

COG'S LOCAL ENGAGEMENT AND OUTREACH

Engaging Elected Officials & the Public

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Chesapeake Bay Program's Communications Workgroup
January 23, 2019



Metropolitan Washington
Council of Governments

About COG

- COG is an independent, nonprofit association
- Brings area leaders together to address major regional issues
- Members are elected officials from 24 local governments, the Maryland and Virginia state legislatures, and U.S. Congress
- 1,500 leaders through our doors every month





About COG

- COG Board of Directors
- National Capital Region Transportation Planning Board
- Metropolitan Washington Air Quality Committee
- Policy/Technical Committees
- Chief Administrative Officers





Work Program

- Transportation Planning
- Environmental Programs
- Community Planning and Services
- Homeland Security and Public Safety



Communications Tools

Recent News

[VIEW ALL](#)

NEWS RELEASE

Report tracks changes in farming, food production in metropolitan Washington

NEWS HIGHLIGHT

Protect Your Pipes this winter and year round

TPB NEWS, VISUALIZE 2045

TPB analyzed Visualize 2045 for how it may impact low-income and minority communities

NEWS RELEASE

COG Board of Directors elects D.C. Councilmember Robert C. White, Jr. as Chair



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CONNECTIONS

Regional News From COG



Local restoration efforts highlighted during Chesapeake Bay Awareness Week



COG's Chesapeake Bay and Water Resources Policy Committee partnered with several agencies and organizations to spread the word about the importance of the nation's largest estuary.



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Communications Tools

Videos



2018: Milestone Moments in Regional Partnership

Metropolitan Washington celebrated several significant achievements in 2018. Area leaders speak about these milestone moments and the regional partnership and collaboration at COG that made them possible.

Tags: Health, Housing, Restoring Metro, Visualize 2045

REGION FORWARD BLOG

Adam Ortiz: It's the Anacostia's time now

Jun 19, 2018

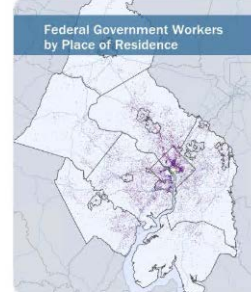


Colmar Manor (Chesapeake Bay Program/Flickr)



Here are a few things to know about the partial federal government shutdown's impact on the entire #DMV:

ow.ly/HxIX30nfAQI



REGIONAL IMPACT OF THE FEDERAL GOVERNMENT SHUTDOWN

- Widespread impact in metropolitan Washington.
- 361,000 federal workers; 40% or 145,000 affected by partial shutdown.
- More than 400,000 federally contracted employees.



4:05 PM - 10 Jan 2019

3 Retweets



Prevent frozen pipes and meters during cold weather:

- Set home thermostats above 55 degrees.
- Drip cold water in the farthest faucet from your main valve.
- Find shut off valves for emergencies.
- Insulate pipes in unheated areas.
- Open cupboards and vanities to warm pipes.
- Close inside valves that control the water supply.
- Turn off water to outside spigots and drain water from the line.

protectyourpipes.org



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Editorial Planning & Campaigns



Case Study: Human Capital Report Rollout

Emphasis on Member & Stakeholder Outreach

- Social media campaign that mentions and features members and partners
- Provide ready-made press releases and social content to members and partners
- Take the report on the road
- Guest blogs



Public Engagement Campaigns

Community Engagement Campaign (CEC) Committee



Protect Your Pipes Campaign

Campaign Research Findings

- Strongest campaigns had standalone website and social media presence
- Best outreach included memorable visuals
- Personal financial investment drives behavior change more than community concern and environmental protection



Protect Your Pipes Campaign



www.protectyourpipes.org



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Protect Your Pipes Campaign



Protect Your Pipes Campaign (PYP)

Protect Your Pipes @protectpipes · Feb 14


#Flushablewipes are incorrectly labeled, and cannot be flushed down your toilet! They will cause costly sewer backups. Be sure to throw them in the trash and #ProtectYourPipes



DC Water @dcwater · Jan 9

Fog vs. FOG. Both dangerous but totally different. Fog (☁️-@SpiderCat79) obscures visuals & causes traffic. FOG (fats, oils, grease) clogs pipes and causes sewer backups.

