

Get Your Kit Together!

WATER-FOCUSED EMERGENCY PREPAREDNESS PUBLIC
OUTREACH CAMPAIGN

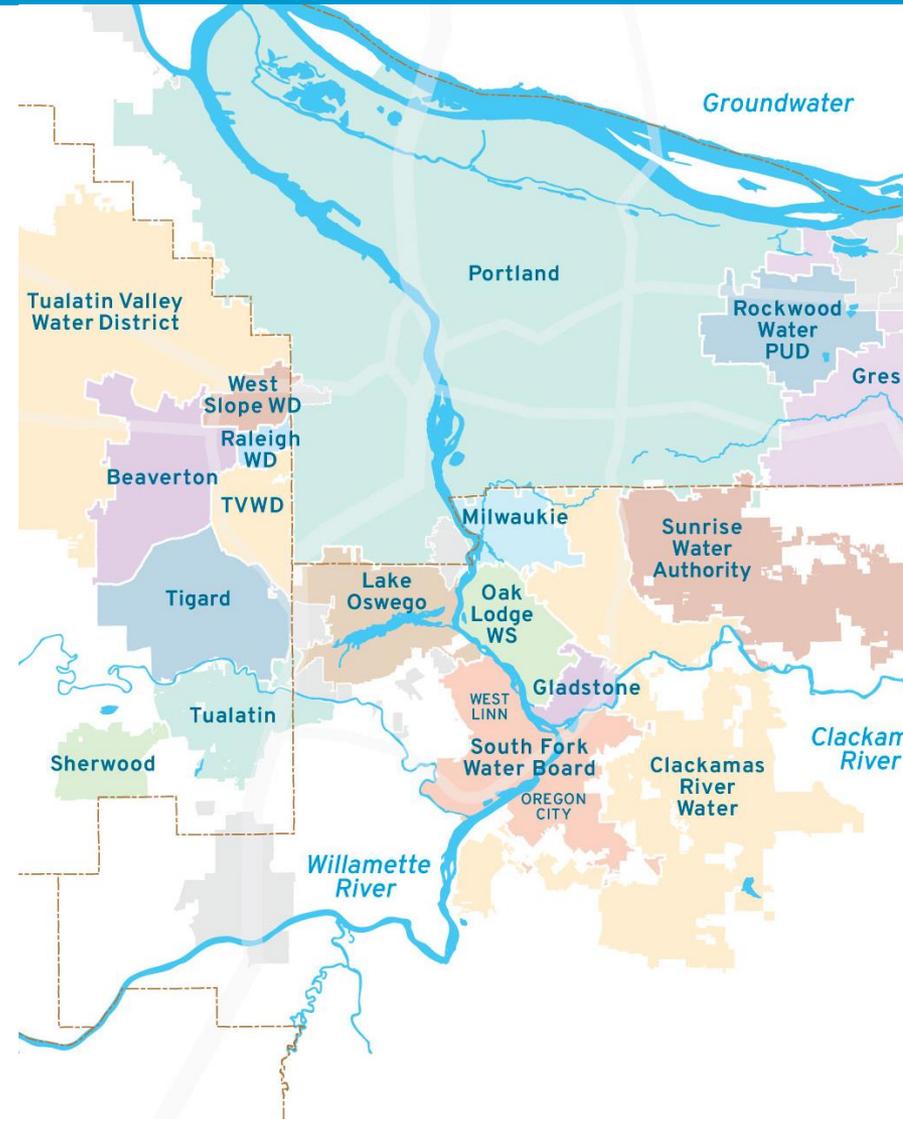


REGIONAL WATER PROVIDERS CONSORTIUM



Regional Water Providers Consortium

- Programs:
 - Regional Coordination
 - Conservation
 - Emergency Preparedness
- Serves:
 - Clackamas, Multnomah, and Washington Counties
 - 80% of drinking water
- 22 water provider members
- Funding: membership dues
- One vote per member



Regional Coordination

- Speak with one voice – one media market
- Drinking Water Advisory Tool
- Regional Partnerships and Plans
- Network of peers (expertise and share resources)
- Economies of scale

Who is my water provider?

Use this simple lookup tool to learn about your water provider.*

Enter your address, ex: 1120 SW 5th Ave 97204

Search >

*This lookup tool only works for customers whose water providers are members of the [Regional Water Providers Consortium](#).

Conservation Marketing Campaign

- 20+ years
- Campaign includes:
 - Television (18 weeks)
 - Radio (12 weeks)
 - Website
 - Social media
 - How to videos
 - Print materials
 - Tabling events



Emergency Preparedness Program

- Public Outreach Campaign (4th year)
- Provider Preparedness
- Regional Coordination



What drives our work?

