0

Contractor: Kiewit Infrastructure West Co.
 Designer: Black & Veatch

Current and Planned Activities:

- Installing brick veneer at Electrical Bldg.
- Roof trusses at Electrical Bldg.
- Architectural system framing (doors, windows, louvers, etc.) at Electrical Bldg.
- Upper site perimeter wall
- Electrical duct banks and site lighting




28

28

Construction Photos – RWF_GMP-2.0



29

Construction Photos – RWF_GMP-2.0



30

Construction Photos – RWF_GMP-2.0

Upper Site Electrical Building – high roof pan decking



Willamette Water Supply
Our Reliable Water

31

Construction Photos – RWF_GMP-2.0



32

Construction Photos – RWF_GMP-2.0

Inside the Raw
Water Pump
Station –
preparing
pedestal
modifications



Willamette Water Supply
Our Reliable Water

33

PLM_1.3

Contractor: Moore Excavation Inc.
Designer: HDR

Current and Planned Activities:

- Curb & gutter, sidewalk, and street panel restoration on 95th Ave.
- CARV appurtenance piping and cathodic protection systems on 95th Ave.
- Wilsonville fiber optic line installation on 95th Ave.
- Installing 66" open cut waterline on Kinsman Rd.
- Approximately 5500 LF of 66" waterline installed (45% of total)



Willamette Water Supply
Our Reliable Water

34

34

Construction Photos - PLM_1.3

66-inch waterline installation on Kinsman Rd.



Willamette Water
Our Reliable Water

35

Construction Photos - PLM_1.3

Concrete pavement restoration prep on 95th Ave.



Willamette Water Service
Our Reliable Water

36

WTP_1.0

Contractor: Sundt Construction, Inc.
Designer: CDM Smith

Current and Planned Activities:

- Continued 84" Overflow line and other yard piping
- Continued conduit and piping installation below slab and began footing construction at Area 22 (Ballasted Flocc)
- Began slab construction at Area 28 (Filters)
- Continued elevated decks and electrical duct banks at Area 30 (UV building)
- Continued concrete wall construction at Area 35 (Clearwell)
- Continued concrete wall construction at Area 37 (EQ Basin)
- Continued elevated slab concrete placements at Area 53 (FWPS)



Willamette Water Supply
Our Reliable Water

37

37

Construction Photos - WTP_1.0



38

Construction Photos - WTP_1.0

84" Overflow pipe from process areas to EQ basin



Willamette Water
Our Reliable Water

39

Construction Photos - WTP_1.0

Electrical conduit duct bank construction at UV area



Willamette Water S
Our Reliable Water

40

Construction Photos - WTP_1.0



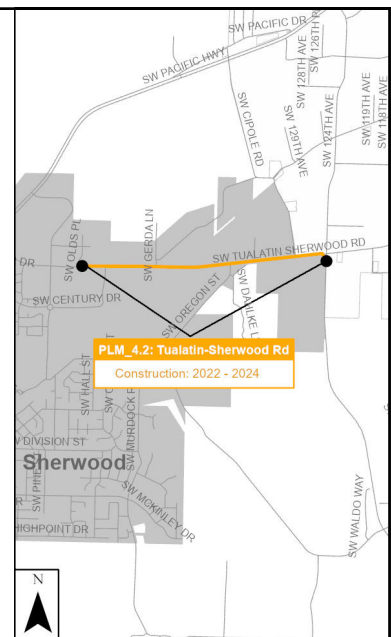
41

PLM_4.2

Partner: Washington County
 Contractor: Kerr/Emery JV
 Designer: Brown & Caldwell

Current and Planned Activities:

- Implemented traffic control for trenchless installation on SW 124th Ave.
- Relocated 12" waterline at trenchless launch shaft
- Launch shaft shoring installed
- Beginning trenchless operations



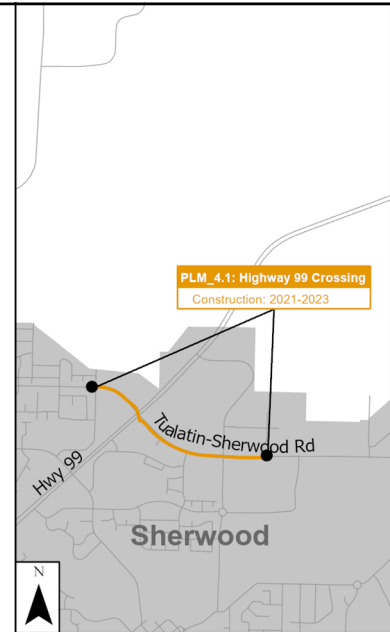
42

PLM_4.1

Partner: Washington County
 Contractor: Moore Excavation Inc.
 Designer: Brown & Caldwell

Current and Planned Activities:

- Appurtenance piping and vaults
- Cathodic protection system installation
- Pipe disinfection and pressure testing
- Continue road widening along the south side of Tualatin-Sherwood Rd.



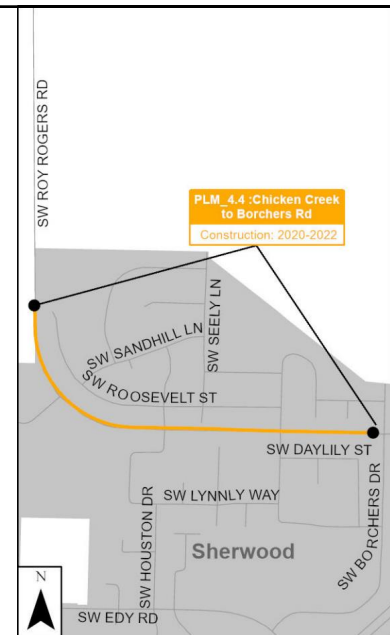
43

PLM_4.4

Partner: Washington County
 Contractor: Tapani Inc.
 Designer: Brown & Caldwell

Current and Planned Activities:

- Completed testing and disinfection for 66-inch waterline
- Completing surface appurtenance features
- Tie-in to PLM 4.1 and PLM 4.3 once both are complete



