



King County - Cities
CLIMATE COLLABORATION

Communications Toolkit



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INTRODUCTION

The King County-Cities Climate Collaboration, also known as the K4C, is a partnership of local governments of all sizes working together to accelerate bold and equitable climate action for the health of the people who live here, our economy, and the environment.

We understand climate change knows no boundaries, and neither should our response. That's why we work collaboratively — and collectively — to tackle climate change and foster a healthier, more just, and resilient King County.

What's the purpose of this toolkit

This toolkit is intended to equip K4C members with unified messaging and tools so that we are able to communicate and connect within our own government entities and with residents, prospective K4C members, and state legislators about why the K4C's work matters and what it means for communities and our region.

How to use this toolkit

This toolkit includes key messages, guidelines, and sample content that we may customize and use on social media, in e-newsletters, on our government's websites, and in other communications to build awareness of the K4C and encourage engagement in climate action.

COMMUNICATIONS GOALS AND AUDIENCES

Our goal is to increase awareness of and engagement with the K4C so that we can continue to grow in size and effectiveness, accelerate meaningful climate action, and best serve our communities.

We can help people better understand the K4C and why it matters to our communities when we use the same language.

When used consistently by our whole collaborative, strong messaging helps us:

- Make priority audiences aware of the K4C and increase their engagement.
- Increase understanding of why the K4C is important, expanding the K4C's influence.
- Give transparency into what the K4C is doing.

Audiences

This toolkit is designed to help us reach, inspire, motivate, move, and persuade audiences in climate action, including:

Current K4C members

Residents of K4C cities

Prospective new K4C members

State legislators and decision makers

The following tables show goals for communicating with each audience, the role that each audience plays in climate action, and where we can most effectively reach each audience.

- Our work is stronger when we intentionally and proactively engage our priority audiences. Each audience brings different perspectives and values to the table, and helps us improve the K4C's work in varying ways.
- Each audience has a different yet essential role to play in taking climate action in King County and our state.
- Which channel we use to communicate our message should be influenced by who we're trying to reach. Being strategic about our channel choices can help us more effectively reach intended audiences.

Participating K4C Members	Goals for communicating with this audience	<ul style="list-style-type: none"> • Understand what the K4C is and why it is important to accelerate climate action toward a healthier, more just, and resilient region. • Communicate our government’s partnership in the K4C and tangible benefits of collective climate action.
	Audience’s role in the K4C	<ul style="list-style-type: none"> • Encourage engagement in the K4C’s and our government’s climate action initiatives. • Champion stronger climate action policies alongside K4C partners.
	Best channels to reach this audience	<ul style="list-style-type: none"> • Internal communications (emails, memos) • Staff meetings

Residents	Goals for communicating with this audience	<ul style="list-style-type: none"> • Understand who the K4C is, what it does, and why it matters. • Feel a sense of pride in our local government and collective K4C efforts to cut climate emissions and create a healthier, more just, and livable region.
	Audience’s role in the K4C	<ul style="list-style-type: none"> • Support elected officials’ participation in the K4C. • Provide input on climate priorities, initiatives, and policies to ensure they align with community needs. • Advocate alongside the K4C for climate action policies at the local, state, and federal levels.
	Best channels to reach this audience	<ul style="list-style-type: none"> • Social media channels • Your government’s website • Mailers • Newsletters • Public meetings • Regular information sharing with community-based organizations

Prospective New K4C Members	Goals for communicating with this audience	<ul style="list-style-type: none"> Encourage becoming a member of the K4C to embolden collective climate action that supports a healthier, more just, and resilient region.
	Audience's role in the K4C	<ul style="list-style-type: none"> Contribute knowledge, resources, and advocacy — helping the K4C be more effective, reach a wider audience, and advance climate action.
	Best channels to reach this audience	<ul style="list-style-type: none"> Your entity's website Newsletters/emails Direct outreach

State Legislators and Decision Makers	Goals for communicating with this audience	<ul style="list-style-type: none"> Listen to and work with the K4C to advance climate action for the health of Washington's people, our economy, and the environment.
	Audience's role in the K4C	<ul style="list-style-type: none"> Champion bold and equitable climate policies that are responsive to the K4C's priorities and move us toward a healthier, more just, and sustainable future.
	Best channels to reach this audience	<ul style="list-style-type: none"> Direct outreach Physical materials that can be left with staff (one-pager, booklet, etc.) Social media, specifically Twitter Emails Briefings and hearings

MESSAGING

These messages provide a foundation and vocabulary for communicating about the K4C and building awareness of our work. We can help people better understand the K4C and engage audiences in climate action, when we — as a collaborative — consistently use the same language.

