



## **2018-19 Intergovernmental, Communications and Outreach Plan**

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**Overview:** Cascade and its members provide cost effective essential services in a well-honed governance model that is lean and nimble to provide safe, reliable water for the future. This plan was driven by Cascade’s strategic plan and shaped through input from members. Cascade’s goal is to ensure it can provide services and reach key audiences and the public through an effective traditional and social media communications outreach program. All these elements drive this 2018-19 outreach plan.

**Objective:** Ensure Cascade serves as the regional planning, legislative and communications outreach arm for safe, clean and reliable water for its members. This includes building on an existing, robust and effective communication infrastructure to share information and key news as needed, from resiliency efforts (both with the Forum and Cascade members) to emergency updates about water issues specific to its communities, customers and the region. These objectives were reinforced at the April 3 Committee of the Whole Meeting outlining priorities and direction for 2018-19.

**Research, input, outreach and action:** This year Cascade continued its outreach to members, member staff, stakeholders who receive Cascade information, and sought input that helped shape this plan. Resiliency outreach activities for members and a focus on the water quality of Lake Tapps will be the additional efforts undertaken in 2018. New elements are highlighted.

### **Key Audiences:**

- Our members, their councils, commissions and members’ residents
- Regional partners and potential partners
- Key influencers that impact Cascade
- Residents surrounding Lake Tapps reservoir to improve water quality for future municipal water use

### **Key Messages:**

- Cascade *is* its members. The organization is lean and nimble. Cascade and its members are ready to respond to challenges facing water supply and emergencies so customers can get water
- ***Cascade leads regional advocacy and partners in solutions***
- Cascade leads and supports efforts to provide a resilient water supply
- Cascade and its members use water wisely
- Lake Tapps reservoir is a future municipal water supply and nearby residents and Cascade care about water quality

**Strategies:** To reach Cascade’s objectives, Cascade will expand its efforts and increase awareness of Cascade’s culture of regional collaboration, resiliency and leadership to:

- Be prepared for and have the ability to respond quickly in water supply emergencies as a result of resiliency planning and execution to meet needs of Cascade, members, customers and businesses
- Collaborate and promote work regarding regional efforts with the Water Supply Forum, state issues, industry needs, and federal government, in the policy and regulatory arena
- Working with members and partners, develop and maintain an effective regional communications infrastructure to ensure dissemination of emergency and water information
- Develop a strong water quality/natural yard care outreach program at Lake Tapps in anticipation of eventual municipal water supply use for members

**2018-19 Tactics:** The number one focus will be to promote and support our members' and their customers' needs. Cascade will also promote education on resiliency to members and their customers, and focus on water quality of Lake Tapps reservoir. These are outlined in the attached chart. Overall, Cascade will communicate through a variety of channels and vehicles by:

- Focusing on outstanding regional leadership
- Promoting Cascade and Forum resiliency outcomes and recommendations as approved
- Establishing and implementing a robust legislative agenda that includes emergency authority, reclaimed water and infrastructure funding
- Create and maintain editorial calendar to integrate all activities and message delivery
- Expanding social media options to reach Cascade and its members' leaders, businesses, industry sectors and residents in a water emergency with updates, alerts and information in a measurable way that engages residents and businesses
- Developing and implementing an outreach plan focusing on natural yard care/water quality for Lake Tapps reservoir as a future municipal water supply

**Evaluation:** Determine if messages are being understood, through surveys and other input throughout the year and at the end of the year. Continue to work with Board members and member staff to meet their needs through this and future strategies as needed. At the beginning of the fourth quarter of 2018, ask members for guidance, then work with member staff to establish plan for 2019.

June 6,2018 Updated

## TACTICS TO IMPLEMENT 2018-19 OUTREACH EFFORTS

TACTIC	ACTIVITY	
<b><u>Partnership with Members</u></b>	<ul style="list-style-type: none"> <li>• Update Councils, commissions as needed or on specific issues; updates, alerts</li> <li>• Work on regional legislative issues; support members’ legislative agendas</li> <li>• Monthly member updates, alerts, meetings</li> <li>• Update members’ key stakeholders, business leaders, civic groups, etc.</li> <li>• Create, support resiliency and emergency efforts with exercises and classes</li> <li>• Establish Lake Tapps reservoir water quality programs for future municipal water supply</li> </ul>	
<b><u>Focus for 2018</u></b>	<ul style="list-style-type: none"> <li>• Cascade Resiliency – support, outreach and build emergency communication network and infrastructure plan to support direction</li> <li>• Water Supply Forum - work collaboratively to reach consensus and develop, present Resiliency Plan; aggressively market and promote to media, civic and elected leaders; develop implementation plan and lead efforts to promote</li> <li>• Continue established outreach via traditional outreach vehicles to identified audiences and public and expand web and social media outreach to build strong emergency communication infrastructure (separate plan)</li> <li>• Develop, implement natural yard care program for Lake Tapps for better water quality</li> </ul>	
<b><u>Legislative, Public Policy, Advocacy and Outreach</u></b>	<ul style="list-style-type: none"> <li>• Public Affairs Committee (monthly; first Wednesday)</li> <li>• Legislative agenda / 2018 Legislative Session               <ul style="list-style-type: none"> <li>○ Review of additional powers legislation and potential for legislation regarding reclaimed water</li> <li>○ Follow statewide funding efforts on flooding, water quality and stormwater such as Washington Waters</li> <li>○ Determine possibility of emergency purchasing/contracting powers</li> <li>○ Support High Efficiency Toilet options</li> </ul> </li> <li>• Federal agenda –focus on Mud Mountain Dam funding and multi-purpose study</li> <li>• Water Industry – participate and seek opportunities to tell Cascade story</li> </ul>	
<b><u>Community Relations and Outreach</u></b>	<p><b>To/for members’ targeted outreach plans</b></p> <p><b>Develop classes, materials, exercises for resiliency</b></p> <p><b>Establish strong emergency and ongoing communications infrastructure and emergency/resiliency plans</b></p>	<p>Create plans for key issues</p> <p>Create plans for key stakeholders</p> <p>Practice drills, table tops</p> <p>Enhance existing communications and outreach efforts with web, social media with emphasis to be able to reach all key constituencies quickly and efficiently as needed</p>

