



## **2021 Outreach, Communications and Intergovernmental Plan**

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**Overview:** Cascade and its members provide cost effective essential services in a governance model that is efficient and flexible 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 intergovernmental services and reach key audiences and the public through effective communications and outreach programs. The plan builds on existing intergovernmental and communications efforts and continues to adapt to COVID-19 through a flexible service delivery model. Plans include separate outreach for member service areas and the Lake Tapps community, with an emphasis on connecting with communities in a virtual way when traditional methods are not possible.

### **Key Audiences:**

- Our members, their councils, commissions and members’ residents
- Regional partnerships
- 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 on its long history and strong culture of regional collaboration and leadership to:

- Lead and participate in processes for regional solutions to common challenges facing Cascade, its members and other water providers, including advocating for legislative interests.
- Collaborate and promote water-related issues that support Cascade and member interests with the Water Supply Forum, state government, industry and federal government, in policy and regulatory arenas, as opportunities arise.

- Continue resiliency planning and activities to meet the needs of Cascade, its members, customers and businesses.
- Continue developing a strong water quality outreach program at Lake Tapps in anticipation of eventual municipal water supply use for members.

**2021 Tactics - Overview:** Cascade will continue its work with members and other partners on key issues as needed. Overall, Cascade will communicate through a variety of channels by:

- Continuing to develop and implement flexible and virtual options for service delivery due to COVID-19.
- Focusing on outstanding regional leadership in all aspects of Cascade’s operations.
- Establishing and implementing a legislative agenda.
- Promoting Cascade and Water Supply Forum resiliency outcomes and recommendations.
- Developing and implementing an outreach plan focusing on natural yard care, septic system inspections and water quality for the Lake Tapps Reservoir as a future municipal water supply.
- Continuing development of creative social media options to reach Cascade and its members’ leaders, businesses, industry sectors and residents.
- Combining traditional media, social media, advertising, meetings with key stakeholders and council/commissions of members and of the Lake Tapps community as well as sponsorships, events, informational campaigns, TappsWise water quality efforts and other programs.
- Developing a year-long calendar that is updated throughout the year to ensure tactics are being finished and objectives met.
- Developing an online option for board members to provide fourth quarter input and guidance on programs.

**Evaluation:** Determine if messages are being understood, through surveys and other input throughout the year and at the end of the year. At the beginning of the fourth quarter of 2021, ask members for guidance and develop the 2022 Outreach, Communications and Intergovernmental Plan.



## 2021 Legislative and Public Policy Agenda

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Cascade 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 is to develop and implement an overall legislative and public policy plan that will continue already established positive relationships at all governmental levels to further Cascade and its members' interests. The following represents the proposed public policy agenda for 2021.

### FEDERAL

The plan includes general outreach to Cascade's Congressional delegation, as well as key committees, agencies such as the Departments of the Interior and Energy, the Environmental Protection Agency and the 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.

#### 2021 Federal Agenda:

- Mud Mountain Dam operations:
  - Fish Passage and Barrier Structure – Ensure necessary funding is available to keep this project on track to meet federal biological opinion requirements and monitor project testing progress.
  - 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.
- Infrastructure Funding – Continue Cascade's commitment to resilience (seismic, water quality, climate) and monitor water utility infrastructure funding opportunities.
- COVID-19 Relief Funding – Monitor and support COVID-19 relief funding opportunities for water utilities.
- PFAS – Track proposed legislation and/or rulemaking for PFAS (per- and polyfluoroalkyl substances) that will require monitoring, recordkeeping, reporting and follow-up actions by water utilities and work with members on advocacy as needed.
- High Efficiency Water Standards – Support legislation and rulemaking that promote high efficiency water standards for fixtures, appliance or products.

## 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 2021, Cascade will build on its successes with coalitions on key issues in the state agenda and others as appropriate.

