



2023 Outreach, Communications and Intergovernmental Plan

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 services and reach key audiences and the public through effective communications and outreach programs. The plan builds on existing intergovernmental, outreach and communications efforts 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 both traditional and virtual ways.

Key Audiences:

- Our members, their councils, commissions and members’ residents
- Regional partnerships
- Key influencers that impact Cascade
- Residents surrounding Lake Tapps

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.

2023 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 (both traditional and virtual) options for service delivery.
- 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.
- Implementing an outreach plan focusing on natural yard care, septic system inspections, water quality and milfoil treatment messaging for the Lake Tapps Reservoir.
- 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.
- Continuing 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 2023, ask members for guidance and develop the 2024 Outreach, Communications and Intergovernmental Plan.

Tactics to Implement 2023 Plan

TACTIC	ACTIVITY	
<u>Partnership with Members</u>	<ul style="list-style-type: none"> • Update councils, commissions as needed or on specific issues as requested; updates, alerts • Work on regional legislative issues; support members’ legislative agendas • Monthly member updates; meetings as needed • Update members’ key stakeholders, business leaders, civic groups, etc., as needed • Support resiliency efforts • Coordinate on social media strategies • Continue Lake Tapps water quality education programs 	
<u>Focus for 2023</u>	<ul style="list-style-type: none"> • Cascade/Forum Resiliency Funding work – support, outreach and build multi-year strategy/plan • Continue established outreach via traditional outreach vehicles to identified audiences and public; expand web and social media outreach with new strategies • Continue to develop and implement TappsWise natural yard care program, septic system maintenance education and Lake Tapps monitoring for water quality • Milfoil treatment coordination and messaging with the Lake Tapps community • Provide an online option for member feedback in the fourth quarter 	
<u>Legislative, Public Policy, Advocacy and Outreach</u>	<ul style="list-style-type: none"> • Public Affairs Committee (monthly; first Wednesday or as decided by the committee) • State Legislative Agenda / 2023 Legislative Session - work with Cascade’s lobbyist on legislative plan to achieve priorities as outlined in agenda 	
<u>Community Relations and Outreach</u>	Members’ targeted outreach plans	Create plans for key issues as needed Create plans for key stakeholders as needed
	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
<u>Communications</u>	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"> • 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 • Continue updates to water efficiency resource page with new information, links, Cascade program offerings etc. • Create new videos • Ongoing water quality focus and information and resources

		<ul style="list-style-type: none"> • New information on Lake Tapps water quality • Ability to issue alerts
	<p>Paid Advertising – Members</p> <ul style="list-style-type: none"> • Cascade Gardener (Jan-April) • Fix a Leak Week (March) • Others as needed 	Continue use of digital ads with Sound Publishing and/or other publications in vehicles (i.e. geofencing, online papers, etc.) that cover members
	<p>Paid Advertising -- Lake Tapps</p> <ul style="list-style-type: none"> • Bonney Lake Chamber back page • Announcements • 'Who to Call' update • SwimSafe promotions • TappsWise info/workshops 	Continue use of digital ads with Sound Publishing and other publications in vehicles (i.e. geofencing, online papers, etc.) that cover Lake Tapps area
	Water efficiency support – members	NW 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; other support as requested by members
	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 spring classes, wise water use messages, water wall appearances, promote fall classes, enhanced We Need Water social media strategies
	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
<p><u>Sponsorships and community events</u></p>	<p>Sponsorships: Major regional events as well as events in member areas and around Lake Tapps; Omnibus Sponsorship Package to full board in January 2023 for approval</p> <p>Continue COVID-19 adjustments to sponsorships as necessary</p>	<ul style="list-style-type: none"> • WA Env. Council event – tbd • Bellevue Family 4th – July • Issaquah Salmon Days – October • Kirkland Concerts – July/August • Redmond Derby Days - July • Sammamish Party on the Plateau - August • Skyway Health/Safety Fair – August • Tukwila Community Backyard Wildlife Celebration – May • Tukwila See You in the Park - July • Farmers Markets, etc. • Bonney Lake Days - August • Beautify Bonney Lake – September • New sponsorships as recommended through the staff and committee process

