

## 2018-19 Regional Leadership Plan

**Overview:** Cascade's Board of Directors at its April 3, 2018 committee of the whole recommended Cascade continue on and expand its' focus on regional leadership. This plan is intended to lay out options for what this could look like going forward, with review and recommendations at the June 6 Public Affairs Committee and report to the full board the final plan.

**Background:** Cascade, by virtue of its leadership on several regional issues (JMUSA, FirePals, franchise discussions and wastewater/reclaimed water challenges) is uniquely qualified to convene and collaborate on issues that affect or can affect members as well as on issues that reach a broader audience. Once determining a need, Cascade's staff is experienced at outlining potential next steps and bringing together the right people to the table to collaborate towards a common goal. In addition, regional water suppliers recognize this ability and frequently request Cascade initiate and lead processes on key issues.

**Objective:** The goal of this plan and outreach would be to continue to increase awareness of the expertise and regional leadership of Cascade with its members and throughout the region as well as potential uses of this type of excellent governance model for effectiveness and efficiency.

**Recommendations:** The following plan makes recommendations of areas Cascade will continue to pursue, and new avenues in which Cascade can make a difference on a regional basis.

### Continuing Activities:

- Continue to offer its staff to members to supplement, augment or bring expertise to a member on a particular topic or need
- Strengthen existing outreach channels (web, social media, publications, presentations)
- Expand existing legislative activities (session agenda, working with members, key agencies, local and federal delegation)
- Continue reclaimed water activities with coalition that has been created. Continue outreach to key agencies, coalition, state legislators, state agencies)
- Foster and continue Cascade staff and board member work as regional leader, facilitator, convener
- Continue Cascade resiliency work with members, internally
- Continue Water Supply Forum work
- Continue succession planning with eye to staff Cascade with experienced regional subject matter experts in respective fields
- Utilize Cascade Gardener, teacher fellows and Nature Vision programs to include new messages and outreach

### Potential Opportunities to Pursue:

- Educate new and returning lawmakers regarding Cascade, its history and success and on water related issues with workshops, appearing at hearings

- Educate other leaders, key organizations about Cascade, its history and successes and on water related issues
- Lead the Forum to resolution, action steps on regional resiliency
- Utilize national organizations to demonstrate Cascade’s model, activities with appearance at events, conferences, etc.
- Offer Cascade staff and/or appropriate board members as presenters or workshops to Congressional hearings
- Offer Cascade staff in consultative or support roles for regional governance processes
- Provide support to members on regional wastewater issues
- Morph and expand conservation and its outreach to water efficiency
- Celebrate Cascade’s 20<sup>th</sup> anniversary capitalizing on successes; make announcements
  - Video
  - Event
  - Commemorative booklet
- Expand outreach on water related policy and regional issues
- Expand education regarding reclaimed water to legislators, staff, tribes, KC Council
- Explore potential opportunities with Sound Cities Association
- Host regional table top resiliency emergency drill
- Visit member councils and commissions; make presentation on regional leadership
- Identify and plan other presentations (Chambers, key organizations)
- Offer tours of the entire White River-Lake Tapps system. Do a drone video tour. Post on web

**Timeline**

April – May	Draft Plan
June	Submit for consideration at Public Affairs Committee – approved with edits Edit, update, and circulate to all members – on PAC meeting recap to board
July	Present final plan and work plan to Public Affairs Committee
July – 2019	Begin to implement

**Evaluation:** Sept/Oct 2018

- Review activities with individual members as planning begins for 2019-20 and determine what has been successful and what should be continued going forward
- Incorporate those elements in draft 2019-20 Intergovernmental and Communications Outreach plan and bring to the Public Affairs Committee in September and October for final adoption
- Include appropriate elements in 2019-20 budgeting