- Working together to ensure reliable and safe drinking water in event of emergency
- Cascadia earthquake and other threats
- Public Health Security & Bioterrorism Preparedness & Response Act (2002) requires vulnerability assessments and emergency response plans
- Oregon Resilience Plan
- Building public trust



What we do

- Training, exercises, drills, and resources
- Mutual aid and data sharing agreements
- Regional collaboration
- Emergency water supply equipment (\$2+ million in grants)
- Interconnections Study
- Citizen preparedness & education



Emergency Prep Marketing Campaign

- 4th year fall 2019
- Campaign includes:
 - Television (4 weeks)
 - TriMet bus ads (4 weeks)
 - Website
 - Social media
 - How to videos
 - Print materials
 - Tabling events



Key messages

- **Start with water.** Then pull together the rest of your emergency kit.
- **You need enough to last 14 days.** Start small, build up your supply.
- **Store what you can, where you can.** Can use bottled water or your own sanitized containers.
- **Have options** - at least one way to treat water, where to access more, kits where you are

Get your Kit Together!



3
DAYS

Good!

7
DAYS

Better!!

14
DAYS

Best!!!



Start your
emergency prep
with

water.



Television

- Ads
- On-air interviews
– always ask!
- Spanish & English



TriMet bus ads



Get Your Kit Together!
INCLUDE WATER
IN YOUR EMERGENCY KIT

1 GALLON PER PERSON PER DAY —
for 14 days

REGIONAL WATER PROVIDERS CONSORTIUM
www.regionalh2o.org

IS YOUR EMERGENCY KIT A DISASTER?
INCLUDE WATER
IN YOUR EMERGENCY KIT

1 GALLON PER PERSON PER DAY —
for 14 days

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Get Your Kit Together!
INCLUDE WATER
IN YOUR EMERGENCY KIT

1 GALLON PER PERSON PER DAY —
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Resources



REGIONAL WATER PROVIDERS CONSORTIUM

Resources

- Print materials
- Water Provider Preparedness Messaging Toolkit
- #14Gallons Challenge Partner Toolkit

INCLUDE WATER
in your emergency kit

1 GALLON of water per person per DAY for 14 DAYS

www.regionalh2o.org

Hang on your water heater!

How to access water from your water heater during an emergency

In an emergency, such as a severe winter storm or an earthquake, your home's water service may be temporarily unavailable.

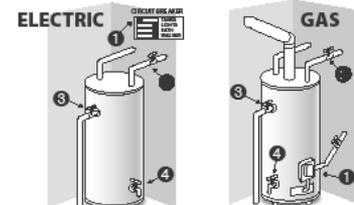
If that occurs, your home's water heater could provide you with 30-80 gallons of water for drinking, cooking, and hygiene. (Tankless heaters do not provide this option.)

Before accessing water from your water heater:

- **Locate your water heater:** Typically water heaters are located in the basement or garage of free standing homes, and in closets of apartments and manufactured homes.
- **Determine what type of water heater you have:** Most water heaters are powered by electricity or natural gas. Natural gas water heaters typically have a vent on the top, a pilot light, and a gas line located at the bottom.

Instructions for accessing water from your water heater:

- 1 **Turn off your water heater's power source.** This step is crucial to ensuring your safety. You may want to keep a flash light, safety goggles, gloves, and a screw driver in a location that is easily accessible.
 - **Electric water heaters:** Shut off your water heater's power by flipping the correct switch on your electrical panel. (Taking the time to correctly identify the correct circuit breaker beforehand is recommended.)
 - **Natural gas water heaters:** Locate the on/off switch on the water heater and turn the knob to the pilot setting – do not turn it completely off.
- 2 **Turn off your water heater's water supply.** Locate the water shut-off valve and turn it clockwise until it stops. This valve is typically located on the top of the water heater.



Steps 3 and 4 on reverse side.



Program evaluation: purpose

- Measure baseline awareness of water conservation and emergency preparedness
- Determine motivations for water conservation and emergency preparedness and most effective outreach methods