Mission

A one-sentence description of why the K4C exists — our fundamental purpose and goal.

Our mission is to accelerate collective climate action in King County for the health of all people, our economy, and the environment.

Vision

An aspirational statement of how the world will be different when the K4C achieves our mission.

We envision a healthier, more just, and livable region in the face of a changing climate, where all residents have equitable access to clean air and healthy opportunities to live, work, and play.

Position

The unique space the K4C occupies in the collaborative and competitive landscape.

We are a partnership of local governments of all sizes taking bold and equitable climate action so that all people, the economy, and the environment thrive.

Values

The core beliefs and principles that guide our actions.

Collaboration

We strengthen our region by coming together — within our own communities and across local governments of all sizes — to share resources, knowledge, and experiences, accomplishing more together than we could alone.

Optimism

We believe that together with our communities and partners, we can create meaningful change — for today's residents, as well as the residents of future generations.

Justice

We are committed to advancing equitable and just climate solutions that directly benefit Black, Indigenous, and People of Color communities who have been disproportionately harmed by centuries of environmental injustices, compounded by climate change.

Intersectionality

We strive to shape programs and policies in partnership with the people they affect, and we recognize that effective climate policy must also address public health, economic vitality, community safety, and environmental well-being.

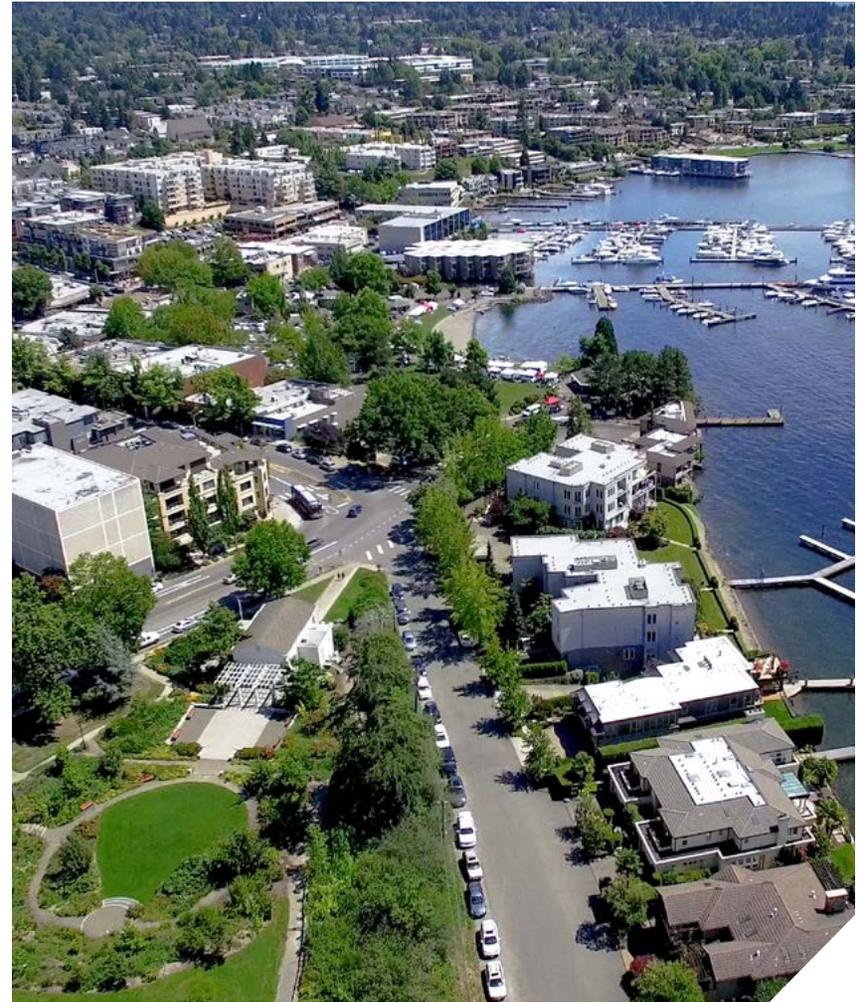
Scientific Rigor

To address this urgent challenge, we invest our collective time and resources into science-based solutions that are data-informed, proven, and benefit the region's residents.

Elevator Statement

A brief statement expanding on the mission to describe the why, how, and what of the K4C, in the time it takes to ride up or down in an elevator.