### 2021 State Agenda:

#### Legislative Priorities:

- COVID-19 Relief:
  - Funding - Support funding to offset losses by cities and districts related to forgiving late fees and delinquent accounts for customers impacted by the COVID-19 emergency.
  - Collections – Protect existing authority and provide flexibility and new tools to allow utilities to work with impacted customers on payment plans in order to preserve the financial viability of the utility and avoid raising rates on other customers, including an extension of the ability to collect outstanding debt related to waiver of late fees and shut offs.
- PFAS Measures - Work with affected utilities on legislation and/or rulemaking for PFAS (per- and polyfluoroalkyl substances) that will require monitoring, recordkeeping, reporting and follow-up actions by water utilities.
- Department of Commerce Green Economy Report – Monitor the report to the Legislature, specifically the water sector recommendations and potential task force opportunities for Cascade and members.
- Resiliency Funding – Work as a member of the Water Supply Forum to develop and implement a multi-year resiliency funding strategy.
- Affordability Measures: Consider actions and/or legislation to allow utilities to address affordability issues, as directed by the board.
- Milfoil Prevention: Support state action to follow the example of California and Oregon and restrict boater access to state waters without a boat inspection.

Legislation Cascade is monitoring and/or supporting as appropriate:

- Promote Cascade and Members’ Presence at Legislature as Industry Leader/Problem Solver:
  - Review, and, if appropriate, support members’ 2021 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, Washington Water Utilities Council (WWUC), and Washington Association of Sewer and Water Districts (WASWD).
  - 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 for members on issues as needed.
- Water Efficiency Measures - Review and support legislation that promotes high efficiency water standards for fixtures, appliances or products.
- State funding options for infrastructure and investments - Cascade will continue to monitor proposals regarding water infrastructure investments.

- 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/staff tours of the Lake Tapps Reservoir to educate them on critical issues there.

## **MUNICIPAL**

Cascade works with all cities and counties in our service area and the Lake Tapps/Pierce County area and will continue to hold 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.

### **2021 Municipal Agenda:**

- Support Cascade members' legislative agendas as appropriate.
- On-going monitoring of King County legislation or regulations that may have an impact on Cascade/members' current or future projects.
- Ongoing monitoring and engagement in (Pierce County and city levels) local land use (comprehensive plans, shoreline management plans), stormwater, water quality and other issues that may impact Cascade's operations in the White River and Lake Tapps area.

## Tactics to Implement 2021 Plan

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 as requested; 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., as needed</li> <li>• Support resiliency efforts</li> <li>• Support COVID-19 relief efforts</li> <li>• Expand Lake Tapps water quality programs for future municipal water supply</li> </ul>	
<b><u>Focus for 2021</u></b>	<ul style="list-style-type: none"> <li>• COVID-19 relief efforts and adjustments to programs as necessary</li> <li>• Cascade/Forum Resiliency work – support, outreach and build multi-year strategy/plan</li> <li>• Continue established outreach via traditional outreach vehicles to identified audiences and public; expand web and social media outreach</li> <li>• Continue to develop and implement natural yard care program; continued focus on septic system maintenance and Lake Tapps monitoring for water quality</li> <li>• Develop an online option for member feedback in the fourth quarter</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>• State Legislative Agenda / 2021 Legislative Session - work with Cascade’s lobbyist on legislative plan to achieve priorities as outlined in agenda</li> </ul>	
<b><u>Community Relations and Outreach</u></b>	Members’ targeted outreach plans	<p>Create plans for key issues as needed</p> <p>Create plans for key stakeholders as needed</p>
	Continue chamber memberships and consider new memberships as appropriate	Chamber memberships: Join and participate as appropriate in all member service area chambers and those in the Lake Tapps community
	Lake Tapps community	Focus on water quality/natural yard care; advertising; operations; milfoil; community meetings; and meetings with Four Cities’ mayors as needed
	Industry Groups, National industry	WWUC, WASWD, AMWA, AWWA
	Forum Resiliency Efforts	Develop strategy for resiliency funding, communications and outreach