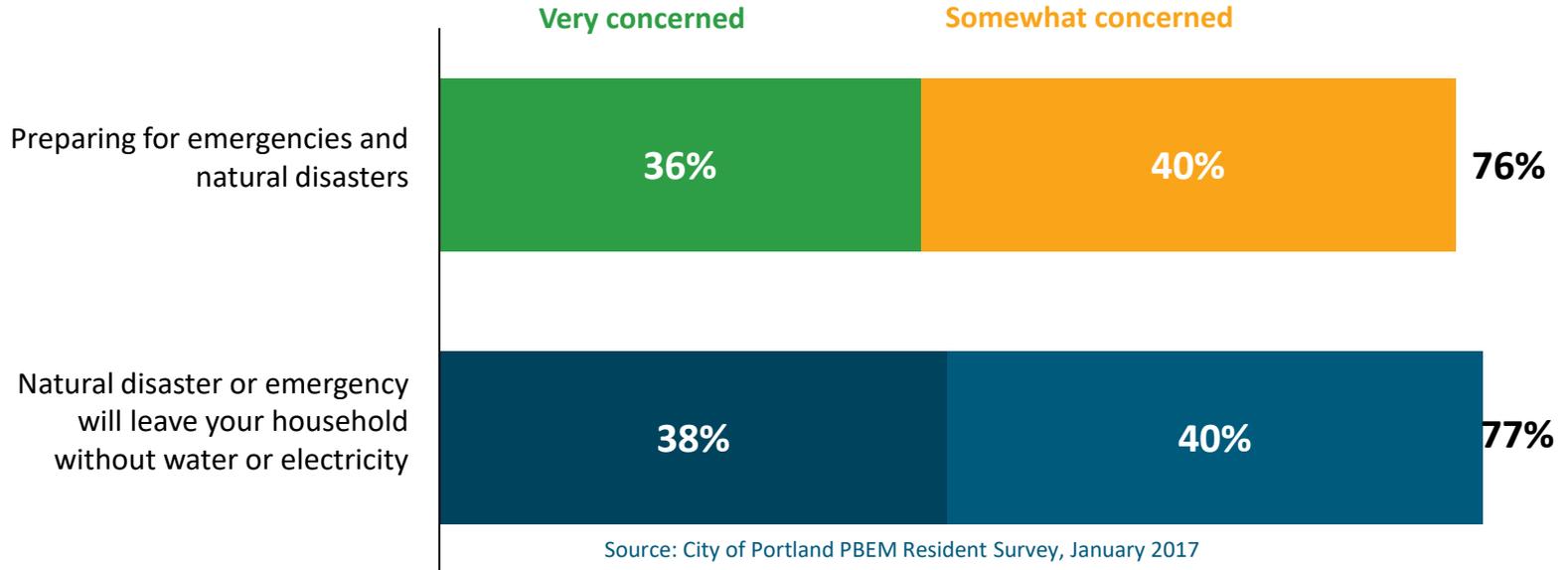


Program evaluation: key take aways

- **Residents are particularly interested in emergency preparedness.** They want to know more about how much water to store, how and where to store it safely, and how to ensure that water potable during an emergency.
- **Residents say they are most likely to encounter television and social media ads in their daily life.** Residents 65 and older are more likely to see TV ads; residents under 35 are more likely to see social media ads.



Concerns about emergency preparedness are similar to 2017 responses from Portland residents.

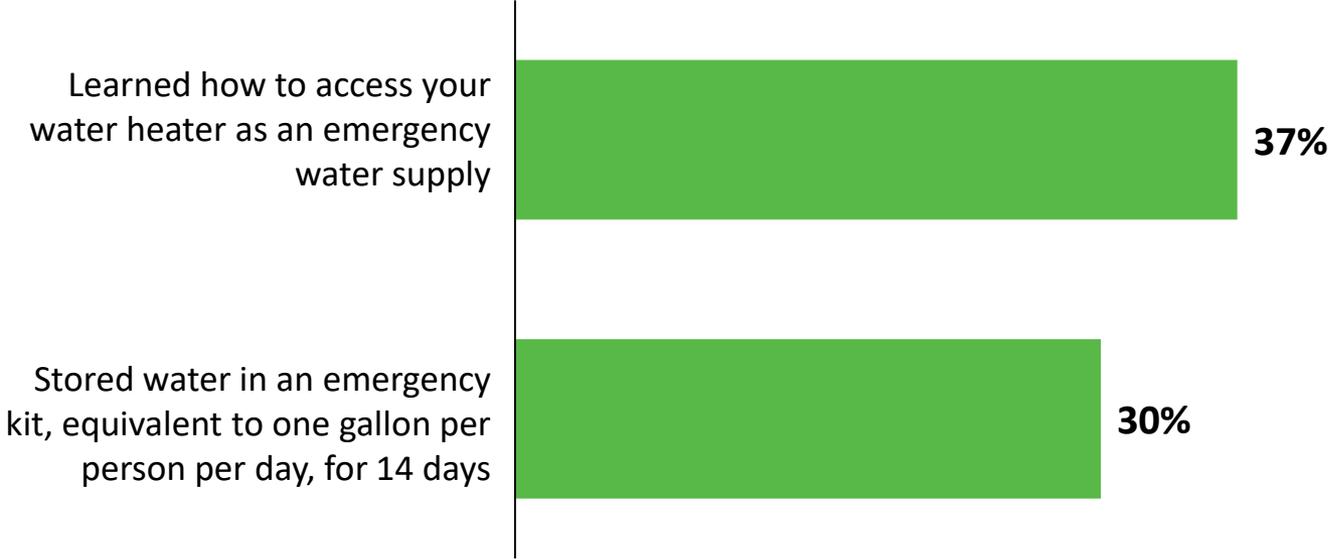


Residents underestimate the amount of water they should store for emergencies.



Median response: 7 gallons per person

About one in three residents have taken steps to prepare for an emergency or natural disaster.



Residents in the region are no more likely to have set aside water for an emergency than in 2015.

