



## **2019 Outreach, Communications and Intergovernmental Plan**

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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.

To that end, Cascade creates an annual outreach strategy that incorporates community relations, media and communications, government relations and legislative agendas.

In addition, a calendar of activities to support these plans is created.

This plan is driven by Cascade's strategic plan and shaped through input from members' evaluation of last year's work and their goals for 2019. This plan reflects Cascade board members' input and direction. An important ongoing goal will be to continue to focus on our members and to get members' staff more engaged this year to help further promote Cascade and its 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 2019 outreach plan.

It should be noted that, in addition to this plan, Cascade has done extensive planning and is ready with crisis and emergency communications and outreach as situations may arise, and can and will support members if there is a specific need.



## 2019 Outreach and Communications 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 is 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 2019 outreach plan.

**Objective:** Ensure Cascade provides regional planning, legislative and communications outreach to ensure safe, clean and reliable water for its members. This includes building on an existing, robust and effective regional, state and federal outreach program through a well-planned governmental strategy to meet Cascade’s needs. These objectives were reinforced at the April 3 Committee of the Whole Meeting outlining priorities and direction for 2018-19 and by member input in September, 2018.

**Research, input, outreach and action:** Cascade member input shaped this plan. Cascade will continue its outreach to members, member staff, and stakeholders who receive Cascade information. Regional partners also supported a strong outreach effort. Resiliency activities will be continued in 2019.

**Key Audiences:**

- Our members, their councils, commissions and members’ residents
- Regional partners
- Key influencers that impact Cascade
- Residents surrounding Lake Tapps (to improve water quality for future 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 towards solutions
- Cascade leads and supports efforts to provide a resilient water supply
- Cascade and its members use water wisely
- The 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 continue and expand its strong culture of regional collaboration, resiliency and leadership to:

- Continue and expand its long history of leading processes for regional solutions to common challenges facing Cascade, its members and other water providers

- 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
- 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, including working with members and partners to develop and maintain an effective regional communications infrastructure allowing 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

**2019 Tactics:** Cascade will continue its work with members and other partners on key issues as needed. It will promote education on resiliency to members and their customers, and focus on water quality of the 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 in all aspects of Cascade’s operations
- Establishing and implementing a robust legislative agenda that includes emergency authority, reclaimed water and infrastructure funding
- Promoting Cascade and Forum resiliency outcomes and recommendations as approved
- Developing and implementing an outreach plan focusing on natural yard care and water quality for the Lake Tapps reservoir as a future municipal water supply
- Creating and maintaining an 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

**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 2019, ask members for guidance, then work with member staff to establish the 2020 Outreach, Communications and Intergovernmental Plan.



## 2019 Legislative and Public Policy Plan

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Cascade's supports measures at all levels of government that enhance Cascade's ability to provide safe, clean, reliable water in a cost-effective, environmentally sensitive manner. Cascade's strategy at every level is to develop and implement an overall public policy plan that will continue already established positive relationships at all governmental levels prior to seeking help with funding or key legislative measures. The following represents the proposed public policy agenda for 2019.

### FEDERAL

Cascade will utilize its board, staff and members to create a visible leadership role at the national level on crucial issues surrounding water supply. The plan includes general outreach to Congress, by maintaining Cascade's already excellent relationships with its Congressional delegation, as well as key committees, federal agencies such as the Departments of the Interior and Energy, the EPA and Corps of Engineers. Cascade will seek opportunities to have a presence at key industry and/or policy meetings and events by staff and/or members. Cascade will work with media outlets to tell Cascade's good governance story and how to manage regional issues in collaboration with others.

#### 2019 Federal Legislative Agenda:

1. Mud Mountain Dam operations:
  - Fish Passage and Barrier Structure – Aggressively lobby to ensure necessary funding is available to keep this project on track to meet federal biological opinion requirements.
  - Multi-Purpose Study – Study the possibility of expanding the flood control purpose of the Corps of Engineers' Mud Mountain Dam to include storage of water for later use supporting in-stream flows, recreation and water supply with other key stakeholders in the Lake Tapps community.
  - Gauging/Ongoing Monitoring on the White River – Continue Cascade's commitment to accurate gauging and monitoring on the White River.
2. High Efficiency Toilets – Work at the national level to help determine the feasibility of and support legislation that promotes high efficiency toilet standards.