<b>Communications</b>	Earned media	<p>Proactive communications opportunities for Cascade through stories, op-eds releases, etc.</p> <p>Conduct a scan of members to identify best media outlets and opportunities for collaborative promotions</p>
	Web and Social Media	<p>Drive to web for latest on Cascade, members, water quality and increase ability to use to get news out; website allows staff to do work internally; continue to improve and enhance</p> <ul style="list-style-type: none"> <li>• Continue to enhance integrated social media strategy that engages residents and businesses, including the We Need Water platform, and video, web, Instagram, Facebook, Twitter and YouTube</li> <li>• Continue updates to 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> </ul>
	Paid Advertising – Members <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 in papers that cover members
	Paid Advertising -- Lake Tapps <ul style="list-style-type: none"> <li>• Bonney Lake Chamber back page</li> <li>• Announcements</li> <li>• ‘Who to Call’ update</li> <li>• SwimSafe promotions</li> <li>• TappsWise info/workshops</li> </ul>	Papers/magazines/other publications that cover Lake Tapps area
	Water efficiency support – members	Flower and Garden Festival, Cascade Gardener classes, leak detection, road shows, curriculum and enhanced web resources; water use efficiency rule

		outreach; irrigation and wise water through building efficiencies. Adjust for COVID-19 as needed
	Periodic e-newsletter	Effort to reach leaders, key stakeholders and residents with Cascade information
	Wise Water Use/Cascade Gardener/We Need Water	Outreach throughout winter, early spring to promote classes, wise water use messages, water wall appearances; adjust for COVID-19 as necessary
	Update, maintain and build a current, usable database	Collect new contact information throughout the year through all appropriate Cascade activities (fairs, classes, newsletter, etc.), after November elections and update database of contacts for emergency communications: manage through existing Campaign Monitor platform content
<b><u>Sponsorships and community events</u></b>	<p>Sponsorships: Major regional events as well as events in member areas and around Lake Tapps; Omnibus Sponsorship Package to full board in January 2021 for approval</p> <p>Continue COVID-19 adjustments to sponsorships as necessary</p>	<ul style="list-style-type: none"> <li>• WA Env. Council event – tbd</li> <li>• Bellevue Family 4<sup>th</sup> – July</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>• Tukwila See You in the Park - July</li> <li>• Farmers Markets, etc.</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>

## 2021 Outreach and Communications Calendar

Month	Date	Activity or Event	Lead / notes	Completed
<b>2021 January</b>	1	January Member Update	AB/PA	
	6	Public Affairs Committee	AB/BSC/SL	
	TBD	East King County Chambers Legislative Coalition breakfast	AB/BSC/SL	
	11	Legislative Session begins	AB	
	TBD	Cascade Gardner ads in member Reporter papers	AB/BSC/SC/PA	
	27	Board meeting	All	
	TBD	Winter e-Newsletter- begin prep, if needed	AB/BSC/SL/PA	
	TBD	Forum meeting /all communications	AB	
	On-going	Nature Vision Classroom Presentations in member area schools – virtual options	MB	
	On-going	Ongoing presence in Olympia; update members as needed	AB	
	On-going	WNW web presence updates (daily/monthly)	AH/MB/PA	
	On-going	Gather sponsor information/documents	SL	
<b>February</b>	1	February Member Update	AB/PA	
	3	Public Affairs meeting	AB/BSC/SL	
	TBD	Lake Tapps Spring Fill press release	AB/BSC	
	By 2/15	Annual major database updates	AB/BSC/SL	
	Mid-February	Cascade Gardner ads in member Reporter papers	AB/BSC/SC	
	TBD	Cascade Gardner Classes begin in member service areas– virtual options	PA	
	17 - 21	NW Flower and Garden Festival (booth, WNW display)	MB	
	24	Board meeting/annual meeting	ALL	
	TBD	Winter Newsletter, if needed	AB/BSC/SL/PA	
	On-going	Nature Vision Classroom Presentations in member area schools – virtual options	MB	
	On-going	Ongoing presence in Olympia/Legislative session continues	AB	
	On-going	Provide members with information for their water quality reports (CCRs)	AB	
	On-going	WNW web presence updates (daily/monthly)	AH/MB/PA	
	On-going	Planning for TappsWise Natural Yard Care workshop(s) and program	AB/TPCHD	
	Launch/on-going	Scan of members to identify best media outlets and opportunities for collaborative promotions	AB/BSC	
<b>March</b>	1	March Member Update	AB/PA	
	3	Public Affairs Committee	AB/BSC/SL	