From more intense wildfires and harmful smoke to increased drought and less snowpack in our mountains, we are already experiencing climate change in King County. We have an urgent need to act boldly as a collective to create a healthier, more just, and resilient region. That's why the King County-Cities Climate Collaboration, or the K4C, exists. We're a partnership of local governments of all sizes working together to accelerate climate action. We combine our knowledge, resources, and advocacy power to shape policy and programs that cut harmful greenhouse gas emissions so our region can thrive in a changing climate.



The K4C Story

A short narrative that persuasively tells the why, how, and what of the K4C, embedding the group's values and laying the foundation for all messaging and communications.

Climate change doesn't know boundaries. Neither should our response.

We have an urgent need to act boldly as a collective — to create a healthier, more just, and resilient region.

It's our responsibility to do so in ways that work with and prioritize Black and Indigenous residents and People of Color who have been most impacted by injustice and are on the front lines of climate change.

Even in a changing climate, our region can be a place where all residents breathe clean air, live and work in safe and healthy buildings, benefit from a robust economy, and enjoy the natural spaces that make us proud to call this place home.

We can do more for our communities together than we each can do alone. That's why the King County-

Cities Climate Collaboration exists: to work across local boundaries, engaging partners and residents so that our region thrives as the climate changes.

The K4C is a partnership of local governments of all sizes. We combine our knowledge, resources, and advocacy power to accelerate collective climate action in King County and across the state.

We're committed to achieving ambitious goals together, and reduce countywide greenhouse gas emissions sources by at least 50 percent by 2030, and 80 percent by 2050.

Our unified voices and actions are powerful. We are proud of what we have accomplished together, from influencing state legislation, to leveraging our collective purchasing power to buy clean energy, to investing in sustainability locally. And, we are optimistic about the future we are building together.

Key Messages

This section includes the story as a series of primary messages, as well as supporting messages or talking points for each. This series of messages can be pulled from as needed to serve a number of purposes.

[Setting the frame] Climate change doesn't know boundaries. Neither should our response.

[The "big why"] We have an urgent need to act boldly as a collective — to create a healthier, more just, and resilient region.

- We're already experiencing climate change in King County through hotter summers, wetter winters, rising seas with acidifying waters, and less mountain snowpack to recharge streams and drinking water supplies.
- Climate change doesn't impact us all equally. It's our collective responsibility to take action, working with and prioritizing Black and Indigenous residents and People of Color who have been most impacted by injustice and are on the front lines of climate change.

[The vision] Even in a changing climate, our region can be a place where all residents breathe clean air; live and work in safe, healthy buildings; benefit from a robust economy; and enjoy the natural spaces that make us proud to call this place home.

- By taking urgent climate action, we can protect and sustain what makes our region so special: abundant fish and wildlife, vibrant forests, and life-giving waters.
- We have an opportunity to support our communities in making the changes that residents want to see. Climate action has many benefits — from more access to affordable public transportation, parks, and community gardens, to meeting our most fundamental needs for safe water and clean air to breathe.

[Why the K4C exists] We can do more for our communities together than we each can do alone. That's why the King County-Cities Climate Collaboration exists: to work across local boundaries, engaging partners and residents so that our region thrives as the climate changes.

[What the K4C does] The K4C is a partnership of local governments of all sizes. We combine our knowledge, resources, and advocacy power to accelerate collective climate action in King County and across the state.

- Since it began in 2012, the K4C has grown to include 18 partners who together represent 1.6 million people across King County — 80 percent of the population.
- The K4C partners are working together to reduce harmful greenhouse gas emissions by sustainably increasing mobility, investing in renewable energy, promoting clean energy use in buildings and vehicles, and expanding farm and forest protection.

[Commitments] We're committed to achieving ambitious goals together. We aim to reduce countywide greenhouse gas emissions by at least 50 percent by 2030, and 80 percent by 2050.

- We will unify our voices to **advocate for strong and comprehensive climate policy** on local, state, regional, and federal levels.
- We will ground our local **employment, affordable housing, and mobility planning** in equity and strategies that reduce greenhouse gas emissions.
- We will **lessen our dependence on imported fossil fuels** by prioritizing federal and statewide fuel and vehicle efficiency standards, and by increasing the use of electric vehicles.
- We will **transition to a clean energy economy**, phasing out coal-fired electricity as we move toward 100-percent clean electricity.
- We will **ensure buildings are safe and healthy** places to live and work. Existing buildings will use less energy and transition to all-electric systems, and new buildings will have net-zero emissions.