### STATE

Cascade will grow its strong existing relationships at both the legislative, executive and staff levels as well as with key water industry associations. In 2019, Cascade will build on its successes with previous legislation and coalition with two key issues in the state agenda.

**2019 State Legislative Agenda:** (\*\*\*) Denotes priorities; others Cascade will support)

- \*\*\* Address critical reclaimed water legislation to protect members' service areas, ratepayers and public health and safety.
- \*\*\* Determine if there is a need to obtain emergency procurement powers. Work with water utilities to get ability to purchase goods/services during emergencies with contracting powers.
- \*\*\* Extend bid limits for water and sewer districts and cities to make construction easier and more practical for members.
- Promote Cascade and Members' Presence at Legislature as industry leader/problem solver:
  - Support members' 2019 legislative agendas.
  - Work with other agencies of which Cascade is a member – support and promote approved issues on agendas of groups like the Water Supply Forum, WWUC, WASWAD.
  - Support existing industry organizations – Continue to further common water-policy interests, legislative goals, technical fixes as needed, conservation, etc.
- Resiliency: Continue to lead resiliency planning at all levels on issues as needed.
- Water Efficiency Measures: Review and if warranted support legislation that promotes water efficiency, including but not limited to high efficiency toilet standards.
- State funding options for infrastructure and investments: Cascade will continue to monitor various proposals being discussed prior to session regarding water infrastructure investments. If legislation is created, will report back regarding next steps.
- Initiate and Participate in Legislative Workshops and Committees: Cascade will promote responsible, environmental water use/regional governance at workshops/committee hearings.
- Monitor Other Key Industry Issues – Watch progress on pending or emerging issues.
- Tours – Offer legislators and staff tours of Lake Tapps during the interim.

## **MUNICIPAL**

Cascade continues to work with all cities and counties in our service area and the Lake Tapps/Pierce County area. Continue regular meetings with the Four Cities, Lake Tapps communities, Pierce County and other related agencies. Cascade will continue to identify and address issues as they arise.

### **2019 Municipal Agenda**

- Support Cascade members' legislative agendas.
- Ongoing monitoring (county and city levels) of local land use issues (comp plans, shoreline management, etc.) and other measures that have an impact on Cascade.
- On-going monitoring of King County Flood Control District as well as county legislation or regulations that may have an impact on Cascade/members' current or future projects.
- Ongoing monitoring (county and city levels) of water quality and other issues in the White River and Lake Tapps areas.

## Tactics to Implement 2019 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 water quality programs for future municipal water supply</li> </ul>	
<b><u>Focus for 2019</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 the Lake Tapps reservoir for better water quality</li> <li>• Plan for and implement 20<sup>th</sup> Anniversary celebration activities (lunch and possible workshops) that reinforce Cascade’s key mission, measures and outreach goals</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 / 2019 Legislative Session               <ul style="list-style-type: none"> <li>○ Review of additional powers legislation and potential for legislation regarding reclaimed water, bid limits and extending on call purchasing authority to water districts</li> <li>○ Follow statewide efforts on flooding, water quality and stormwater</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>	To/and for members’ targeted outreach plans	Create plans for key issues  Create plans for key stakeholders  Practice drills, table tops

	Develop classes, materials, exercises for resiliency	
	Establish strong emergency and ongoing communications infrastructure and emergency/resiliency plans  Support and join appropriate chambers of commerce,	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
	Lake Tapps reservoir	Focus on water quality/natural yard care; advertising, operations, community meetings, and meetings with Four Cities' mayors
	Industry Groups, National industry	WWUC, WASWD, AMWA, AWWA
<b><u>Communications</u></b>	Earned media	More proactive communications opportunities for Cascade through stories, op-eds releases, etc.
	Web	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. <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 water quality</li> <li>• Ability to issue alerts</li> <li>• Measurement tools</li> </ul>
	Social media program	Expand FB, Twitter and email alerts, update website. Share with members so they can post too. Enhance and

