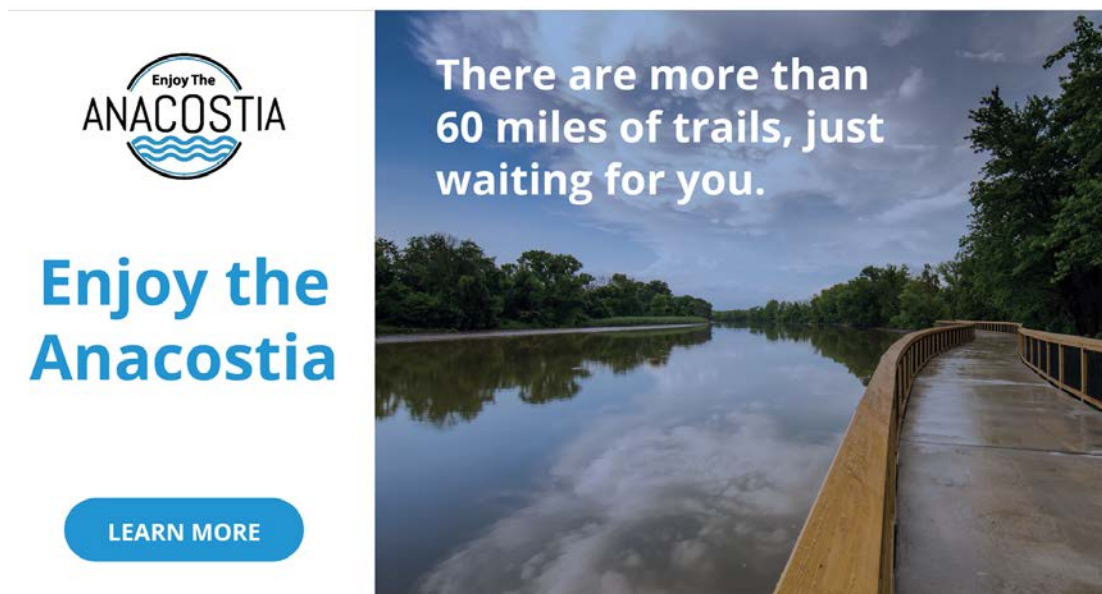


Appendix 2: Creative Resource Material Examples

Graphics:



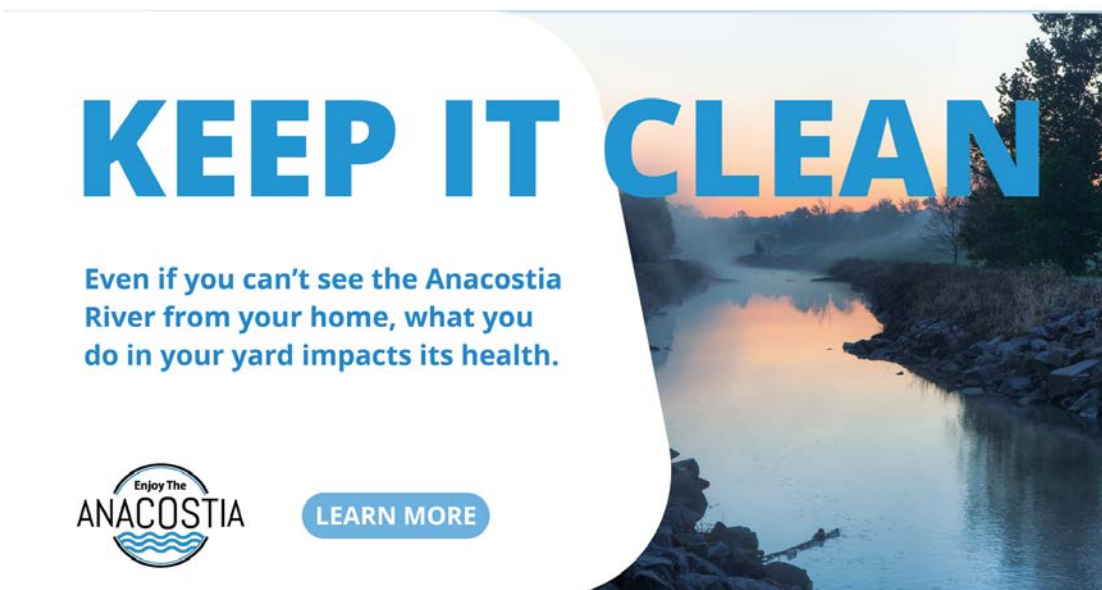
Enjoy The ANACOSTIA

Enjoy the Anacostia

LEARN MORE

There are more than 60 miles of trails, just waiting for you.