- We will **lessen our consumptive impact and achieve zero waste** for resources that can be reused, resold, or recycled.
- We will **support vibrant urban and rural communities**, focusing growth in urban centers to reduce sprawl and protect and restore forests and farms.
- We will live our values, **mindfully operating our municipalities** to reduce waste and greenhouse gas emissions.
- We will **prepare for climate change's worsening impacts**, acting urgently to build resilience as a region and in our communities.
- We will **collaborate to meet our challenges**, sharing our resources and expertise, as well as encouraging public-private partnerships.



[Impact] Our unified voices and actions are powerful. As the K4C, we are investing in sustainability locally, using our collective purchasing power to expand clean energy, and influencing state legislation.

- K4C partners have successfully advocated for legislation that supports:
 - 100-percent clean electricity by 2045.
 - Stronger greenhouse gas emissions reduction goals statewide.
 - Carbon sequestration.
 - Financing for energy efficiency building projects.
 - The elimination of single-use plastic bags.
- Through the K4C's shared resources and expertise, individual partners have had greater impacts in their communities.
 - The City of Burien created an urban forestry program that enhances tree canopy and vegetation, absorbing air pollution and lowering summer temperatures.

- The City of Bellevue reduced its annual streetlighting energy consumption by 58 percent.
 - The City of Mercer Island increased mobility by investing in rideshare and bikeshare programs.
 - King County's Parks Division installed solar energy facilities across the county.
- As a result of the K4C's collective influence, Puget Sound Energy created a Green Direct option for local governments and large customers to purchase renewable electricity.
 - Because of what we are able to achieve together, we are optimistic about the future.

Audience-Specific Messages

Residents

- Even in a changing climate, our region can be a place where all residents breathe clean air, live and work in safe and healthy buildings, benefit from a robust economy, and enjoy the natural spaces that make us proud to call this place home.
- That's why our city [or INSERT ENTITY NAME] is part of the King County-Cities Climate Collaboration. We're partnering with local governments across the county to accelerate climate action and make this vision a reality — for communities today and for future generations.
- As part of the K4C, we're working to significantly reduce harmful greenhouse gas emissions that contribute to climate change. We're shaping policies and programs to invest in renewable energy, improve transit services and

mobility, phase out dirty fossil fuel use in buildings so they are healthier and safer, and protect farmland and forests that sustain us.

- The K4C's collective advocacy power means that our city can have a stronger voice in regional and state politics, and influence policies to better serve our communities.
- Participating in the K4C saves our city time and money by connecting us to funding, expertise, and resources, so that we can make the same taxpayer dollars accomplish even more.
- The K4C's shared resources and expertise help us to be more effective in our work, so that we're prepared to respond to your needs and requests.
- By learning from the K4C's collective experiences and expertise, we can more equitably distribute the services and programs our communities need to thrive in a changing climate.

Cities / Recruitment

- We believe that collective action is our most impactful path to long-term resilience in the face of a changing climate.
 - The K4C gives local governments the resources and connections we need to take urgent and bold climate action for the health of people, our economy, and the environment. Together, we are able to have a greater impact.
 - As K4C partners, we learn from each other — sharing best practices, processes, and experiences — which makes us more effective and innovative in addressing climate change.
 - The K4C provides members with expanded staffing capacity and cost savings, allowing local governments to tap into the partnership rather than hiring additional in-house staff.
- The K4C connects members to technical and funding assistance that opens doors to new projects and investments that wouldn't otherwise be possible with limited resources.
 - Together, K4C members are able to use our collective influence to shape state and regional policy that moves us toward a clean energy economy, protects the environment, and benefits residents.
 - K4C members find power in partnership — the opportunity to collaborate on solutions to hard challenges, keep each other motivated and accountable, and help each other focus on the areas where we can each make the greatest difference.

COMMUNICATIONS CHANNELS AND SAMPLE CONTENT

Choosing the right channel for delivering the messaging is critical to reaching the intended audiences and advancing our climate action goals. Our websites, social media, email newsletters, as well as media relations and outreach, are all ways we can connect with and move people to care about climate change so they get involved.

These guidelines were created with your local government's social channels in mind, and do not assume that your government has established K4C-specific channels. They provide guidance for how to begin to integrate information about the K4C into your government's existing channels.

When you communicate about the K4C:

- Use language that is clear, concise, and accessible for all audiences, avoiding jargon.
- Think about how you might communicate with friends or family, using human and relatable words.
- Adopt an optimistic tone, where possible, to inspire hopefulness and encouragement that we can all take action to address climate change.
- Focus on the tangible benefits of the K4C and why the work we're doing is important for people's health, our economic vitality, environmental protection, and our region's ability to thrive in a changing climate.