	<b>Lake Tapps reservoir</b>	Focus on water quality/natural yard care; advertising, operations, community meetings, and meetings with Four Cities' mayors
	<b>Industry Groups, National industry</b>	WWUC, WASWD, AMWA, AWWA
<b><u>Communications</u></b>	<b>Earned media</b>	More proactive communications opportunities for Cascade through stories, op-eds releases, etc.
	<b>Web</b>	<p>Drive to web for latest on Cascade, members, water quality and increase ability to use to get news out. New site allows staff to do work internally. Continue to improve and enhance.</p> <ul style="list-style-type: none"> <li>• Create integrated measurable social media strategy that engages residents and businesses</li> <li>• Water efficiency resource page with new information, links, Cascade program offerings etc.</li> <li>• Create new videos</li> <li>• Ongoing water quality focus and information and resources</li> <li>• New information on Lake Tapps reservoir water quality</li> <li>• Ability to issue alerts</li> <li>• Measurement tools</li> </ul>
	<b>Social media program</b>	<p>Expand FB, Twitter and email alerts, update website. Enhance and improve Enewsletter. Do quarterly or as needed.</p> <p>Do test pilot to see if digital vehicles at events broaden the effectiveness of outreach activities.</p>
	<b>Paid Advertising -- Members</b> <ul style="list-style-type: none"> <li>• Cascade Gardener (Jan-April)</li> <li>• Fix a Leak Week (March)</li> <li>• Others as needed</li> </ul>	Sound Publishing: Bellevue, Issaquah, Kirkland, Redmond, Renton, Tukwila Reporter Newspapers – quarterly pages

	<p><b>Paid Advertising -- Lake Tapps</b></p> <ul style="list-style-type: none"> <li>• Ads TBD to include updates as needed, water quality, etc.</li> <li>• ‘Who to Call’ update</li> <li>• Swimsafe promotions</li> </ul>	<p>Lake Tapps reservoir area only (Bonney Lake Courier Herald / Auburn Reporter)</p>
	<p><b>Water efficiency support</b> – members</p>	<p>Flower and garden show, Cascade Gardener classes, leak detection, road shows, curriculum and enhanced web resources; water use efficiency rule outreach; irrigation and wise water through building efficiencies</p>
	<p><b>Quarterly e-newsletter</b></p>	<p>Effort to reach leaders, key stakeholders and residents with Cascade information</p>
	<p><b>Community Report</b></p>	<p>Annual report available in electronic format, printed in Reporter papers</p>
	<p><b>Wise Water Use/Cascade Gardener/We Need Water Because</b></p>	<p>Outreach throughout winter, early spring to promote classes, wise water use messages, water wall appearances</p>
	<p><b>Update, maintain and build a current, usable database</b></p>	<p>Collect new contact information throughout the year through all appropriate Cascade activities (fairs, classes, newsletter, etc.) and update database of contacts for emergency communications: manage content</p>

<p><b><u>Sponsorships, community events, memberships</u></b></p>	<p><b>Sponsorships:</b> Major regional events as well as events in member areas and around Lake Tapps</p> <p><b>Chamber memberships:</b> Join and participate as appropriate in all member service area chambers and those in the Lake Tapps community</p>	<p>Implement new process for adoption of all sponsorship</p> <ul style="list-style-type: none"> <li>• WA Env. Council event – tbd</li> <li>• Bellevue Strawberry Festival – June</li> <li>• Issaquah Salmon Days – October</li> <li>• Kirkland Concerts – July/August</li> <li>• Redmond Derby Days - July</li> <li>• Sammamish Days - August</li> <li>• Skyway Health/Safety Fair – August</li> <li>• Tukwila Community Backyard Wildlife Celebration - May</li> <li>• Fairs, markets, etc.</li> <li>• Others TBD as deemed appropriate</li> <li>• Bonney Lake Days - August</li> <li>• Beautify Bonney Lake – September</li> <li>• New sponsorships as recommended through the staff and committee process</li> </ul>
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