2023 Outreach and Communications Calendar

Month	Date	Activity or Event	Lead / notes	Status
2023 January	1	January Member Update	AB	
	11	Public Affairs Committee	AB/BSC/SL	
	4	East King County Chambers Legislative Coalition breakfast	AB/BSC/SL	
	9	Legislative Session begins	AB	
	On-going	Prep for Cascade Gardner ads in member service areas to run Feb through April	AB/BSC/SL/MB	
	25	Board meeting	All	
	On-going	Winter e-Newsletter prep	AB/BSC/SL/PA	
	TBD	Forum meeting	AB	
	On-going	Nature Vision Classroom Presentations in member area schools	MB	
	On-going	Ongoing presence in Olympia; update members as needed	AB	
	On-going	WNW web presence updates (daily/monthly)	MB	
	On-going	Gather sponsor information/documents	SL	
February	1	February Member Update	AB	
	1	Public Affairs meeting	AB/BSC/SL	
	tbd	Press release: Lake Tapps Spring Fill	AB/BSC/PA	
	By 2/15	Annual major database updates	AB/BSC/SL	
	Mid-February	Cascade Gardner ads in member service areas	AB/BSC/SL/MB	
	15 - 19	NW Flower and Garden Festival (booth, WNW display)	MB	
	22	Board meeting/annual meeting	ALL	
	TBD	Publish Winter Newsletter with new terms for leadership	AB/BSC/SL/PA	
	On-going	Nature Vision Classroom Presentations in member area schools	MB	
	On-going	Ongoing presence in Olympia/Legislative session continues	AB	
	On-going	Provide members with information for their water quality reports (CCRs) if updates needed	AB	
	On-going	WNW web presence updates (daily/monthly)	MB	
	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
March	1	March Member Update	AB	
	1	Public Affairs Committee	AB/BSC/SL	
	Feb - April	Cascade Gardner ads in member service areas	AB/BSC/SL/MB	

		Fix a Leak Week ads	AB/MB/BSC/SC	
		Fix a Leak Week press release	AB/MB/BSC/PA	
	13-19	National Fix a Leak Week	AB/MB	
	22	Board Meeting	ALL	
	March 19- June 11	Cascade Gardener Classes in member service areas	MB	
	TBD	2023 Who to Call updates made	PA/AB	
	On-going	Nature Vision Classroom Presentations in member area schools	MB	
	On-going	Ongoing presence in Olympia/Legislative session continues	AB	
	On-going	WNW web presence updates (daily/monthly)	MB	
	On-going	Planning for TappsWise Natural Yard Care and Septic System workshop(s)	AB/BSC/SL/TPC HD	
April	1	April Member update	AB	
	1	Offer presentations to members and/or outreach meetings with community leaders	AB/RH	
	5	Public Affairs Committee	AB/BSC/SL	
	Mid-April	Plan promotion for National Drinking Water Week in May	AB/MB/BSC/SL	
	27	Press release: National Drinking Water Week	AB/MB/BSC/PA /SL	
	26	Board meeting	ALL	
	On-going	Cascade Gardener Classes	MB	
	On-going	Nature Vision Classroom Presentations in member area schools	MB	
	On-going	WNW web presence updates (daily/monthly)	MB	
	TBD	Forum meeting	AB	
	On-going	Begin 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	
May	1	Verify with member jurisdictions sponsor/event summer strategy	SL	
	1	May Member Update	AB	
	7-13	National Drinking Water Week	AB/MB/BSC/SL /PA	
	TBD	Press release: Lake Tapps Maximum refill	AB/PA/BSC/SL	
	3	Public Affairs Committee	AB/BSC/SL	
	TBD	TappsWise workshops	AB/TPCHD	
	TBD	Spring e-Newsletter, if needed	AB/BSC/SL/PA	
	TBD	Tukwila Backyard Wildlife Festival (WNW wall and booth)	SL/MB	
	24	Board Meeting	ALL	
	On-going	Continued prep for Lake Tapps Community Meeting	AB/BSC/SL	