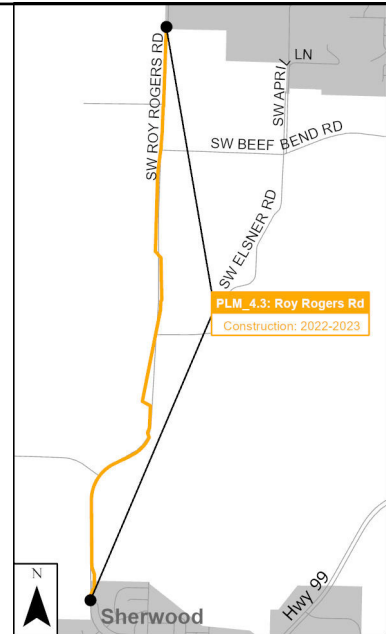
44

PLM_4.3

Contractor: Tapani Inc.
 Designer: Brown & Caldwell

Current and Planned Activities:

- Chicken Creek Crossing – Install 66-inch pipe in shafts, remove shaft shoring and backfill shafts
- Completed open cut work in the wetland north of Tualatin River Crossing north shaft
- Installing 66-inch waterline on east side of Roy Rogers Rd. Approximately 10,640 LF of pipe installed (80% of total)
- Complete construction of soldier pile and lagging wall with tie-backs at Tributary #4



45

Construction Photos – PLM_4.3

Installation of retaining wall at Tributary #4



46

Construction Photos – PLM_4.3

Open cut waterline construction on east side of Roy Rogers Rd. in the wetland

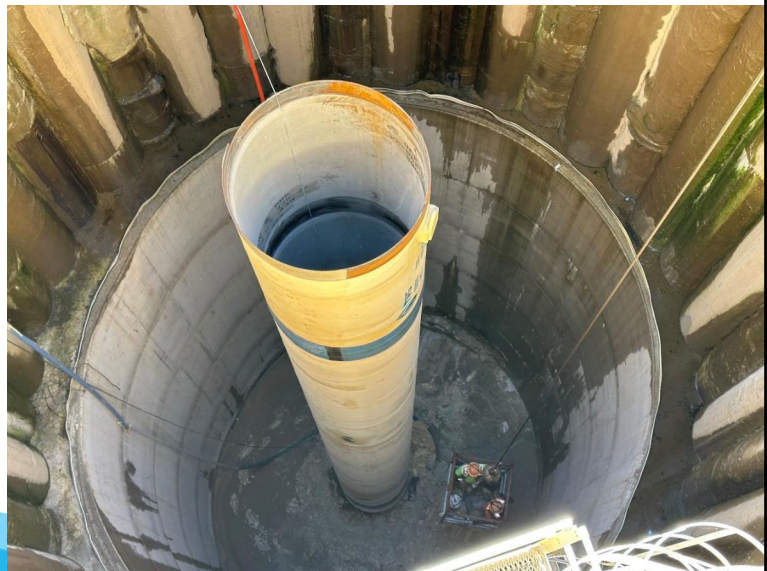


Willamette Water Supply
Our Reliable Water

47

Construction Photos – PLM_4.3

Installation of 66-inch carrier pipe in Tualatin River North Shaft



Willamette Water Supply
Our Reliable Water

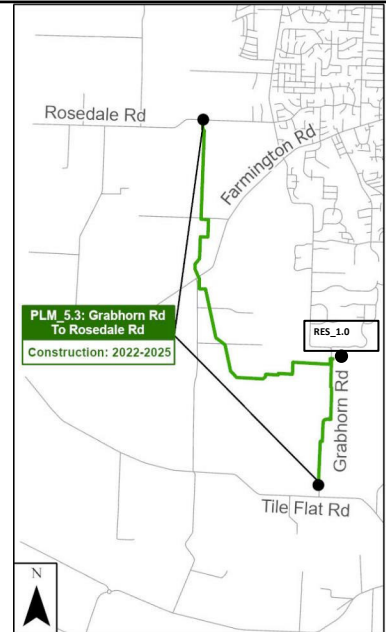
48

RES_1.0 / PLM_5.3

Contractor: Hoffman-Fowler JV
 Designer: Black & Veatch / Jacobs

Current and Planned Activities:

- RES_1.0
 - Reservoir walls approximately 90% complete
 - Constructing concrete columns (more than 50% complete)
 - Began falsework installation for reservoir roof concrete placements
 - Began metal platforms and grating in valve vaults
 - Continued electrical duct bank and yard piping installation
 - Completed Water Quality Building concrete footings & started wall forms
- PLM_5.3
 - Continued installation of 66" waterline – approximately 20,100 LF (99.6%) installed.
 - Continued restoration above pipeline in multiple locations including landscaping in creek and wetland crossings
 - Completed waterline installation across Farmington Gardens easement



Willamette Water Supply
 Our Reliable Water

49

49

Construction Photos – RES_1.0



50

Construction Photos – RES_1.0

Reservoir wall and column construction; shoring for roof has begun



Willamette Water Supply
Our Reliable Water

51

Construction Photos – RES_1.0

Wall construction at reservoir



Willamette Water Supply
Our Reliable Water

52

Construction Photos – PLM_5.3

66" waterline installation along Grabhorn Road



Willamette Water Supply
Our Reliable Water

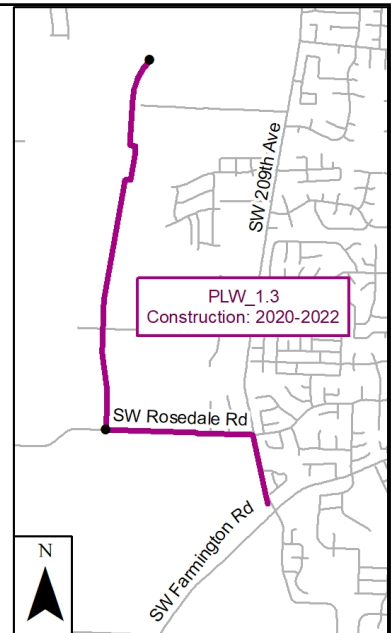
53

PLW_1.3

Contractor: Tapani, Inc.
Designer: Kennedy/Jenks

Current and Planned Activities:

- New fiber conduit to be installed via HDD at Butternut Creek
- Add power to Butternut Creek turnout site
- Closeout



Willamette Water Supply
Our Reliable Water

54

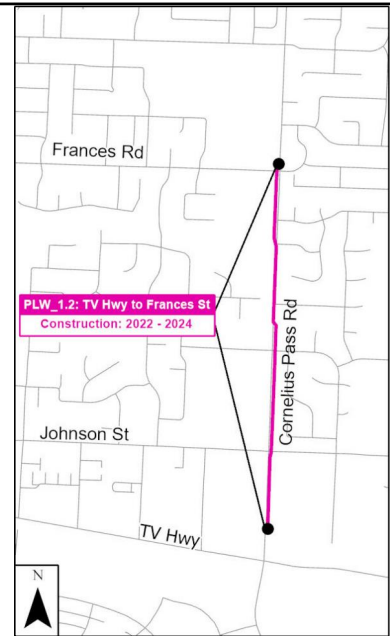
54

PLW_1.2

Partner: Washington County
Contractor: Tapani, Inc.
Designer: Kennedy/Jenks

Current and Planned Activities:

- Continuing Frances St. turnout vault PRV and associated pipe installation
- Electrical and SCADA cabinets at Frances St. turnout



55

Construction Photos – PLW_1.2

Electrical and SCADA conduits for Frances Street turnout



56

Construction Photos – PLW_1.2

Valves and pipe inside Frances Street turnout vault



Willamette Water Supply
Our Reliable Water

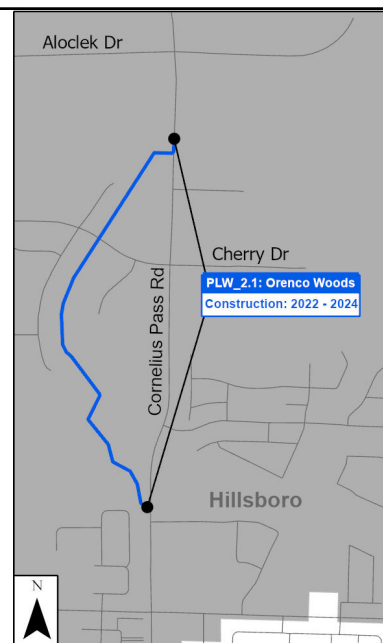
57

PLW_2.1

Contractor: Moore Excavation, Inc.
Designer: Kennedy/Jenks

Current and Planned Activities:

- Continued 48-inch waterline installation within Orenco Woods Nature Park (OWNP)
- Completed waterline installation and restoration work within Ordinary High Water limits at Rock Creek
- Restored area within OWNP and installed erosion control
- Completed tree and brush clearing and began construction of access roads in remainder of alignment (berm alignment)



Willamette Water Supply
Our Reliable Water

58

58

Construction Photos – PLW_2.1

Waterline installation and restoration in OWP at Rock Creek



Willamette Water Supply
Our Reliable Water

59

Construction Photos – PLW_2.1

Cleared alignment and construction entrances near Cherry Drive



Willamette Water Supply
Our Reliable Water

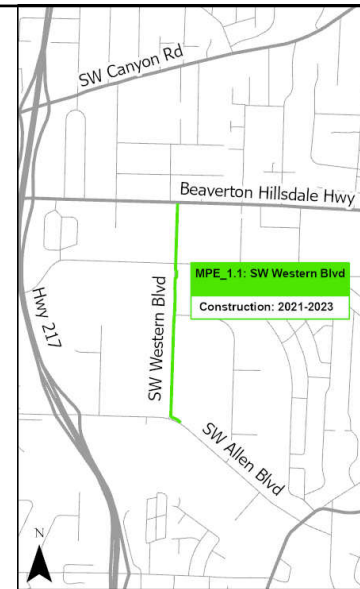
60

MPE_1.1

Partner: City of Beaverton
 Contractor: Moore Excavation Inc.
 Designer: Brown & Caldwell

Current and Planned Activities:

- Planning for Washington County Supply Line tie-in to take place in Winter 2023/24



MPE_1.2

Contractor: Emery & Sons
 Designer: Brown & Caldwell

Current and Planned Activities:

- Continued 48" waterline and appurtenances on Allen Blvd.
- Continued PFC building roof and architectural features
- Completed pavement restoration on Scholls Ferry Road between Nimbus Ave and Denney Rd.
- Completed 24" and 16" waterlines on Hall Blvd.
- Partial pressure testing completed on 48" waterline



Construction Photos – MPE_1.2

PFC Building roof installation



Willamette Water
Our Reliable Water

63

Construction Photos – MPE_1.2

Ductile iron pipe installation on Allen Blvd.



Willamette Water Supply
Our Reliable Water

64

Construction Photos – MPE_1.2

48-inch waterline installation on Allen Blvd.



