



WASHINGTON WATERS



Clean and plentiful water is vital to keeping Washington communities healthy and economically vibrant.



WASHINGTON WATERS COALITION

- Diverse coalition started meeting post 2015 legislative session
- Interest in building strategy and consensus on water infrastructure funding package
- PUD's, Washington Forest Protection Association, Farm Bureau, Cascade Water Alliance, Associated General Contractors, Conservation Groups, Irrigation Districts and Associations, Local and County Government
- Established set of principles to guide our work



WASHINGTON WATERS COALITION: SAMPLE OF PRINCIPLES FOR COLLABORATION:

- We agree that everyone is committed to solving each other's problems along with their own.
- We agree that everyone must fully participate – no one can choose to be only partially part of the effort.
- We operate on consensus – everyone must agree to move forward, however anyone can choose disagree while being willing to let things move forward.
- We agree that solutions to stormwater, water supply and flooding issues must be included
- We agree that as we discuss funding options for these issues we will ensure that equity (geographic and economic) will be an essential consideration.
- Efforts will be statewide.
- We agree that we will “Think Big.”

WASHINGTON WATERS FRAMEWORK

- **Improving the availability and reliability of water supplies**
- **Reducing the risk of flooding, protecting against damage caused by floods, and protecting or restoring naturally functioning areas where floods occur**
- **Reducing storm water pollution from existing infrastructure and development**
- **OUTREACH ON NEED FOR FUNDING**



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COMMUNICATIONS TOOLBOX

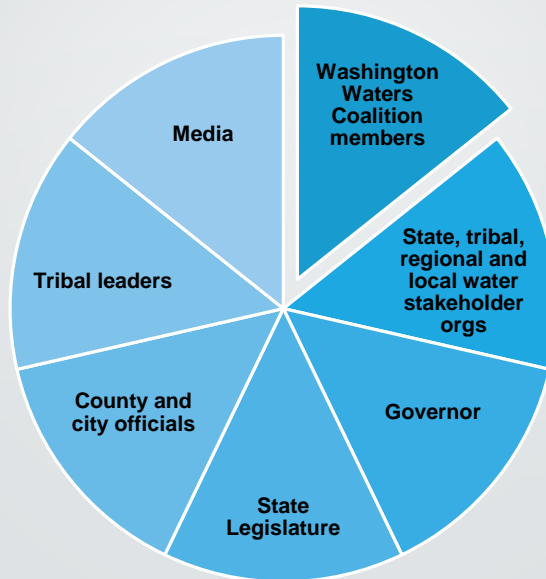


TOOLBOX PURPOSE

- Foundation for messages and data
- Use by coalition members in their own advocacy efforts
- Consistent message of water investment needs
- Repository for video, photos, testimonials for media and education efforts
- Credibility for the work of Washington Waters



AUDIENCES



PRODUCTS: OVERVIEW



- Speaking points
- Folio
- Fact sheets
- Statewide map
- Frequently asked questions
- Case studies/stories

- Website
- Facebook page
- E-newsletters
- Social media toolkit
- Video
- Advertising
- Photos
- Infographics

- Op-eds
- Pro-active calendar of outreach to media
- Rapid response network

- Power Point
- Handouts for meetings
- Calendar for outreach