Importance of consistency:

- Consistency in our communications efforts helps us act as a unifying voice.
- Strong and aligned messaging will help audiences see the K4C as a dependable coalition, building awareness of the K4C and our collective climate action.



Website

Your government's website is a great platform to communicate about your partnership with the K4C and share up-to-date information with invested audiences who have taken the time to click through and learn more.

The content you include here should be high-level, yet simple enough for non-experts to understand and engage. This is also the space to share the actions your government is taking, within the broader context of the K4C.

Sample Website Copy

King County-Cities Climate Collaboration

We know that even in a changing climate, our region can be a place where all residents breathe clean air; live and work in safe, healthy buildings; benefit from a robust economy; and enjoy the natural spaces that make us proud to call this place home.

That is why [Entity Name] is a proud member of the King County-Cities Climate Collaboration, also known as the K4C. We are a partnership of local governments of all sizes taking bold and equitable climate action together to create a healthier, more just, and resilient region.

It's our responsibility to do so in ways that work with and prioritize Black, Indigenous, and People of Color residents who are most impacted by unjust policies and who are on the front lines of climate change.

We're committed to achieving ambitious goals together.

To support the health of residents, our local economy, and the environment, we aim to reduce countywide greenhouse gas emissions by at least 50 percent by 2030, and 80 percent by 2050.

As the K4C, we are calling for stronger state policies that move us toward a clean energy future. We are using our collective purchasing power to invest in renewable energy, expand solar, and buy electric vehicle fleets — all of which cut carbon emissions while saving our city money. And, we are improving transit services and protecting the local farmland and forests that sustain us.

Learn more about our climate initiatives [link]. For more information on the K4C, or to learn how you can get involved, email us at [email].

Social Media

Your government’s social channels provide an opportunity to meet your audiences where they are and engage with them on a familiar platform, while connecting your climate initiatives with the K4C’s and building awareness of our collective efforts. The content you share can be brief and high level, with a call to action that encourages people to learn more or get involved.

	 Facebook	 Twitter	 Instagram	 LinkedIn
Overview	Emphasizes images and conversation	Prioritizes timely content, news, and advocacy	Emphasizes striking, high-quality visuals	Focuses on professional connection and article sharing
Audience	Broad audience, slightly older (ages 35–55 and up)	Elected officials, media outlets and journalists, and younger audiences	Younger audiences, including teens and millennials	Broad audiences, working professionals
Types of content to share about the K4C	<ul style="list-style-type: none"> • Post about who the K4C is and what we do, including why it matters. • Share updates and stories about K4C climate action and tangible benefits to residents and our region. • Lift up K4C partner climate action successes and impact. • Share stories about K4C individuals. 	<ul style="list-style-type: none"> • Tweet about who the K4C is and what we do, including why it matters. • Share news and other updates about the K4C and tangible benefits to residents and our region. • Share relevant climate news and articles. 	<ul style="list-style-type: none"> • Use strong visuals paired with a caption about who the K4C is and what we do, including why it matters. • Share stories about K4C members and individuals. 	<ul style="list-style-type: none"> • Post about who the K4C is and what we do. • Share updates and stories about the K4C climate action and tangible benefits to residents and our region. • Share relevant climate news and articles. • Lift up K4C partner climate action successes and impact. • Share stories about K4C individuals.

	 Facebook	 Twitter	 Instagram	 LinkedIn
Visuals	Include a photo, graphic, video, or news link to capture people’s attention, whenever possible.	Include a photo, graphic, video, or news link to capture people’s attention, whenever possible.	Include high-quality compelling images or short videos (less than 1 min.).	Include a photo, graphic, video, or news link to capture people’s attention, whenever possible.
Suggested length	While each platform has its own best practices for length, the same guiding principle applies across all channels: Take the space to say what you need to say, but do it as concisely as you can.			
	Aim for no more than 2-3 sentences.	Tweets between 71 and 100 characters get the most engagement, though can be up to a maximum of 280 characters.	Captions that are 1-2 sentences are recommended, though can be up to 2,200 characters.	Posts that are 1-2 sentences are recommended, though can be up to 700 characters for companies.
Hashtags	None	Include 1-3 hashtags	Include up to 10 or more hashtags	None
Links and Tags	<ul style="list-style-type: none"> • Link to your government’s website, the K4C webpage, or a news article with a call to action to learn more or get involved. • Tag K4C partners and news organizations or authors, when mentioned. 	<ul style="list-style-type: none"> • Link to your government’s website, the K4C webpage, or news article with call to action to learn more or get involved. • Tag K4C partners and news organizations or authors, when mentioned. 	<ul style="list-style-type: none"> • Include a link to your government’s website in your bio. 	<ul style="list-style-type: none"> • Link to your government’s website, the K4C webpage, or news article with call to action to learn more or get involved. • Tag K4C partners and news organizations or authors, when mentioned.
Frequency goal for posting about the K4C	2x month	1x week	2x month	2x month