Willamette Water Supply
Our Reliable Water

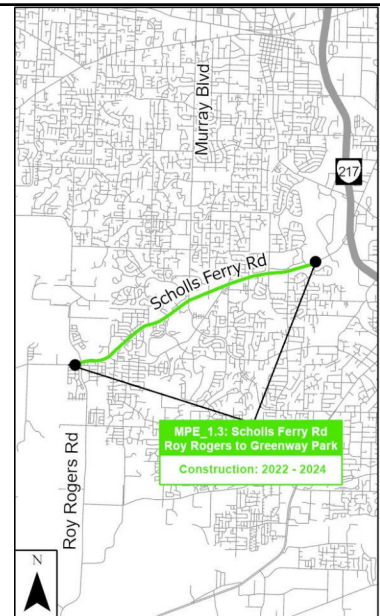
65

MPE_1.3

Contractor: Emery & Sons
Designer: Brown & Caldwell

Current and Planned Activities:

- 48" waterline installation on Scholls Ferry Rd. headed west near 130th Ave (night work)
- Pavement restoration continuous with waterline installation
- Continued Roy Rogers Turnout Vault construction
- PGE relocations in advance of pipeline work



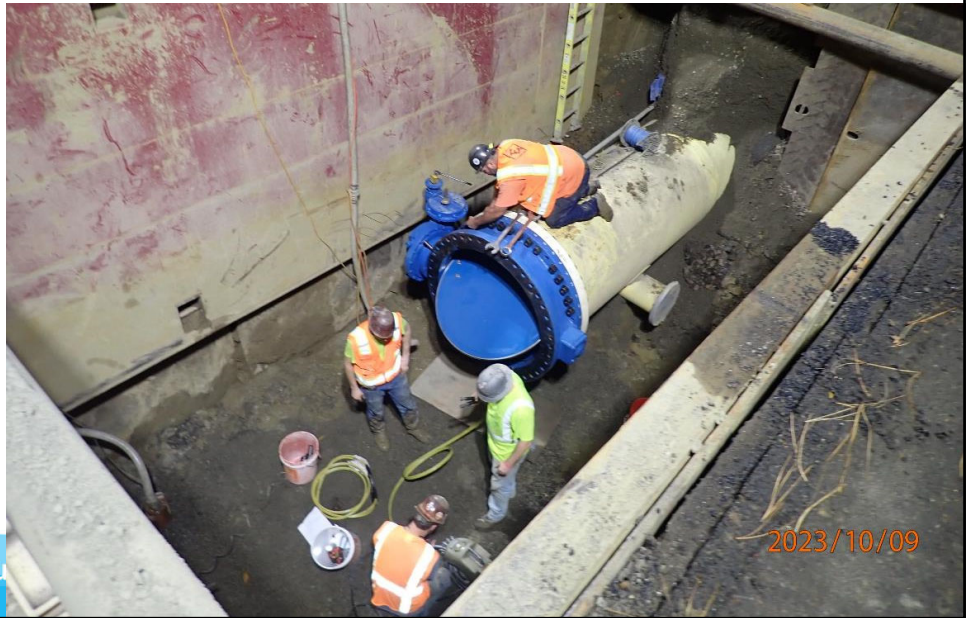
Willamette Water Supply
Our Reliable Water

66

66

Construction Photos – MPE_1.3

48" butterfly valve
bolt-up near
Conestoga Ave.

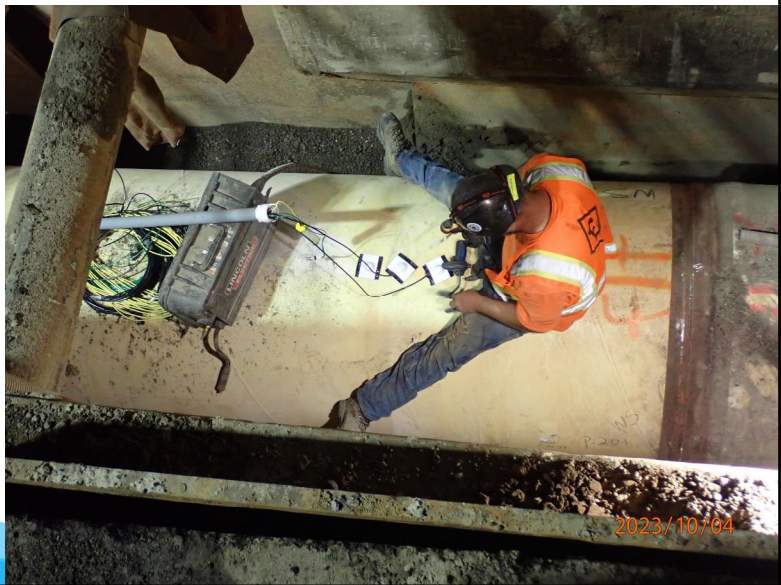


Willamette Water Supply
Our Reliable Water

67

Construction Photos – MPE_1.3

Cad-welding cathodic
protection wires to 48"
waterline



Willamette Water Supply
Our Reliable Water

68

QUESTIONS?

Willamette Water Supply
Our Reliable Water

69

69




TUALATIN VALLEY
WATER DISTRICT

LCRB UPDATE



Board Work Session

November 7, 2023

70

LCRB Procurement Thresholds

- Small procurements can be selected without quote or other competitive processes under \$10,000.
- Intermediate procurements (selection requiring a minimum of three quotes or a more stringent competitive process) are \$10,000-\$150,000.
- When adopted, these thresholds were consistent with Oregon Revised Statutes, Chapter 279.
- During the 2023 Oregon Legislative Session, SB1047 was passed which changed these thresholds.
- The revised thresholds, effective September 24, 2023, are \$25,000 for small procurements and \$150,000 for intermediate procurements.

71 |



71

LCRB Procurement Thresholds

- Revising the LCRB Rules to match the updated thresholds in ORS 279 provides for greater consistency and efficiency.
- The only proposed changes to the LCRB Rules are as follows:
 - Replacing \$10,000 with \$25,000 when referencing small procurements
 - Replacing \$11,000 with \$26,000 once, where it references allowable exceedances when amending an established contract
 - Replacing \$150,000 with \$250,000 when referencing intermediate procurements

72 |



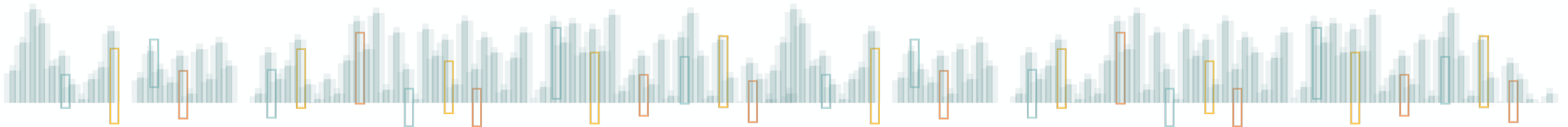
72



TUALATIN VALLEY
WATER DISTRICT

Tualatin Valley Water District Survey & Focus Group Research

November 2023 Presentation



Purpose of survey and focus group research

- Gauge awareness of Tualatin Valley Water District as water provider
- Measure overall satisfaction with TVWD services and in key service areas
- Identify key concerns to inform future communications efforts