	TBD	Cascade Gardner ads in member Reporter papers	AB/BSC/SC/PA	
	TBD	Fix a Leak Week ads in member Reporter papers	AB/MB/BSC/SC	
	TBD	Fix a Leak Week press release	AB/MB/BSC/PA	
	TBD	National Fix a Leak Week	AB/MB/PA	
	24	Board Meeting	ALL	
	TBD	Cascade Gardener Classes in member service areas – virtual options	PA	
	On-going	Nature Vision Classroom Presentations in member area schools – virtual options	MB	
	On-going	Ongoing presence in Olympia/Legislative session continues	AB	
	On-going	WNW web presence updates (daily/monthly)	AH/MB/PA	
	On-going	Planning for TappsWise Natural Yard Care and Septic System workshop(s)	AB/BSC/SC/TPC HD	
	TBD	Sound Publishing web ads in member service areas	AB/BSC/PA	
<b>April</b>	1	April Member update	AB/PA	
	7	Public Affairs Committee	AB/BSC/SL	
	1	Offer presentations to members and/or outreach meetings with community leaders	RH	
	TBD	Plan promotion for National Drinking Water Week in May	AB/MB/BSC/SL /PA	
	28	Board meeting	ALL	
	On-going	Cascade Gardener Classes – virtual options	PA	
	On-going	Nature Vision Classroom Presentations in member area schools – virtual options	MB	
	On-going	WNW web presence updates (daily/monthly)	AH/MB/PA	
	TBD	Forum meeting	AB	
	On-going	Prep for Lake Tapps Community meeting including postcard/ad/release	AB/BSC/SL	
	On-going	Planning for TappsWise Natural Yard Care and Septic System workshop(s)	AB/TPCHD	
<b>May</b>	1	Verify with member jurisdictions sponsor/event summer strategy	SL	
	1	May Member Update	AB/PA	
	TBD	National Drinking Water Week	AB/MB/BSC/SL /PA	
	5	Public Affairs Committee	AB/BSC/SL	
	TBD	TappsWise Septic System Workshop	AB/TPCHD	
	TBD	TappsWise natural yard care workshop	AB/TPCHD	
	TBD	TappsWise septic system classes	AB/TPCHD	
	TBD	Update Who To Call	AB/PA	
	TBD	Spring e-Newsletter	AB/BSC/SL/PA	
	TBD	Tukwila Backyard Wildlife Festival (WNW wall and booth)	SL/MB	