Guidelines

- **Make content accessible.** We can build awareness of the K4C through consistent messaging. Keep content clear, concise, and compelling. Use the sample messages provided as a starting point, and tailor to suit your needs.
- **Include compelling visuals or graphics to pique interest.** Simple visual treatments of key messages or quotes can be a way to capture people’s attention. Similarly, graphics that illustrate climate impacts or emission reduction goals can underscore important points.



- **Use hashtags to broaden reach.** Hashtags are a way to connect conversations into a single “feed” of related conversations on Twitter and Instagram. Below are frequently used hashtags. We also can begin to use the hashtag, **#K4CClimateAction**, to unite our efforts and make it easier for residents to follow what we are doing.

#ActOnClimate

#ClimateJustice

#ClimateAction

#ClimateChange

#ClimateChangelsReal

#EnergyEfficiency

#GreenNewDeal

#JustRecovery

#JustTransition

#K4CClimateAction

#KingCountyWA

Sample Facebook Posts

- The City of [XXX] is proud to be a member of the King County-Cities Climate Collaboration. Our participation enables us to tackle climate change more effectively and leverage taxpayer dollars to accomplish even more. Learn how: [link]
 - Climate change doesn't know boundaries. Neither should our response. That's why [INSERT YOUR ENTITY] is a member of the King County-Cities Climate Collaboration (K4C), a partnership of local governments of all sizes taking bold and equitable climate action so that all people, the economy, and the environment thrive. Learn more: [link]
 - What is the King County-Cities Climate Collaboration? It's a partnership of local governments of all sizes taking bold and equitable climate action to create a healthier, more just, and resilient region. [link]
- [INSERT YOUR ENTITY] is a proud member of the King County-Cities Climate Collaboration, working together to accelerate bold climate action for the health of residents, our regional economy, and the environment. Today we announced/launched [NAME ACTION]. Learn more: [link]
 - Climate action benefits communities in many ways — from more access to affordable public transportation, parks, and community gardens, to our most fundamental needs for clean air to breathe and safe water to drink. Read how [INSERT YOUR ENTITY] is addressing climate change: [link]
 - Climate change does not impact us all equally. As a member of the King County-Cities Climate Collaboration, we take actions that have intentional benefits for residents most affected by injustice, including Black and Indigenous people, communities of color, and immigrant communities. Learn more: [link]

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- The King County-Cities Climate Collaboration partners are working to reduce countywide greenhouse gas emissions by at least 50 percent by 2030, and 80 percent by 2050. Read about our commitments: [link]
 - Even in a changing climate, our region can be a place where all residents breathe clean air; live and work in safe, healthy buildings; benefit from a clean energy economy; and enjoy the natural spaces that make us proud to call this place home. As King County-Cities Climate Collaboration members, we're partnering with governments across the region to make this future a reality. Check out what we're doing: [link]

Sample Tweets

- We're proud to be one of 18 local governments that is partnering to accelerate climate action in #KingCountyWA. Learn more about #K4CClimateAction: [link]
- Our city [or INSERT ENTITY] is a proud member of the King County-Cities Climate Collaboration — a partnership of local governments of all sizes taking bold and equitable #ClimateAction so that all people, the economy, & the environment thrive. Learn more: [link]
- As part of #K4CClimateAction, we envision a healthier, more just & livable region in the face of a changing climate, where all residents have equitable access to clean air & opportunities to live, play & work. #ClimateJustice [link]
- We have an urgent need & collective responsibility to create a healthier, more just, resilient #KingCountyWA for all — particularly #BIPOC residents who are most impacted by inequities & on the front lines of climate change. Read about #ClimateJustice work: [link]

- We know that even in a changing climate, #KingCountyWA can be a place where all residents breathe clean air; live & work in safe, healthy buildings; benefit from a robust clean energy economy; & enjoy the natural spaces that make us proud to call this place home. #K4CClimateAction [link]
- We can do more for our communities together than we each can do alone. That's why the King County-Cities Climate Collaboration exists: to work across local boundaries, engaging partners & residents so that our region thrives in a changing climate. [link]
- #K4CClimateAction partners are collaborating to reach ambitious #climate goals & cut countywide greenhouse gas emissions by at least 50 percent by 2030. [link]

Example Twitter Thread

Twitter threads, or multiple tweets that are connected to each other, are a helpful way to tell a longer story or break down a complex topic. The below is one example of how messaging could be split across multiple tweets for a longer narrative.