Methodologies

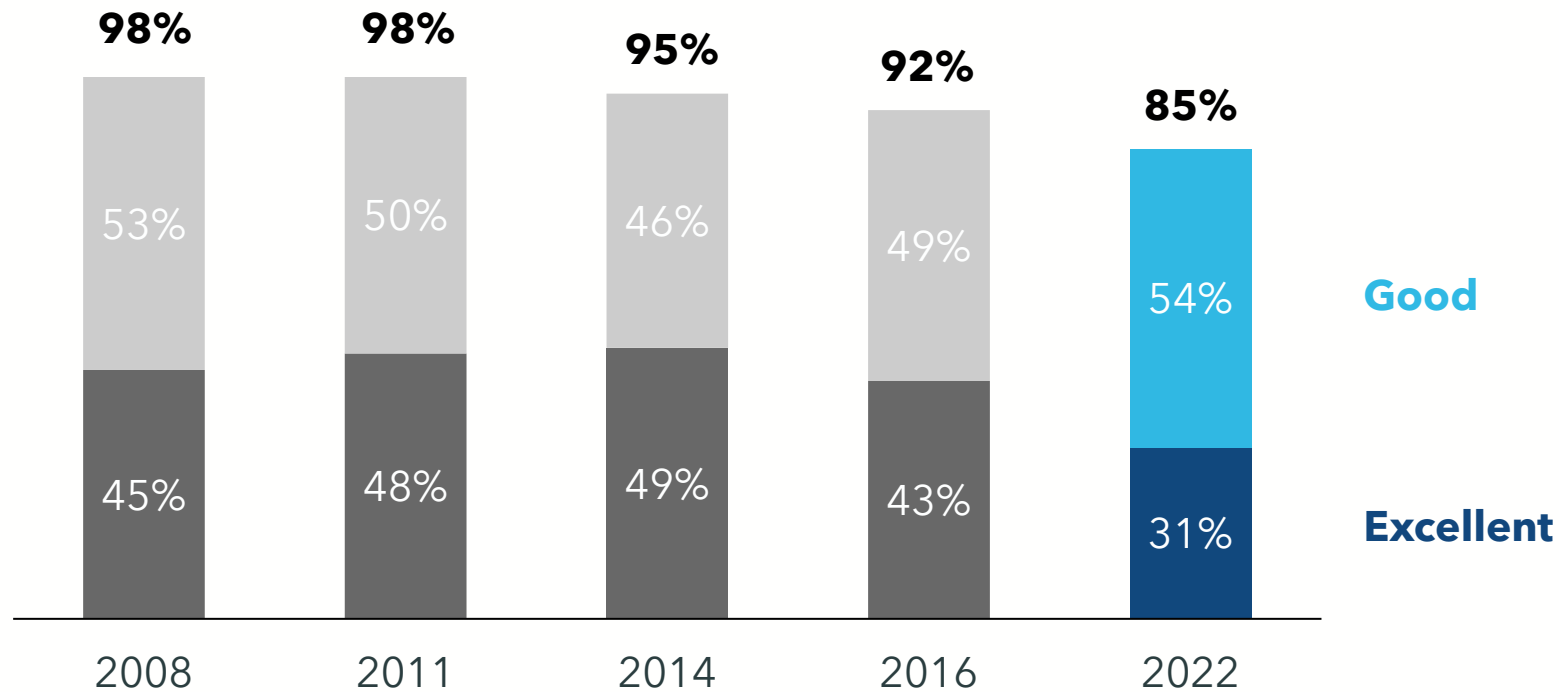
Survey

- Hybrid (phone and text-to-online) survey of N=400 residential customers
- Conducted August 2-8, 2022; 12 minutes to complete
- Quotas set by age, gender, and area; and data weighted by race, ethnicity, income, and education to ensure a representative sample
- Margin of error $\pm 4.9\%$
- Findings compared to results in previous TVWD surveys conducted by DHM in 2008, 2011, 2014, and 2016

Focus Groups

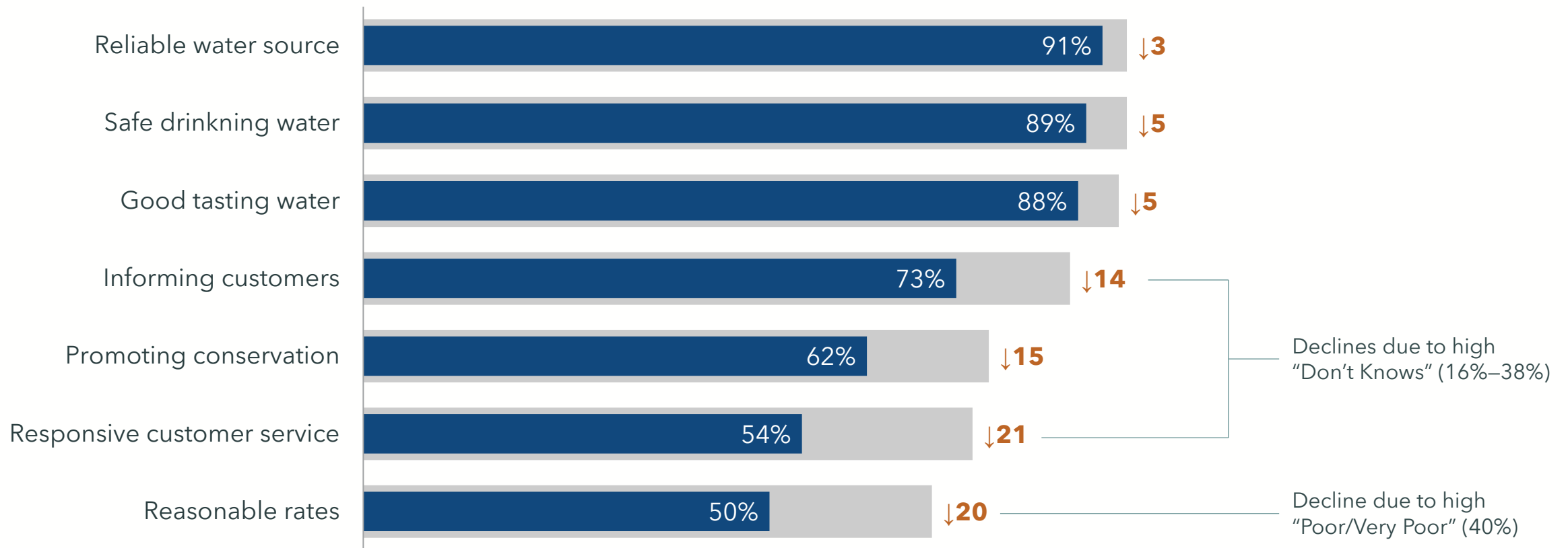
- Two online focus groups, held June 17 and 22, 2023
- Professionally moderated two-hour sessions, conducted via Zoom
- Representative sample of TVWD customers
- Sessions consisted of both written exercises and group discussions; quotes and commentary drawn from both written exercises and transcripts of group discussions