	26	Board Meeting	ALL	
	TBD	Possible Lake Tapps Community Meeting	AB/BSC/SL	
	On-going	WNW web presence updates (daily/monthly)	AH/MB/PA	
	On-going	Nature Vision Classroom Presentations in member area schools – virtual options	MB	
<b>June</b>	1	June Member Update	AB/PA	
	2	Public Affairs Committee	AB/BSC/SL	
	23	Board Meeting	ALL	
	On-going	Nature Vision Classroom Presentations in member area schools – virtual options	MB	
	On-going/TBD	Farmers Markets	MB/PA	
	On-going	WNW web presence updates (daily/monthly)	AH/MB/PA	
	Throughout	Members issue Water Quality Reports (CCRs)	AB	
<b>July</b>	1	July Member Update	AB/PA	
	7	Public Affairs Committee	AB/BSC/SL	
	4	Bellevue Family 4 <sup>th</sup>	SL/MB	
	9/10	Redmond Derby Days (WNW wall and booth)	SL/MB	
	TBD	Kirkland Concert Series (WNW wall and booth)	SL/MB	
	TBD	Tukwila See You in the Park (WNW wall and booth)	SL/MB	
	TBD	Forum meetings	AB	
	28	Board Meeting	ALL	
	On-going	WNW web presence updates (daily/monthly)	AH/MB/PA	
	On-going/TBD	Farmers Markets	MB/CS	
<b>August</b>	1	August Member Update sent	AB/PA	
	4	Public Affairs Committee	AB/BSC/SL	
	TBD	Sammamish Days/Party on the Plateau (WNW wall and booth)	SL/MB	
	TBD	Bonney Lake Days	SL	
	TBD	Skyway West Hill Health and Safety Fair (WNW wall and booth)	SL/MB	
	TBD	Kirkland Concert Series (WNW wall and booth)	SL/MB	
	25	Board Meeting	ALL	
	On-going/TBD	Farmers Markets	MB/CS	
	On-going	WNW web presence updates (daily/monthly)	AH/MB/PA	
	On-going	Draft Member Survey 2021 Eval / 2022 Priorities	AB/BSC/SL	
<b>September</b>	1	September member update	AB/PA	
	1	Public Affairs Committee meets – reviews draft 2021/2022 Member survey	AB/BSC/SL	
	5	2021/2022 Member survey sent to Board members and alternates (return by Board meeting)	AB	
	TBD	Beautify Bonney Lake	SL/MB	

	22	September Board Meeting – 2021/2022 Member Surveys returned	ALL	
	TBD	Fall eNewsletter	AB/BSC/SL/PA	
	TBD	Host TappsWise natural yard care and septic maintenance workshops	AB/BSC/SL/TPC HD/SC/PA	
	On-going	Nature Vision Classroom Presentations in member area schools	MB	
	On-going	Begin drafting 2022 Public Affairs, Communications and Outreach, and Water Efficiency plan	AB/BSC/SL	
	On-going	WNW web presence updates (daily/monthly)	AH/MB/PA	
	On-going	Begin drafting 2022 legislative priorities	AB/BSC/SL	
	TBD	LT Fall Draw Down announced		
<b>October</b>	1	October Member Update	AB/PA	
	6	Public Affairs Committee – review draft 2022 Public Affairs, Communication and Outreach, and Water Efficiency plan	AB/BSC/SL	
	1/2	Issaquah Salmon Days (WNW wall and booth)	SL/MB	
	27	Board Meeting	ALL	
	On-going	Nature Vision Classroom Presentations in member area schools	MB	
	On-going	WNW web presence updates (daily/monthly)	AH/MB/PA	
	TBD	Forum meeting	AB	
	TBD	Lake Tapps fall drawdown press release	AB/BSC/SL/PA	
<b>November</b>	1	November Member Update	AB/PA	
	2	General Election Day	ALL	
	3	Public Affairs Committee – adopt 2022 Public Affairs, Communications and Outreach, and Water Efficiency plan including 2022 event sponsorship plan; adopt 2022 legislative priorities	AB/BSC/SL	
	Nov-Dec	Outreach to newly elected municipal and state officials and provide briefings	AB/BSC/SL/GT H	
	Post- election	Update database – newly elected officials and stakeholder updates	BSC/SL	
	TBD	November Board Meeting – Board adopts 2022 legislative priorities	ALL	
	On-going	WNW web presence updates (daily/monthly)	AH/MB/PA	
	On-going	Nature Vision Classroom Presentations in member area schools	MB	
	<b>December</b>	1	December Member Update	AB/PA
1		Public Affairs Committee	AB/BSC/SL	
On-going		WNW web presence updates (daily/monthly)	AH/MB/PA	
Nov-Dec		Year-end wrap up member update	AB/BSC/SL	