This graphic features the 'Enjoy The ANACOSTIA' logo on the left. The main text 'Enjoy the Anacostia' is in a large, blue, sans-serif font. Below it is a blue button with the text 'LEARN MORE'. On the right, a photograph shows a paved trail with a wooden railing overlooking a calm river. The sky is overcast and grey.



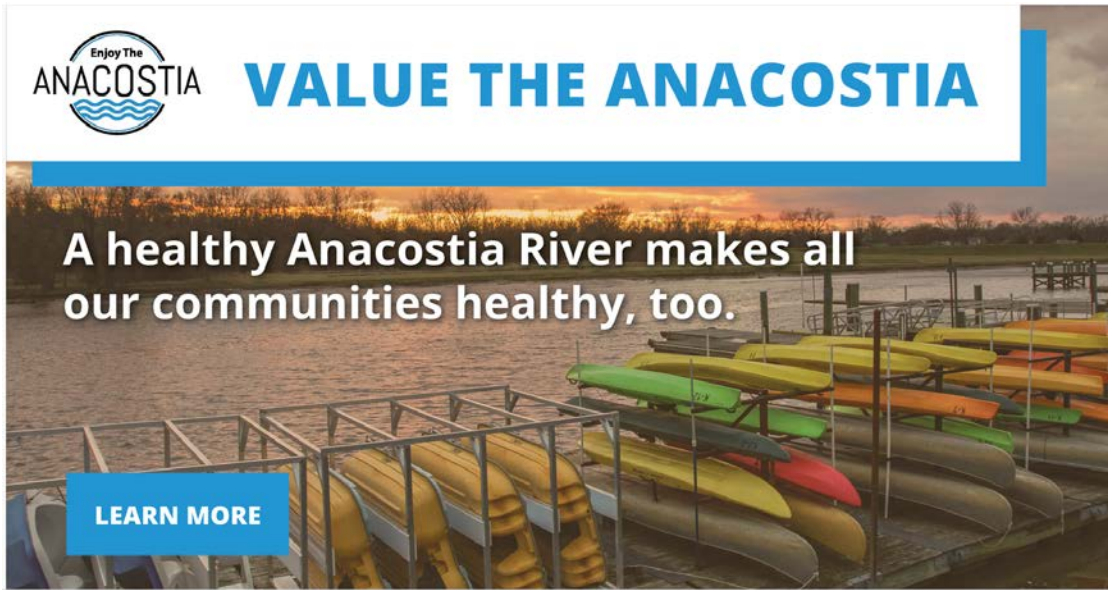
KEEP IT CLEAN

Even if you can't see the Anacostia River from your home, what you do in your yard impacts its health.

Enjoy The ANACOSTIA

LEARN MORE

This graphic features the 'Enjoy The ANACOSTIA' logo on the left. The main text 'KEEP IT CLEAN' is in a large, bold, blue, sans-serif font. Below it is a white rounded rectangle containing the text 'Even if you can't see the Anacostia River from your home, what you do in your yard impacts its health.' Below this is another blue button with the text 'LEARN MORE'. On the right, a photograph shows a river at sunset, with the sky in shades of orange and blue, and the water reflecting the light.



Enjoy The ANACOSTIA

VALUE THE ANACOSTIA

A healthy Anacostia River makes all our communities healthy, too.