Most surveyed customers have an overall positive impression of TVWD, but positive impressions have softened since 2016.

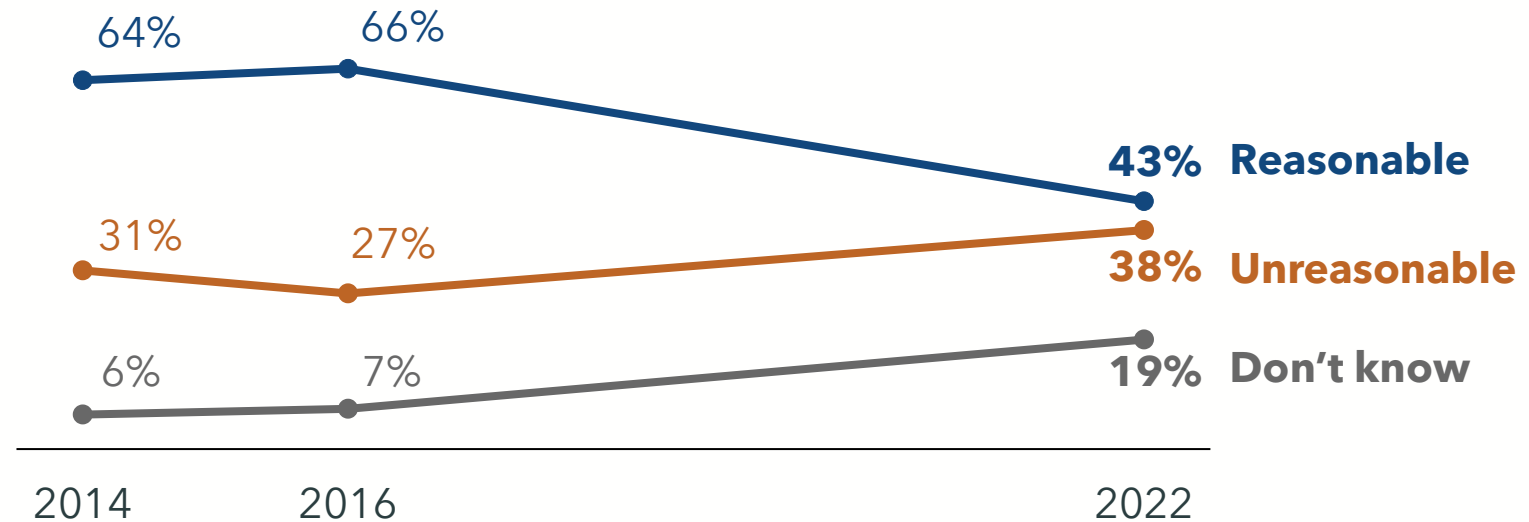
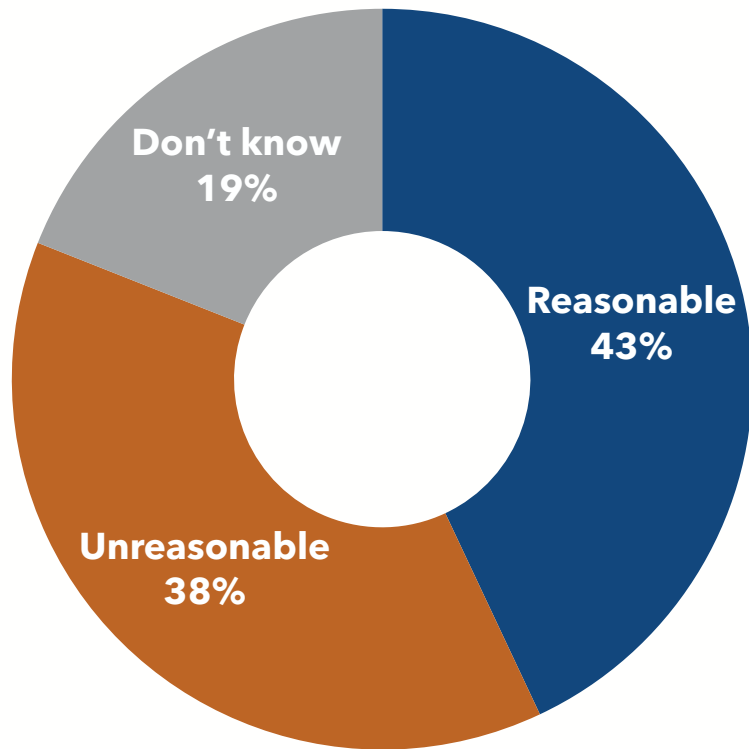


Most surveyed customers remain satisfied with TVWD, especially when it comes to providing reliable, safe, and good-tasting water. Dissatisfaction is most apparent with rates.