Learn how to properly dispose of FOG. protectyourpipes.org/drain-pain/



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PROTECT YOUR PIPES

Protect Your Pipes @ProtectYourPipes


Home
About
Photos
Videos
Posts
Community

Create a Page

Write a comment...

Protect Your Pipes updated their cover photo.
November 17, 2016 · 🌐


PREVENT CLOGGED DRAINS AND COSTLY REPAIRS. THROW ALL GREASE IN THE TRASH.



Like Comment Share

Protect Your Pipes
October 25, 2016 · 🌐

Keep your drains clear and clog-free. Pour cooking grease, fats, and oils in an empty container, pop it in the freezer, and once full, throw it in the trash. DC Water



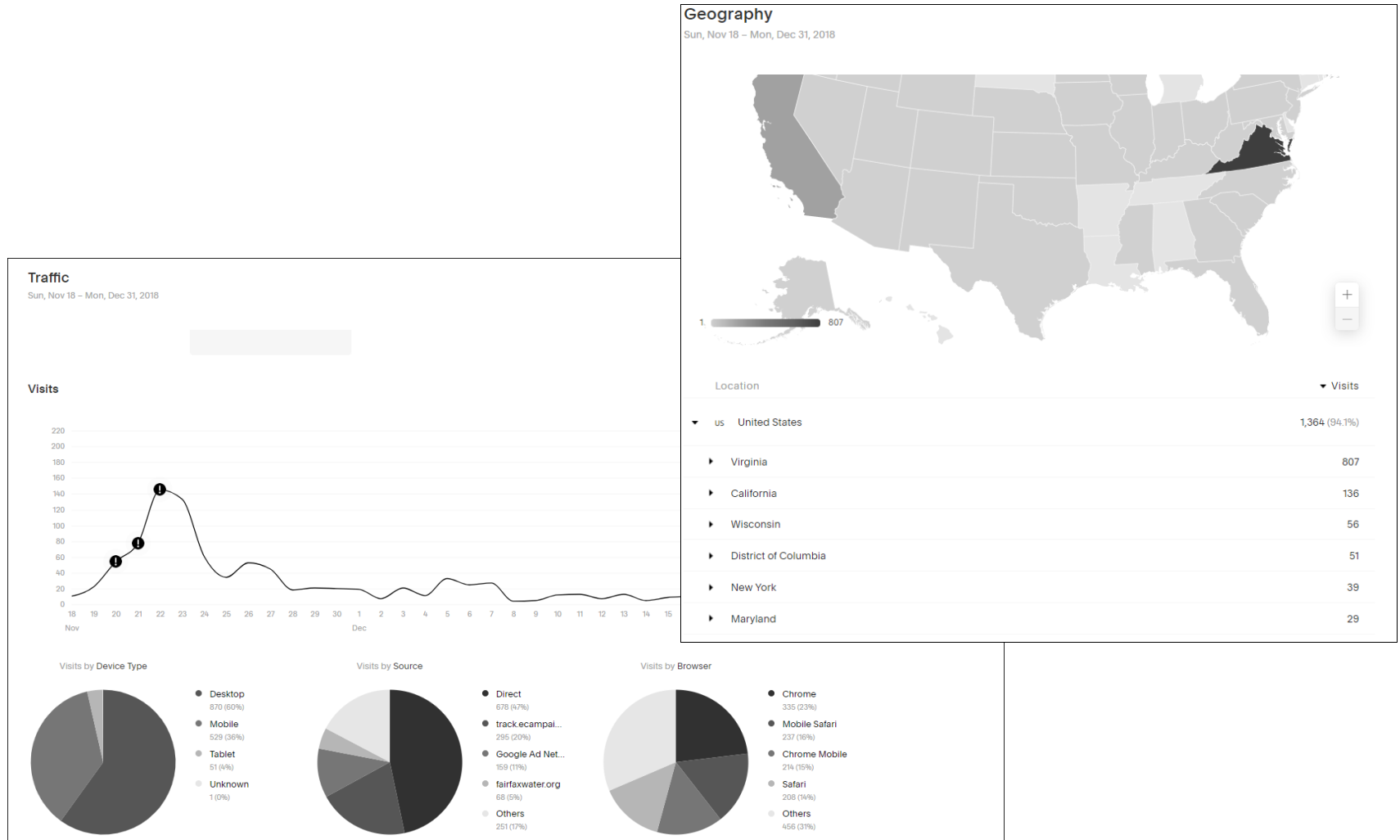
Don't let this guy ruin your holidays!

