

Elevating Diverse Voices in Decisions that Matter

IMPACT REPORT 2021



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IT'S HANDLED. CHEERS!

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I am humbled by the incredible success that Team Triad had in elevating our clients' voices in front of decision-makers this year. For those of you who have worked with us, you have experienced our team-centered approach to addressing your needs and how we pull together a team of highly-motivated and experienced public affairs professionals who bundle the right tactics to execute a winning strategy.

At Triad, we are all leaders who constantly collaborate with one another, generating the great ideas that, in partnership with our clients and other stakeholders, leads to our collective success. Our team shares successes as well as failures, we trust in one another, hold each other accountable, and most importantly, have each other's back. Those are the ingredients that provide us with our ability to make a positive impact.

In 2021, my goal was to keep investing in Triad's leaders so they could get incrementally better every day and focus their energy on our clients by developing innovative solutions to meet their needs. It was clear in 2021 that our mindset drove our behaviors which shaped our culture and drove our continued success.

I invite you to take a look at a few examples of how Triad and its esteemed partners positively impacted the Commonwealth and beyond.

Cheers,

Roy J. Wells

***Triad
does.***



1 new employee

This year we added another teammate to our roster. Charles Oberdick joined #teamtriad full-time as a Research Associate after completing a summer internship. Charles' experience as an intern in the PA House Democratic Education Committee, as part of the Bipartisan Management Committee's fellow program, coupled with his extensive research skills, provides additional value to all our client teams.

Triad by the numbers

1 Fifty Over 50 Honoree

3

INTERNS

4

TRIAD
TUESDAYS

2

SERVICE
DAYS

16

CHARITIES
SUPPORTED

Watch the reel

25

NEW
CLIENTS



*10 Legislative Tours,
Rountables, Committee
Meetings Hosted*



12

SOCIAL CHANNELS
MANAGED

14

EARNED MEDIA
PLACEMENTS

45

HAPPY HOURS
SERVED

7,292

SOCIAL
FOLLOWERS

14,459

NEW WEBSITE
USERS

GOVERNMENT RELATIONS HIGHLIGHTS

***We work across the aisle
and in the same corner.***

Funding PA's Transportation Infrastructure

Reliable roads and bridges are paramount in any community's efforts to grow and attract new businesses. But to the dismay of many, Pennsylvania has been struggling for years in supporting this vital asset.

With billions in unfunded projects clogging the pipeline of the state's transportation needs, many in Harrisburg were immensely concerned with the future of these projects following the pandemic-prompted economic decline. Few issues draw more attention from economic development experts than transportation needs. With less money coming to the state, how was Pennsylvania going to maintain its infrastructure?

Fortunately, through the combined efforts of the Associated Pennsylvania Constructors (APC), its members, and the team at Triad Strategies, lawmakers included a new infusion of critical dollars for transportation projects in the 2021-22 state budget.

While just about everyone in the state was looking to Harrisburg for additional support this year, lawmakers were torn on how and where to spend new funds. But with carefully crafted messages that centered on the state's existing infrastructure needs and the importance of investing in family-sustaining construction jobs, the APC-Triad team helped secure \$279 million in new funds for road and bridge projects.

Nearly everyone in Harrisburg agrees more needs to be done in transportation, and many options are now being considered. But thanks to this year's efforts, greater attention is being afforded to the matter while critical community projects will be getting funds they so greatly deserve.



New Funding for Critical Ventilator Care

Pennsylvanians whose lives are dependent on critical ventilator support have been at risk of seeing their specialty care homes close over the last several years. Sadly, chronic underfunding at the state level and insufficient Medicaid reimbursements put these facilities in jeopardy.

This created an access-to-care crisis, the pandemic made it worse. At least six facilities were forced to close their respiratory units. AristaCare - one of a select list of providers that specialize in this care - engaged Triad to statutorily require necessary support from the state. Significant changes would need to be made as part of the state budget.

Knowing the complexity of the issue and the challenges that came with it, Triad worked with health policy experts at DeBrunner & Associates

and other allies to develop a comprehensive outreach plan to persuade and engage lawmakers committed to saving these facilities and supporting their residents and families.

Triad was able to support AristaCare's needs by combining media outreach, editorials and commentaries, and carefully crafted legislative language supported by real-world facts.