	On-going	WNW web presence updates (daily/monthly)	MB	
	On-going	Nature Vision Classroom Presentations in member area schools	MB	
June	1	June Member Update	AB	
	7	Public Affairs Committee	AB/BSC/SL	
	tbd	Four Cities annual meeting with mayors	AB/RH	
	tbd	Lake Tapps Community Meeting – in person	AB/BSC/SL	
	28	Board Meeting	ALL	
	On-going	Nature Vision Classroom Presentations in member area schools	MB	
	On-going/TBD	Farmers Markets	MB	
	On-going	WNW web presence updates (daily/monthly)	MB	
	Throughout	Members issue Water Quality Reports (CCRs)	AB	
July	1	July Member Update	AB	
	5	Public Affairs Committee	AB/BSC/SL	
	4	Bellevue Family 4 th (WNW wall and booth)	SL/MB	
	7/8	Redmond Derby Days (WNW wall and booth)	SL/MB	
	TBD	Tukwila See You in the Park (WNW wall and booth)	SL/MB	
	TBD	Forum meetings	AB	
	26	Board Meeting	ALL	
	On-going	WNW web presence updates (daily/monthly)	MB	
	On-going/TBD	Farmers Markets	MB/SL	
August	1	August Member Update sent	AB	
	3	Public Affairs Committee	AB/BSC/SL	
	tbd	Sammamish Days/Party on the Plateau (WNW wall and booth)	SL/MB	
	TBD	Bonney Lake Days/Tunes at Tapps	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	
	23	Board Meeting	ALL	
	On-going/TBD	Farmers Markets	MB/SL	
	On-going	WNW web presence updates (daily/monthly)	MB	
	On-going	Draft Member Survey 2023 Eval / 2024 Priorities	AB/BSC/SL	
September	1	September member update	AB	
	6	Public Affairs Committee meets – reviews draft 2023/2024 Member survey	AB/BSC/SL	
	TBD	Bonney Lake Triathlon	AB/BSC/SL	
	7	2023/2024 Member survey sent to Board members and alternates (return by Board meeting)	AB	
	TBD	Beautify Bonney Lake	SL/MB	

	27	September Board Meeting – 2023/2024 Member Surveys returned	ALL	
	TBD	Fall eNewsletter if needed	AB/BSC/SL/PA	
	TBD	TappsWise workshops	AB/BSC/SL/TPC HD	
	On-going	Nature Vision Classroom Presentations in member area schools	MB	
	On-going	Begin drafting 2024 Public Affairs, Communications and Outreach, and Water Efficiency plan	AB/BSC/SL	
	On-going	WNW web presence updates (daily/monthly)	MB	
	On-going	Begin drafting 2024 legislative priorities	AB	
	TBD	Press release: LT Fall Draw Down announced	AB/BSC/SL/PA	
October	1	October Member Update	AB	
	4	Public Affairs Committee – review draft 2024 Public Affairs, Communication and Outreach, and Water Efficiency plan	AB/BSC/SL	
	7/8	Issaquah Salmon Days (WNW wall and booth)	SL/MB	
	25	Board Meeting	ALL	
	On-going	Nature Vision Classroom Presentations in member area schools	MB	
	On-going	WNW web presence updates (daily/monthly)	MB	
	TBD	Forum meeting	AB	
	TBD	Lake Tapps fall drawdown press release	AB/BSC/SL/PA	
November	1	November Member Update	AB	
	7	General Election Day	ALL	
	1	Public Affairs Committee – adopt 2024 Public Affairs, Communications and Outreach, and Water Efficiency plan including 2024 event sponsorship plan; adopt 2024 legislative priorities	AB/BSC/SL	
	Nov-Dec	Outreach to newly elected 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 2024 legislative priorities	ALL	
	On-going	WNW web presence updates (daily/monthly)	MB	
	On-going	Nature Vision Classroom Presentations in member area schools	MB	
December	1	December Member Update	AB	
	6	Public Affairs Committee	AB/BSC/SL	
	On-going	WNW web presence updates (daily/monthly)	MB	
	Nov-Dec	Year-end wrap up member update	AB/BSC/SL	