Excellent / Good Ratings Over Time 2022 vs 2016

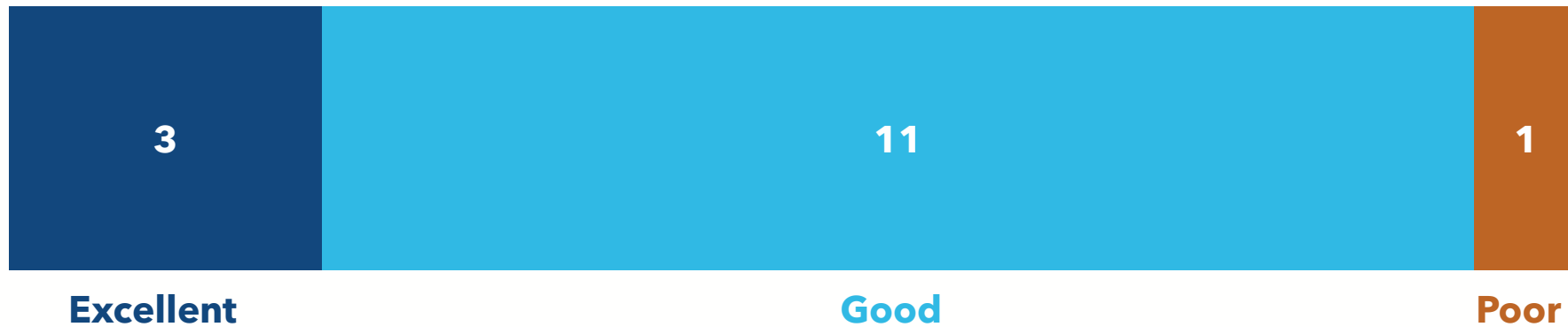


A plurality of surveyed customers consider water rates reasonable, but fewer than in previous years.



When asked about costs in the context of value received, focus group participants overwhelmingly give TVWD positive ratings.

How would you rate TVWD when taking into consideration both cost and quality?



Asked why they are getting good value, focus group participants consistently express similar reasons: quality, reliability, and comparatively better rates.

High quality

"It comes out clean. A couple of times, I've seen a little bit of color, indicating that there's more iron content in the water than one would want to have. That was my tiny observation."

"Compared to where I used to live, we don't have as much mineral buildup in the shower heads, which is good. I don't have to clean it or replace it often."

"Good, clean water."

Reliable

"I feel like the quality is good. Our water pressure is good. The taste is good. It's reliable."

"I don't have any disconnections, boil notices, or other disruptions."

"Uninterrupted supply of water. In the ten years of my experience, I've never had a single day or hour of no service."

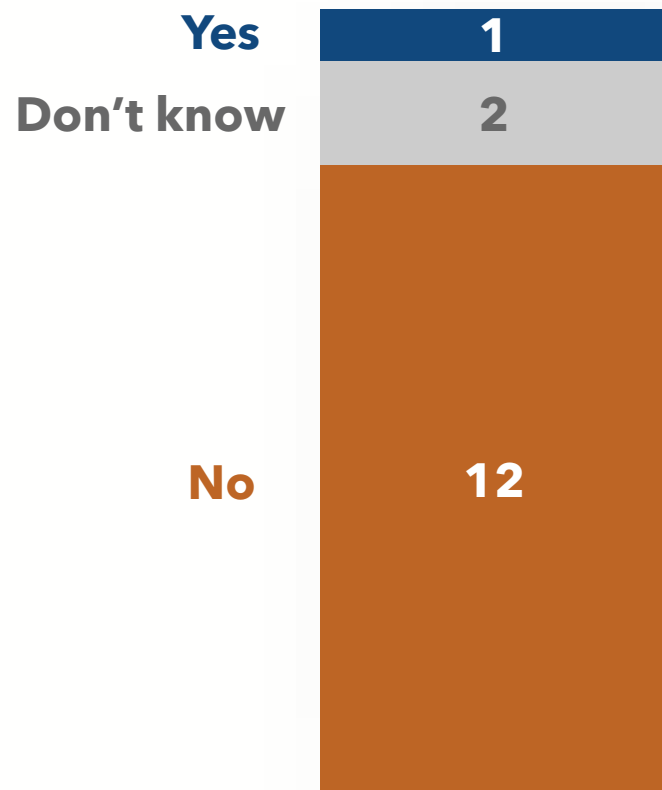
Comparatively better

"For the value and the quality compared to other states that I've been to, I think it's good. It's excellent."

"Compared to what I've paid in other places, it was the same.."

"I travel all over the world. Oregon has some of the best water."

Most focus group participants have not heard or read anything about upcoming changes to their primary source of drinking water.



Talk among neighbors and TVWD bill insert

"I heard vaguely from a neighbor that they're changing where our water comes from, but that was only gossip, I think."

"I thought we got some type of pamphlet with our water bill that explained this stuff."

Have not heard anything

"I haven't heard anything."

"Nothing."

Responses to learning that water will be pulled from the Willamette are sometimes measured, but more often, the response is negative, with concerns about quality and cost.

Measured

"My first reaction is, 'They must have been able to clean the Willamette River to be able to do something like this.'"

"I want it to be somewhere safe that can filter the water and bring it in, so that there are no chemicals. Wherever that is, that's good with me."

"When I first read that, I was like, 'that's horrible.' Then when you said, 'Wilsonville,' that water isn't as bad."

Impact on quality

"My first reaction is I don't like it...The last thing I'd want is to have water from a river that gets sewage spills, plus the runoff from the city."

"It's been a dumping ground for decades. All of us should've heard about the Super Funds to clean it up. It's going to take billions of dollars to clean the Willamette River. Billions. I wouldn't drink out of it."

"I don't think the Willamette would be as clean as Bull Run, even with my water purifier, but I'll look into it."