The newly enacted legislation and funding will ensure ventilator and tracheostomy care will be available for years to come. Now, families of loved ones who have been seriously injured in accidents; suffered life-changing effects from strokes; or live with diseases like ALS and are dependent on vent-trach care can access necessary treatment.

COVID-19 heightened the competition for experienced nurses across the country. Employers both large and small struggled to find qualified and experienced nurses available to fill critical positions. A solution that allowed the PA General Assembly to act swiftly and bring vital care to PA hospitals and health networks was SB 115, sponsored by Senator Lisa Boscola.

SB 115 provided PA with the authorization to join the National Nurse Licensure Compact (NLC) and allowed RNs to obtain multi-state licenses and practice in 34 other states. It precluded nurses from the cumbersome, costly burdens associated with applying for additional licenses in these compact states.

Through its stakeholder partnerships in healthcare and recreation, Triad Strategies and its partners educated lawmakers on protections within the NLC, such as mandatory FBI and State Police background checks and fingerprinting and standardized licensure requirements among NLC states. These requirements ensure high quality care and reduce gaps in education. These protections allowed for bipartisan approval of SB 115, now Act 68 of 2021.

Act 68 will help both seasonal and full-time nurses obtain rewarding positions in the Commonwealth. According to the PA Department of Health, Pennsylvania is 4,000 registered nurses short of the minimum necessary to maintain daily healthcare functions. This legislation will bolster our nursing workforce, while ensuring access and quality of care for all Pennsylvanians.

***Bolstering the
Commonwealth's
Workforce***



Contributing to a High-Tech Workforce

Passed HB 952 establishing a sales and use tax exemption for certain equipment for computer data centers and their tenants which will incentivize technology companies to locate their data centers in Pennsylvania.

Protecting 20,000 Jobs & \$2 Billion in PA Tax Revenue

Defeated legislation that would allow 80,000 slot machines to be placed in bars, restaurants and convenience stores that would have crippled the state's successful gaming industry and its employees as well as the PA Lottery - impacting programs that support our seniors.

Bridging the Digital Divide

Passed HB 1621 which is the most comprehensive small cell law in the country allowing millions of Pennsylvanians to gain access to high speed 5G service. This will assist in the expansion of telemedicine, provide better access to education and allow municipalities and local governments to be fairly compensated for the use of their assets.

COMMUNICATIONS HIGHLIGHTS

*A honed message should
be your leading edge.*

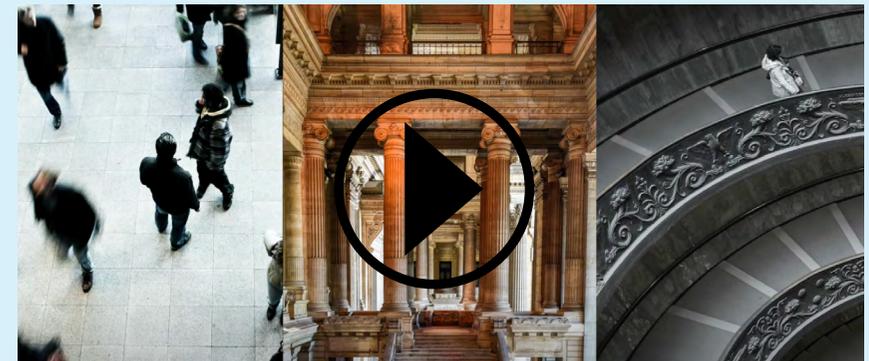
#AskForRights

The “Ask For Rights” campaign was developed as a national action-oriented platform to increase awareness of the existence and enforceability of the federal Crime Victims’ Rights Act (CVRA), individual state victims’ rights, and military victims’ rights.

The first step in any rights movement is always knowledge of rights – and it continues to be our foundation. But we’ve learned that we can’t stop there. The Ask For Rights campaign is an even more intentional shift of the movement from knowledge to action.

The campaign will focus on priority jurisdictions, but we will work all across the country with partners to effect change. Whether it’s in the courtroom or around policy tables, the Ask for Rights campaign will reinforce that it’s our collective responsibility to ensure that victims’ rights are afforded.