		<p>improve E-newsletter. Do quarterly or as needed.</p> <p>Do test pilot to see if digital vehicles at events broaden the effectiveness of outreach activities.</p>
	<p>Paid Advertising -- Members</p> <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>	<p>Sound Publishing: Bellevue, Issaquah, Kirkland, Redmond, Renton, Tukwila Reporter Newspapers – quarterly pages</p>
	<p>Paid Advertising -- Lake Tapps</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> <li>• TappsWise info/workshops (TBD)</li> </ul>	<p>Lake Tapps area only (Bonney Lake Courier Herald / Auburn Reporter)</p>
	<p>Water efficiency support – 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>Quarterly e-newsletter</p>	<p>Effort to reach leaders, key stakeholders and residents with Cascade information</p>
	<p>Community Report</p>	<p>Annual report available in electronic format, printed in Reporter papers</p>
	<p>Wise Water Use/Cascade Gardener/We Need Water Because</p>	<p>Outreach throughout winter, early spring to promote classes, wise water use messages, water wall appearances</p>
	<p>Update, maintain and build a current, usable database</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,</u></b> <b><u>community</u></b> <b><u>events,</u></b> <b><u>memberships</u></b></p>	<p>Sponsorships: Major regional events as well as events in member areas and around Lake Tapps</p> <p>Chamber memberships: Join and participate as appropriate in all member service area chambers and those in the Lake Tapps community</p>	<p>Continue using 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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## 2019 Outreach and Communications Calendar

Month	Date	Activity or Event	Notes
<b>2019 January</b>	1	January Member Update	
	2 or 9	Public Affairs Committee	
	3 (confirm)	East King County Chambers Legislative Coalition bkfst	Attend
	7	Legislative Session begins	
	TBD	Cascade Gardner ads in member Reporter papers	
	23	Board meeting	
	On-going	Nature Vision Classroom Presentations in member area schools	
	On-going	Planning for 20 <sup>th</sup> event	
	On-going	Gather sponsor information/documents for processing	
	TBD	Sound Publishing web ads in member service areas	
<b>February</b>	1	February Member Update	
	6	Public Affairs meeting	
	TBD	Winter e-Newsletter	
	12	Lake Tapps Spring Fill release	
	Mid-February	Cascade Gardner ads in member Reporter papers	Confirm dates
	21,28	Cascade Gardner Classes begin in member areas	
	20-24	NW Flower and Garden Show (booth, WNWB display)	
	27	Board meeting/annual meeting	
	On-going	Nature Vision Classroom Presentations in member area schools	
	On-going	Legislative session continues	
	On-going	Gather sponsor information/documents	
	On-going	Provide members with information for their water quality reports (CCRs)	
	On-going	Planning for 20 <sup>th</sup> event	
	On-going	Planning for TappsWise Natural Yard Care workshop(s) and program	
		TBD	Sound Publishing web ads in member service areas
<b>March</b>	1	March Member Update	
	6	Public Affairs Committee	
	TBD	Cascade Gardner ads in member Reporter papers	Confirm dates
	TBD	Fix a Leak Week ads in member Reporter papers	
	TBD	Fix a Leak Week press release	
	18-24	National Fix a Leak Week	Confirm dates
	25	20 <sup>TH</sup> Anniversary Event at Meydenbauer Center	
	27	Special 20 <sup>th</sup> Anniversary Celebration ad in member area Reporter newspapers	
	27	Board Meeting	
	2, 7, 9,14, 16, 21, 23, 28, 30	Cascade Gardener Classes in member service areas	

