



## Public Outreach Program



### Problem Statement

Surface water utility rates fees to Clean Water Services (CWS) by Tigard residents help fund CWS' outreach and stewardship programs. These programs focus on general water cycle knowledge and the health of the Tualatin River.

CWS provides the following types of outreach: an interactive water cycle website; student education programs such as River Rangers; information for residents on pollution reduction at home; free native plants for property owners; and technical assistance through the Clean Water Hero assistance program.

There are many benefits to the regional approach to stormwater outreach messaging, including cost-effectiveness and use of unified, simple messaging. This type of messaging was found to be effective by a research study about stormwater behavior in Oregon (DHM Research, 2014).

Separately, Tigard incorporates watershed and stormwater messages at tree planting events, ice creams socials, and other Public Works-sponsored events. Tigard also uses the Cityscape newsletter and local media on occasion. The City created a Stormwater Story Map website (see graphic above) to inform the public and solicit feedback on the Stormwater Master Plan. Yet, overall, Tigard produces few public messages describing the specific stormwater and surface water services it provides.

Respondents to a 2016 survey of stormwater utilities by Black & Veatch rate public awareness and support for stormwater management as the second most important issue in the stormwater industry (Black & Veatch, 2016). The survey shows that 96% of respondents think ongoing public information is either essential or helpful to the success of a user fee funded stormwater utility (2016).

## Recommendation

The recommendation is to increase Tigard-specific stormwater messaging by funding a part-time position to engage in public outreach.

Focus on successes of the Stormwater Master Plan, the stormwater capital improvement program, and improvements in erosion, flooding, and water quality from Tigard's operational activities. Continue to partner with CWS on regional outreach.

Specific outreach activities could include:

- Continue collecting community feedback on stormwater-related problems through the Stormwater Story Map.
- Use the "Public Works Update" web page to highlight activities of the City's Stormwater Division.
- Produce a series (annually) of videos related to stormwater and share them at movies in the park and on Tigard's web page.
- Continue to conduct community planting events.
- Create new stormwater education displays to be used during Public Works Days or other events.
- Expand the use of interpretive signs about stormwater at stormwater facilities outside of River Terrace.
- Develop a cost-sharing agreement with the Parks & Recreation Division to expand the use of pet waste stations around neighborhoods and at parks and trails.
- Consider adding pet waste stations and garbage cans to water quality facilities that are known to be used as "doggie bathrooms."



## Cost Estimate

The cost estimate assumes public outreach is an ongoing effort supplemented by new spending for staff time, services, and materials.

The average annual cost of 1.0 FTE in the Stormwater Division is \$91,000, including salaries and benefits, based on 8.68 FTE in the draft 2017 budget.

Costs below assume an agreement with the Parks & Recreation Division will assign 25% of costs for installation, supplies, upkeep, and maintenance of pet waste stations to the Stormwater Division and 75% to Parks & Recreation. Current costs for pet waste stations were provided by Parks & Recreation and assume that no trash cans are provided at locations that are not on a regular solid waste vendor pick-up route.

### Annual Cost

Items	Qty	Unit	Unit Price	Total
Outreach Specialist	0.25	FTE	\$91,000	\$22,750
Video Production	3	EA	\$1,000	\$3,000
Interpretive Signs, Installed	3	EA	\$500	\$1,500
25% of Current Parks Annual Spending on Pet Waste Stations	0.25	YR	\$10,000	\$2,500
25% of 10 New Pet Waste Stations, Install & Upkeep	0.25	YR	\$5,000	\$1,250
Project Administration, 15% of Services				\$4,650
<b>Total (Rounded)</b>				<b>\$40,000</b>

### References:

DHM Research, Inc. February 4, 2014. "Research summary about stormwater behavior" memorandum to Oregon Association of Clean Water Agencies.

Black & Veatch Management Consulting LLC. 2016. "2016 Stormwater Utility Survey."