The campaign will educate, encourage, and empower attorneys, prosecutors, judges, lawmakers, advocates, allied professionals, and survivors to identify gaps in policies, protocols, and the justice system – and help to remedy those gaps by Asking For Rights in ways that create change.



Helping Pennsylvania's Associations Rally After Covid-19

Pennsylvania's associations and non-profit organizations were impacted tremendously by the Covid-19 pandemic.

Their development and membership programs relied heavily on in-person events that were eliminated or shifted to hybrid/virtual environments.

In 2021, it was time to begin transitioning back to meetings and events and Triad had the opportunity to support PASAE as they served as the leader in navigating a post-Covid world.

We had several highlights this year that included redesigning the [PASAE website](#), hosting a free Covid-19 webinar with the Pennsylvania Department of Health, publishing a new digital PASAE Buyer's Guide to assist members in selecting association vendors for their meetings and events, coordinating a CAE study group for members to learn and study for their Certified Association Executive (CAE) Designation, creating and distributing a PASAE Association Directory as a resource for legislators and staff and launching the "Greetings from PASAE" membership campaign.

[Download the buyer's guide](#)

60

Attendees at Connections Conference

12

Virtual Roundtable Discussions

4

Taste of Success Virtual Webinars

2

Virtual Networking Events (Trivia & Scavenger Hunt/Bingo)



ECONOMIC DEVELOPMENT HIGHLIGHTS

*Manifesting your
organization's vision.*

Triad had the opportunity to advocate on behalf of several clients who are making an impact in their communities through various economic development projects. Our clients received nearly \$20 million in grants awarded by the Commonwealth that will train the next generation of skilled labor, expand access to healthcare, increase tourism, improve aging infrastructure, and provide revitalization to blighted neighborhoods. Projects like these have a ripple effect in local economies. Triad is proud to work with clients who are investing in their local communities and humbled to share in their success.

*Partners on
the issues you
care about.*

Allentown, PA

Lehigh Northampton
Airport Authority
Security Checkpoint &
Terminal Connector
at Lehigh Valley
International Airport

Berks County, PA

International Union of
Operating Engineers
Local 542
Training Facility

Pittsburgh, PA

Ellsworth Equities
Rockwell Park Project

Philadelphia, PA

National Liberty
Museum
Renovation &
Improvement Project

Williamsport, PA

Nippenose Valley Village
Dementia Center

Lawrence County, PA

International
Brotherhood of Electrical
Workers 712
Solar Training Facility
Project

Philadelphia, PA

Gattuso Development
Philadelphia Navy
Yard - Sustainable
Infrastructure

Pittsburgh, PA

Oxford Development
Three Crossings Phase II

Philadelphia, PA

Wills Eye Hospital
Wills Eye Cornea &
Neuro-Ophthalmology
Expansion

Northampton County, PA

Jaindl Land Company
Lehigh Valley Resort &
Spa





Replacing Aging Infrastructure

In April, Governor Tom Wolf announced the investment of \$117 million for 25 water projects across the Commonwealth through the Pennsylvania Infrastructure Investment Authority (PENNVEST).

West View Water Authority received \$6.6 million in grant funds to replace 500 lead services and associated infrastructure, totaling more than 20,000 feet of copper piping. Triad and West View had been advocating for and helped create the WIFTA program through PENNVEST to fund lead service.

