



**Eugene Water & Electric Board**

**Resilient Lane County: A Partnership to Cultivate a Culture of Preparedness**

**Eugene Water & Electric Board/American Red Cross**

# **Resilient Lane County:**

**A Partnership to Cultivate a Culture of Preparedness**

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**American Red Cross**  
Oregon Pacific Chapter

# Introductions

- About Eugene Water & Electric Board
  - ~60,000 service connections
  - 4 wholesale customers
  - Southern Willamette Valley, OR
  - Single source of supply
- About American Red Cross
  - Congressionally chartered organization
  - Relief to mitigate national calamities
  - Measures to prevent calamities

# For the next 30 minutes

- What we will share with you today
  - Project goals
  - Building a public/private partnership
  - Message
  - Marketing
  - Logistics
- An unlikely partnership?

# EWEB Goals for the Resilient Lane County Partnership



American Red Cross  
Oregon Pacific Chapter



- Develop a public/private partnership to build community resilience
- Provide a venue to highlight EWEB's Water Reliability Initiative
- Secure grants to build community resilience



# American Red Cross Goals

- Develop community partnerships to build resilience
- Promote individual preparedness education
- Encourage individuals to take action
  - Get informed
  - Make a plan
  - Build a kit



# Community Resilience

- What is resilience?
- Oregon Resilience Plan
- Significant investment for most utilities
- Educate customers and encourage preparedness



# A Strategy to Build Resilience



- Based on a previous water conservation program success
  - A thing to take home and use for a purpose
  - The thing itself must convey the core message
  - The thing should look cool on TV
  - Cool thing to share with your neighbor
  - Partner with credible educators

# The Cool Thing



- American Red Cross messaging to prepare for water emergency
  - One gallon per person per day for three days (minimum)
  - Disinfection of container and water
  - Proper emergency water storage

# Logistics: Customer orders

- Utility
  - Pre-order so that warehousing is minimal
    - Online form
    - Paper form
  - Customer purchase on utility bill after pick-up
  - Billing code layer in GIS to aid future deployment



# Logistics: Purchase & warehousing

- Red Cross used FedBid to get the lowest possible price for containers
- United Parcel Service (UPS) donated shipping
- UPS also allowed the shipping container to serve as the temporary warehouse
- Goodwill applied labels in 2014; Red Cross volunteers applied labels in 2015



# Logistics: Distribution day



- Incident Command System Exercise
  - Located at an actual emergency water distribution site
  - Brought NGO into utility ICS structure
  - Show the video

# ICS Exercise: Disaster Relief Trials



# The Message

- Emergency preparedness and water reliability is a shared responsibility

**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.**

**EWEB** 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.**

**EWEB** Water reliability is a shared responsibility

So future generations can rely on us.

**PREPARE** for outages

More than **1** source of water

Emergency fill stations

Interfere with other water providers

**REPLACE** aging equipment

**MAINTAIN** what we have

**PREPARE. REPLACE. MAINTAIN.**

**EWEB** Your water bill is an ongoing investment in water reliability

2015 \$35\*

2024 \$49\*

So all, already here, customers will pay for

More than **1** source of water

Emergency fill stations

**PREPARE \$2\***

**REPLACE \$5\***

**MAINTAIN \$7\***

Overall increase over 10 years = \$14

**PREPARE. REPLACE. MAINTAIN.**

\*Average monthly residential water bill

# Marketing

**RG** The Register-Guard  
August 4, 2014 · 🌐

Is your 72-hour emergency preparedness kit up to snuff? EWEB is offering a deal on emergency water storage containers. <http://rgne.ws/1ucDI5G>



EWEB offers a deal on emergency water storage containers | News | The Register-Guard | Eugene,...

REGISTERGUARD.COM

Like · Comment · Share

👍 Theresa Miller, Karen Duncan, Sara Victoria and 12 others like this.

↪️ 12 shares

 **Rudy Venturi** Making an article about emergency preparedness available only to subscribers was not the R-G's finest hour.  
August 5, 2014 at 8:21pm

- Social marketing?
  - Neighborhood associations
- Social media?
  - Facebook & Twitter
- Television?
  - One local station out of three
- Good old fashioned newsprint!
  - With a social media boost

# Lesson Learned

- Website
  - Line up IT support to avoid crashing
- Containers
  - So cool they were hot!
- Debrief with partners and vendors
  - Purchasing, labeling and warehousing needs work
- Distribution method worked very well



# 2015 and Beyond!

- Spring 2015: Drinking Water Week
- Fall 2015: Disaster Relief Trials & Public Power Week
- Currently plan 5-year trajectory for the program
  - 2014 to 2018 (then evaluate for continuing the program)



# Questions?

Contact information

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