Holiday cooking can lead to big problems when people pour grease and oil down the sink. Fats, oils and grease—also known as FOG—can lead to a sewage blockage or a sewer backup, causing property damage, environmental problems, and other health hazards.

FOG gets into the sewers from residential and commercial kitchens. It sticks to the inside of storm and sewer pipes on both private property and in public space. Over time, this builds up and eventually blocks the pipe, causing sewage backups and overflows. Clogged sewers can lead to overflows into the street where the sewage eventually enters the storm drain system. At that point, the overflow may be carried to local waterways, creating health risks for people



PYP: Measuring Success



Tap It Campaign



Tap It Campaign: Face-to-face is best



Chesapeake Bay & Water Resources Policy Committee (CBPC)

- Members include elected officials and senior management from regional governments and utilities
- Represent the region's local interests in the Chesapeake Bay Program
- Recommend water policy positions and actions to the COG Board



Chesapeake Bay & Water Resources Policy Committee (CBPC)

- Outreach and advocacy:
 - ✓ Chesapeake Bay Program Funding
 - ✓ Year of the Anacostia (#YOTA)
 - ✓ National Infrastructure Week (May)
 - ✓ Chesapeake Bay Awareness Week (June)
 - ✓ TapIt, Protect Your Pipes, and Drug Take Back Days



CBPC Members Learn the Issues & Are Advocates



<https://vimeo.com/244899784>



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CBPC Members Engaged in Advocacy

"Having been born and raised in this area, one of my cherished family memories is crabbing off of a Hampton, VA pier with my dad."

- Councilmember Rice, 2016 CBPC Chair

Bay Journal

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Forum

Metro DC on the front line of wastewater treatment efforts

By Craig Rice on June 07, 2016



Share on Facebook



Share on Twitter

Comments are closed for this article.



Anaiya Rice, the author's daughter shown here with her first big fish — a rockfish — carries on a family tradition of fishing. Cleaning up the waters of the Chesapeake will ensure that families throughout the watershed can continue to enjoy the Bay's rich resources. (Craig Rice)



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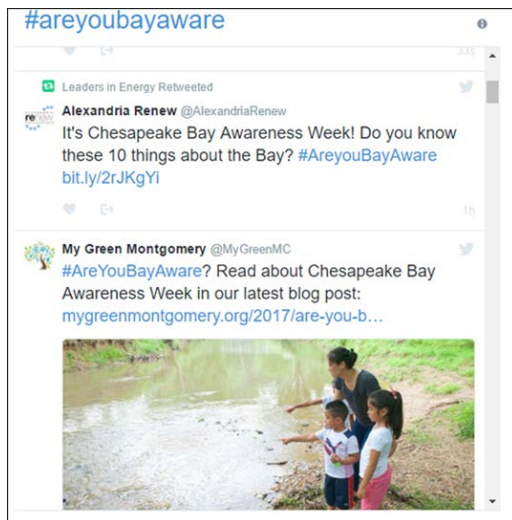
<https://vimeo.com/213870673>