	On-going	Nature Vision Classroom Presentations in member area schools	
	On-going	Provide members with information for their water quality reports (CCRs)	
	On-going	Planning for TappsWise Natural Yard Care workshop(s) Will include ads in Lake Tapps area Reporter papers	
	TBD	Sound Publishing web ads in member service areas focusing on Cascade Gardener classes and Fix-a-Leak Week	
<b>April</b>	1	April Member update	
	TBD	Board Retreat	
	3	Public Affairs Committee	
	24	Board meeting	
	4, 6	Cascade Gardener Classes	
	On-going	Nature Vision Classroom Presentations in member area schools	
	TBD	Lake Tapps Community Meeting/TappsWise kickoff	
<b>May</b>	1	Begin setting meetings with member jurisdictions to discuss sponsor/event on site strategy	
	1	May Member Update	
	1	Public Affairs Committee	
	TBD	TappsWise natural yard care workshop	
	TBD	TappsWise septic system classes	
	TBD	Lake Tapps area Reporter paper ads, SwimSafe tab and Who To Call insert	
	TBD	Spring e-Newsletter	
	11	Tukwila Backyard Wildlife Festival	Chalk Board wall and booth
	22	Board Meeting	
	Late May/early June	Lake Tapps tab section: Who to Call / SwimSafe promotion/Lake Filled	
	On-going	Nature Vision Classroom Presentations in member area schools	
<b>June</b>	1	June Member Update	
	5	Public Affairs Committee meets	
	22/23	Bellevue Strawberry Festival	Chalk Board wall and booth
	26	Board Meeting	
	On-going	Nature Vision Classroom Presentations in member area schools	
	On- going/TBD	Farmers Markets	
	Throughout	Members issue Water Quality Reports (CCRs)	
<b>July</b>	1	July Member Update	
	3 or 10	Public Affairs Committee	

	12/13	Redmond Derby Days	Chalk Board and booth
	TBD	Kirkland Concert Series	Chalk Board and booth
	24	Board Meeting	
	On-going/TBD	Farmers Markets	
<b>August</b>	1	August Member Update sent	
	TBD	Public Affairs Committee	
	17	Sammamish Days	Chalk Board Wall and booth
	TBD	Bonney Lake Days	
	TBD	Skyway West Hill Health and Safety Fair	Chalk Board Wall and booth
	TBD	Kirkland Concert Series	
	TBD	Board Meeting	
	On-going/TBD	Farmers Markets	
	On-going	Draft Member Survey 2019 Eval / 2020 Priorities	
	<b>September</b>	1	September member update
4		Public Affairs Committee meets – reviews draft 2020 Member survey	
5		2020 Member survey sent to Board members and alternates (return by Board meeting)	
TBD		Beautify Bonney Lake	
25		September Board Meeting – 2020 Member Surveys returned	
TBD		Fall eNewsletter – promotes fall wise water use, etc	
TBD		Host TappsWise natural yard care and septic maintenance workshops; Supporting ads in Tapps area Reporter papers	
On-going		Nature Vision Classroom Presentations in member area schools	
On-going		Begin drafting 2020 Public Affairs, Communications and Outreach, and Water Efficiency plan	
On-going		Begin drafting 2020 legislative priorities	
<b>October</b>	1	October Member Update	
	2	Public Affairs Committee – reviews draft 2020 Public Affairs, Communication and Outreach, and Water Efficiency plan	
	5/6	Issaquah Salmon Days	Chalk Board Wall and booth
	23	Board Meeting	
	On-going	Nature Vision Classroom Presentations in member area schools	
	On-going	Implement outreach to Lake Tapps community in preparation for fall drawdown (including press release, postcards sent, more)	
<b>November</b>	1	November Member Update	

	5	General Election Day	
	6	Public Affairs Committee – adopt 2020 Public Affairs, Communications and Outreach, and Water Efficiency plan including 2020 event sponsorship plan	
	Nov-Dec	Outreach to newly local elected officials and provide briefings	
	TBD	November Board Meeting	
	On-going	Nature Vision Classroom Presentations in member area schools	
<b>December</b>	1	December Member Update	
	4	Public Affairs Committee	
	Nov-Dec	Year end wrap-up	