- Climate change doesn't know boundaries. Neither should our response. The King County-Cities Climate Collaboration is a partnership of local governments of all sizes working together to accelerate bold climate action. 1/5
- Climate change is real. In #KingCountyWA we're already experiencing hotter summers, rising seas with acidifying waters, & less mountain snowpack to recharge streams & drinking water supplies. 2/5
- By taking urgent #ClimateAction, we can protect & restore what makes our region special: abundant fish & wildlife, vibrant forests, & life-giving waters. 3/5

- #K4CClimateAction benefits communities in many ways — from more access to affordable public transportation, parks, & community gardens, to our most fundamental needs for safe water to drink & clean air to breathe. 4/5
- Learn more about #K4CClimateAction and how our city is taking action: [LINK] 5/5

Instagram Sample Post

- Our city is a proud member of the King County-Cities Climate Collaboration (K4C) — a partnership of local governments of all sizes taking bold and equitable climate action so that all people, the economy, and the environment thrive.

Learn more at the link in our bio.

-
-
-
-
-

#cityname #cityofXXX #K4CClimateAction
#ClimateJustice #ClimateChangeIsReal
#ClimateAction #Climate #ClimateActionNow
#KingCountyWA #LocalGovernment

Sample LinkedIn Posts

- We are proud to be a member of the King County-Cities Climate Collaboration — a partnership of local governments of all sizes taking bold and equitable climate action so that all people, the economy, and the environment thrive.
- As the King County-Cities Climate Collaboration, we're committed to achieving ambitious goals together. We aim to reduce countywide greenhouse gas emissions by at least 50 percent by 2030, and 80 percent by 2050.

Read our city's commitments to climate action:
[link]

- Climate change doesn't impact us all equally. It's our collective responsibility to take action, working with and prioritizing Black, Indigenous, and People of Color who have been most impacted by injustice and are on the front lines of climate change.

We are committed to equitable climate action:
[link]

- Our unified voices and actions are powerful. The King County-Cities Climate Collaboration partners successfully advocated for the statewide adoption of stronger greenhouse gas emissions reduction goals, as well as legislation that finances energy efficiency projects in buildings, and eliminates single-use plastic bags.

Learn more about the steps our city is taking toward collective impact: [link]

Email

Email is a valuable tool for communicating relevant, timely information; highlighting stories; and driving people to learn more or get involved. Email communications can engage audience members who have already expressed interest in your government's climate action and connect them to the K4C's efforts.

- **Sync your communications.** Coordinate with your government's communications team to determine what newsletters exist and how you can integrate K4C content.
- **Make it personal.** Use human-centered, short subject lines to help your email stand out in busy inboxes.
- **Keep it succinct.** Write short blurbs for each piece of the content in the email, less than eight lines long, with links that drive people to your government's website or the K4C's website. The whole email should be less than two pages long or two scrolls.

- **Prompt action.** Provide a call to action with ways for readers to get involved. For example: Ask people to take a short survey on their priorities, or encourage people to share the newsletter with friends.
- **Link to a longer update.** Draft a blog post or news article for your website to provide more details about the issue and elaborate on the steps that your government and the K4C are taking together to advance climate action.

Sample Email Content

Our city [or INSERT ENTITY NAME] is proud to be a member of the King County-Cities Climate Collaboration — a partnership of local governments of all sizes working together to accelerate climate action for a healthier, more just, and sustainable King County. We are currently working on [INSERT ISSUE] in order to [EXPLAIN TANGIBLE BENEFIT/ DESIRED IMPACT]. Learn more: [link]

Media Relations

King County has a rich media landscape from major broadcast stations, *The Seattle Times*, and Crosscut.com to community and ethnic outlets, like the *South Seattle Emerald*, *Northwest Asian Weekly*, and *La Raza del Noroeste*. Media releases provide an opportunity to announce K4C news, communicating with the press, and posting to your channels to share with your audiences. Op-eds and letters to the editor are ways to share your opinion about timely developments, such as support for energy efficiency standards or a call for increased investment in renewable energy.

Media Releases

Your city or governmental entity may have a climate announcement where you want to do a media release and mention the connection to the K4C. For writing releases, here are a few tips:

- **Keep the headline to a single line.** Summarize the news using verbs and avoid incomplete sentences.