Impact our clients had on the commonwealth

\$279
million

IN NEW FUNDS
FOR ROAD
AND BRIDGE
PROJECTS

10

ECONOMIC
DEVELOPMENT
PROJECTS
FUNDED

2

TRAINING
FACILITIES FOR
BUILDING TRADES'
APPRENTICE
PROGRAMS

\$20
million

TOTAL ECONOMIC
DEVELOPMENT
DOLLARS
AWARDED

1,300

JOB TO BE
CREATED

500

LEAD SERVICE
LINES TO BE
REPLACED

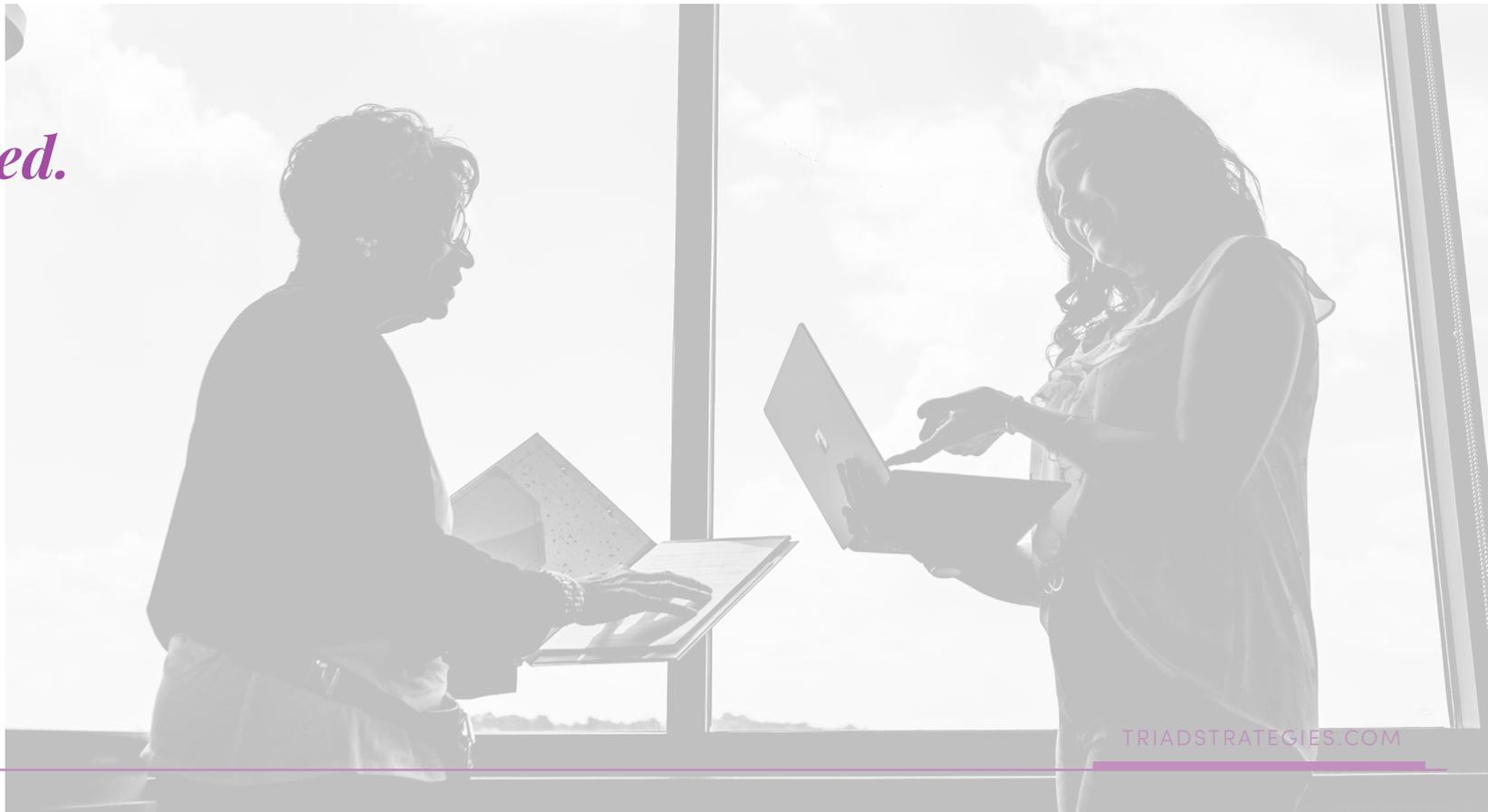
5,000

ADDITIONAL
PATIENTS SEEN EACH
YEAR FOR NEURO-
OPHTHALMOLOGICAL
EYE CARE

If you're lucky, you might have some of them in your life already: the people you can go to in an hour of need. Your sounding board. Your team. They might be friends or relatives; coaches or coworkers. The kind that are ready to drop everything to help. They give you unfiltered advice, straight up. The chaser? They know who you should talk to next. They put things in motion. The best of them will even take care of it for you - and you can trust that it's handled. That's the Triad way.

We look forward to more opportunities to make an impact in 2022.

*It's handled.
Cheers!*



When you're with us, you're one of us.

TRIADSTRATEGIES.COM



FACEBOOK

INSTAGRAM

LINKEDIN

TWITTER