Higher cost

"I'm not a scientist...but if we get our water from the Willamette, [it'll mean] higher rates, because we have to clean it better."

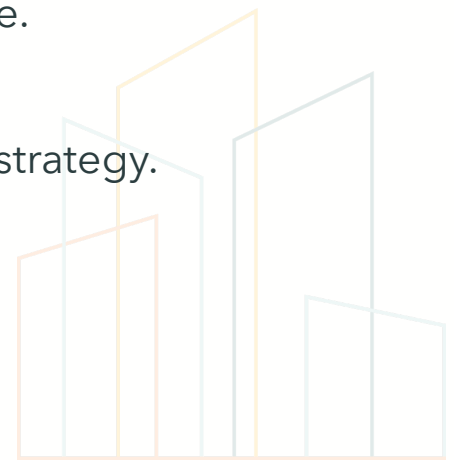
"It will take more treatment to make it drinkable. Seems like it would drive up costs."

"They're charging us for lower quality."

"If you think your bill is expensive now, wow."

Recommendations & next steps

- Emphasize the services that customers currently have positive impressions about: providing reliable, safe, and high-quality water.
- Raise awareness of Willamette Water Supply Program and its purpose: to ensure a reliable and long-term supply of clean, good-tasting, safe, and affordable water for a growing community.
- Communicate the steps being taken to ensure the reliability, safety, and quality of the future water supply.
- Talk about the cost of water in context: highlight how TVWD is delivering what customers value.
- Use future surveys and focus groups to test messages to inform a larger communications strategy.





John Horvick

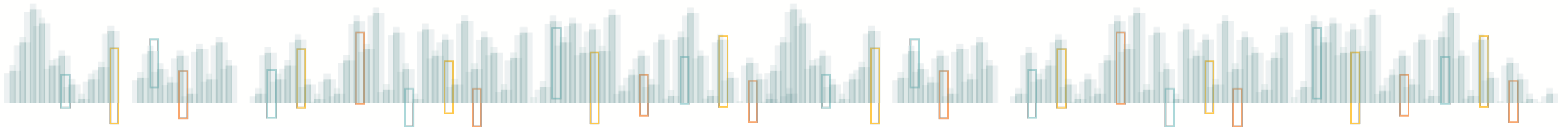
jhorvick@dhmresearch.com

Tony Iaccarino

tiaccarino@dhmresearch.com

Naama Friedman

nfriedman@dhmresearch.com



Key takeaways

Putting Knowledge to Work

Build awareness of efforts to ensure reliable, safe, water service.

- Promote daily operations so customers gain a better understanding of flushing, sampling, etc.

Focus on the value of TVWD's services, not on rates.

- Water remains less than 2 cents-per-gallon through 2025. Showcase the value of staff efforts to ensure safe, reliable water service.



We need to build on the positive impressions of TVWD as a water utility.

- Overall satisfaction with TVWD is high, but softening. The time to capitalize on this feeling is now.

Prepare for the WWSP integration communication efforts

- Building trust now positions TVWD better during integration communications.



87

Improvements to make

Subtle Changes Make Big Improvements



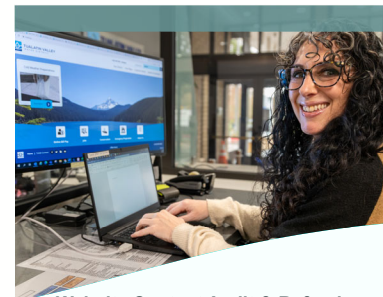
Collecting better photo and video assets

- Visuals are critical on social media
- Humanizing our staff and their work



Newsletter Refresh & Relaunch

- Discontinuing Water Words
- Launch TVWD-focused digital newsletter for better brand separation



Website Content Audit & Refresh

- Story telling instead of info overloads
- Landing spot for digital outreach
- Prepare for future web transition



88



Public trust campaign

A multimedia effort to raise public trust and brand recognition ahead of WWSP integration.

A strategic marketing campaign promoting TVWD with the goals of:

1. Deepening brand awareness of TVWD
2. Furthering customer trust of TVWD as their drinking water provider
3. Promotion of TVWD water as the preferred drinking water source over bottled water

Campaign materials will feature imagery/video of staff (humanizing) with key messages to achieve these goals.

Theme topics can include:

- Water quality
- System resiliency
- Staff capabilities & competency

Campaign materials will be hosted on a variety of platforms, options include:

- Paid/sponsored social media campaigns on each TVWD channel
 - Facebook
 - Instagram
 - Twitter
- Traditional advertising, such as:
 - Movie theaters
 - Bus stops/shelters
 - Shopping malls
- Streaming services, such as:
 - Pandora, Spotify
 - YouTube
 - Local/regional podcasts

All campaign efforts will be:

- Aimed to prepare customers for the WWSP integration communication
- Use specific, pre-determined metrics to measure success and lessons learned
- Create a benchmark of comparable data to build upon for the WWSP integration communications and future large-scale marketing efforts
- Geo-targeted as much as possible to avoid outreach outside of District boundary
 - Crossover will occur and partner agencies can be advised in advance



89

Role of research

Testing our tactics

Communications & DHM Research will message test key campaign materials during the development stages.

- Modify draft materials based on research outcomes prior to campaign launch
- Materials that aim for the most desired reactions and outcomes
- Follow DHM's recommendations for combo survey/focus group research

Research and testing will provide the highest caliber materials and messages during critical pre-WWSP integration timing.

- Build additional community support for TVWD
- Prepare customers to see more material from TVWD
- Learn from this campaign to better inform WWSP integration and future TVWD initiatives





90



Build up to integration

Our most critical campaign yet

WWSP integration will be the highest priority work for Communications. We will be supporting the WWSP staff from RFP through completion.

- Preparing TVWD customers for integration messaging is critical during the next year.
- Sharing our lessons learned with WWSP partners adds value to relationships
- Providing key metrics and tactics to the selected integration consultant builds a better starting point



91



QUESTIONS FROM THE BOARD

92