- **Have a strong lead.** Start the release with a clear and compelling paragraph about the news — describing who, what, and why. Follow the first paragraph with an interesting quote that succinctly tells your story. Think in soundbites. Write in plain language without jargon.
- **Keep it short.** The media release is a chance to sell your issue to the press, nothing more. Aim for just one page.
- **Email media releases as text, not attachments.** To avoid your release going to junk, always send your media release in the body of an email.
- **Provide contact information.** List just one contact, including an email address and cell phone number, along with a website.
- **Include boilerplate language.** End the release with a short boilerplate paragraph about your governmental entity and a short boilerplate paragraph about the K4C, followed by a line with “###” and then contact information on subsequent lines.

Sample K4C Boilerplate

The King County-Cities Climate Collaboration, also known as the K4C, is a partnership of local governments of all sizes working to accelerate climate action for a healthier, more just, and resilient region. K4C partners combine their knowledge, resources, and advocacy voice to develop efficiency programs, invest in clean energy, and shape policy that will cut harmful greenhouse gas emissions. For more: <http://bit.ly/K4Cwashington>



Op-eds or Letters to the Editor

Most newspaper outlets feature an op-ed and letters to the editor section where people can express viewpoints and respond to news events.

- **Find a timely news hook.** Connect your piece to something fresh and newsworthy. Think like an editor and why your viewpoint should be given attention right now.
- **Know the word limit.** Op-eds are generally 600 to 750 words, while letters to the editor are 150 to 200 words. Check the guidelines of the outlet to which you are submitting and stick to the limit.
- **Take a stand.** Identify an issue and stake out your position on it. Make your point clearly and persuasively. For a longer op-ed, bring your point to life with a brief anecdote or personal story. End with a strong call to action.

Community Outreach

Engaging community members is essential to the K4C's success. Such engagement can build awareness of the K4C and our collective efforts for the region, increase people's understanding of climate change and needed action, and result in better, more inclusive, and sustainable decisions.

There are many ways to begin partnering more closely with community members and the right way to do so will look different for every member. These ideas are to help you get started in having essential community conversations that will strengthen your government's and the K4C's collective efforts, while serving your community.

Most importantly, community outreach should be meaningful, genuine, and long-term. When making connections with residents and other partners to engage them in your work, it is important to build trust and continue to sustain these relationships, always keeping the channels of communication open.



Guidelines

- **Think about building *with* community, and not *for* community.** Consider ways for community members to be partners and co-design community outreach activities so they are culturally responsive and reflect community interests.
- **Cast a broad net.** Broaden outreach beyond the usual supporters or opposition to invite people and groups who historically haven't been at the table. You might work with community leaders among groups who can serve as door openers — and identify members within their community to ask to an event and follow up to encourage their participation.
- **Show you're listening.** When inviting engagement and input, it's important to reflect back what you've heard and communicate how feedback is being used to shape climate plans and initiatives.
- **Ensure accessibility.** Make sure engagement opportunities are accessible. Plan events to accommodate varying work schedules. Consider ASL and language interpretation, closed

captioning, physical access, and other needs, like childcare or refreshments that enable people to fully participate.

- **Have a consistent presence.** To engender trust, plan regular communications and engagement opportunities that build a rapport with community members and help them feel confident that their local government is listening and taking decisive climate action.

Activities

- **Seek opportunities within your government.** Connect with public-facing branches of your local government and ask to share information about the K4C in newsletters or at meetings.
- **Survey residents.** Create opportunities for residents to share their priorities, ask questions, or get involved. For example, you might include a short poll on your website homepage to ask people about their climate concerns and priorities for action. Then close the loop by summarizing what you heard and sharing how this input is helping inform your government's and the K4C's efforts.

- **Partner with community-based organizations.**

Connect with local organizations and groups who might have shared interests, such as the local chamber of commerce, an environmental or social justice organization, a public health association, a youth environmental club, or a walking or bicycling group, to coordinate a short presentation on the K4C and facilitate a discussion that explores areas of intersection between the group’s priorities and your government’s and the K4C’s priorities.

- **Plan listening events.** Work with your government and community leaders to organize public meetings or workshops where community members can learn about the K4C and share their vision and ideas for creating a healthier, more just, and sustainable region in the face of a changing climate.

- **Have a presence at community gatherings.**

Build rapport within the community by showing up at community events. For example, host a K4C Climate Action booth at a community “sustainability” day or a cultural gathering, and coordinate an activity that draws people in so you can ask them about climate change and their vision for the future.



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