

## **Communication and Outreach Strategy: 2015-2020 Water System Plan Update**

**Goal:** To provide up-to-date information to City Council, Utility Advisory Committee, regulatory agencies, water service providers within the City, local jurisdictions, the media, other stakeholders and Olympia drinking water customers about the City's update of our Water System Plan for 2014-2020.

**Key Messages** (We will answer these questions when developing key messages for the plan update)

- Why are we doing this plan update and what is the timeframe?
- What is included in the plan update?
- How can customers and others get involved in the planning process?
- Why is the Water System Plan important?
- What are the costs and how are we paying for this?
- Who approves the plan?
- How flexible is the plan once it is approved?
- How does this plan relate to the City's Comprehensive Plan?
- Will this plan impact my water rates?

## Communication Tools/Key Audiences

Communication Tools	Olympia City Council	Utility Advisory Committee	Community members, Neighborhood Associations, dw customers + wholesale	Media	Other state agency regulatory staff (Thurston County, Ecology, Commerce)	WDOH regional office staff	Local jurisdictions and stakeholders
UAC and Council briefings on project (Water Supply Update) and talking points	X	X	X	X			X
Staff reports for UAC and council updates	X	X	X	X			X
Meetings, briefings			X		X	X	X
Project website (water resources)	X	X	X	X	X	X	X
Letters or meetings with key stakeholders			X	X	X	X	X
Coalition of Neighborhood Meeting (2 <sup>nd</sup> Monday of Month) with Public Review draft			X				
Telephone contacts					X	X	
City Facebook page alerts with press release during public review	X	X	X	X	X	X	X
Posters and hard copies of plan available at City Hall council chambers for public review, Take	X		X	X			

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away flier with web info on how to comment.							
Web based publication with online comments available	X	X	X	X	X	X	X
Five Things utility Insert			X				