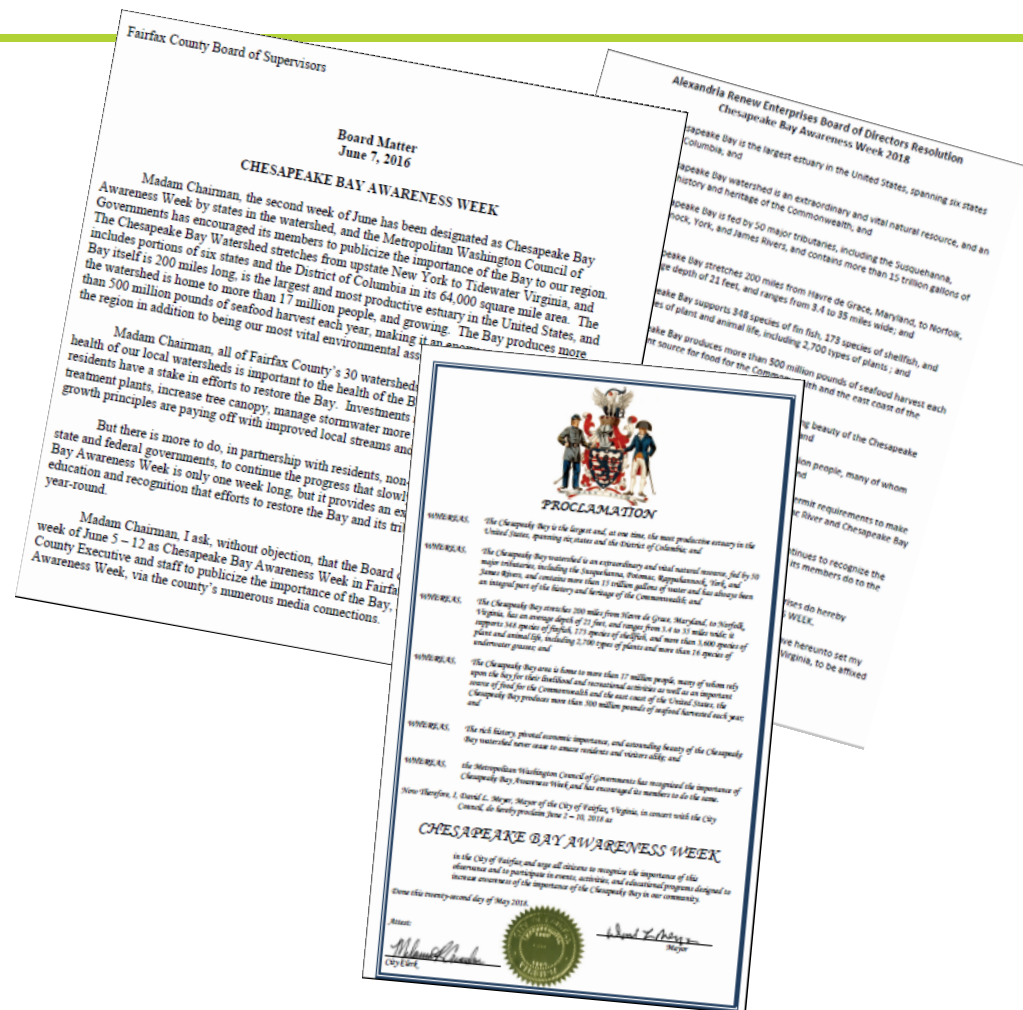
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CBPC Member Outreach Chesapeake Bay Awareness Week



<https://youtu.be/HrBYLOMqQJU>



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CBPC Members' Outreach Chesapeake Bay Awareness Week 2018

Over two dozen COG members and programs Tweeted


1. Alexandria Renew
2. Alexandria News
3. Arlington County DES
4. Arlington County
5. Calvin Hawkins (Prince George's Co.)
6. City of Fairfax
7. City of Fairfax Sustainability
8. City of Greenbelt
9. City of Rockville
10. City of Takoma Park
11. COG
12. Craig Rice (Montgomery Co. Council)
13. District DOEE
14. District DOH
15. Fairfax Water
16. Jon Stehle (Elected Official in Fairfax, Va.)
17. Laurie-Anne Sayles (City Council, Gaithersburg)
18. Libby Garvey (Arlington County Board)
19. Loudon Water
20. Montgomery County Council
21. Montgomery County Md.
22. My Green Montgomery
23. Prince George's County Dept. of the Environment
24. Prince George's County Planning Department
25. Prince William County Service Authority
26. Protect Your Pipes
27. TapIt Metro DC
28. WSSC Water News
29. Year of the Anacostia



Takeaways

- Craft a simplified message
 - Messaging document
- Get members involved with spreading your message
 - Press and other “thought leader” opportunities
- Provide ready-made content
 - Social media toolkit





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NEWS

June 3, 2016

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Metropolitan Washington Celebrates Chesapeake Bay Awareness Week

Experts Available to Comment on Local Contributions to Bay Restoration Efforts

Washington, D.C. – Maryland, Virginia, and Pennsylvania have designated June 4-12 as Chesapeake Bay Awareness Week. Local governments and water utilities across metropolitan Washington have worked for decades to reduce pollutants entering the Bay and improve its water quality—and these efforts are making a difference.



Challenges

- Year-round member participation vs. just around themed weeks/events
- Writing for a general audience
- Metrics
- Narrowing local media coverage



Questions for Discussion

- How do you measure success of your communications efforts?
- What are some of your key campaigns for the year?



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