[LEARN MORE](#)



THE ANACOSTIA IS IMPROVING

Enjoy The ANACOSTIA

	 \$3.9 BILLION INVESTED TO KEEP POLLUTION OUT	 7 3 2 TONS OF TRASH REMOVED	
63 ACRES OF WETLANDS RESTORED	52 ACRES OF NEW AQUATIC GRASSES	77 TYPES OF 	FOUND

RFP 22-016 Anacostia Watershed Messaging & Strategic Planning Communications

Brochure:

What value does the Anacostia have?

There are many reasons to value the Anacostia watershed. Living near healthy, functioning rivers and ecosystems provides tangible benefits. The Anacostia River has 13 major creeks and streams that run into it. These tributaries each have their own sub watershed. All the water from these sub sheds drains into the Anacostia River and then into the Potomac River. Keeping the Anacostia healthy helps keep the downstream Potomac and Chesapeake Bay watersheds healthy as well.

Visit EnjoytheAnacostia.org for a more in-depth guide to the Anacostia River, its land, and its tributaries!

[enjoytheanacostia](https://www.instagram.com/enjoytheanacostia)

Visit the Anacostia!

There's something for everyone in the Anacostia. There are over 60 miles of connected walking and biking trails and more than 1,100 acres of public open space along the waterfront. The Anacostia Watershed Restoration Partnership led by the Metropolitan Washington Council of Governments welcomes you to visit the Anacostia!

Enjoy the Anacostia!

The Anacostia River offers miles of separated, multi-use trails that are perfect for walking, bicycling, or running. Keep an eye out for ducks, geese, shorebirds, muskrats, as well as exciting birds of prey like bald eagles and osprey. Whether you spread out a blanket in the grass or use the park's picnic tables and grills, cooking out or picnicking in a park is a fun way to spend some time with friends and family. You can launch a canoe, kayak or other boat and explore the Anacostia River.

Keep the Anacostia clean!

- ◆ **Fertilize Responsibly** – Exceeding the recommended amount can pollute nearby waterbodies, because too much nitrogen and phosphorous will cause algae to grow.
- ◆ **Pick Up Pet Waste** – Pet waste left on the ground can get carried away in heavy rains to nearby waterways, bringing with it high levels of bacteria that infect the fish and make anyone who comes into contact with the water sick.
- ◆ **Recycle Motor Oil** – Used oil is the largest single source of oil pollution (over 40 percent) in U.S. waterways! Learn how and where to recycle your used motor oil.

The Anacostia is Improving!

The restoration of the Anacostia watershed continues as a complex, long-term, expensive, yet necessary task. Trash reduction efforts like clean ups and trash traps, sediment removal, and stream restoration work have been completed in the watershed as of 2014. Stream restoration improves the environmental health of a river or stream, and supports biodiversity, recreation, flood management and erosion control.

RFP 22-016 Anacostia Watershed Messaging & Strategic Planning Communications

Video Script and Storyboard (Videos were later produced)

Text	Imagery
Hi There! I know you are busy, but there’s something I want to show you. And it will only take a minute.	Animated fish – let’s say a blue catfish – speaking to the camera.
It’s about the Anacostia River. Now, before you click away, there are four things about this River I think will interested you.	Image of river flowing into Washington DC (will send picture to copy) and type “4 things about the Anacostia to know”
First, if you live in this area, you may be surprised to learn that what you do in your yard impacts the Anacostia’s health.	<ol style="list-style-type: none"> 1. Your actions impact the Anacostia. Map image (Sam to send) with area being shaded as he talks.
That’s right. Things like picking up pet waste, collecting used motor oil, and applying the right amount of fertilizer helps keep the Anacostia clean and healthy.	Person in yard, scooping dog poop, measuring fertilizer, then sprinkling lightly in yard.
And that’s the second thing I want to tell you. The Anacostia’s health is improving! In fact, in the last 20 years, the River grown more wetlands, more submerged plants, had thousands of tons of trash removed and billions invested to keep pollution out. Today more than 77 types of fish can be found, including me!	<ol style="list-style-type: none"> 1. The Anacostia is Improving. <p>Infographics:</p> <ul style="list-style-type: none"> • 63 acres of wetlands restored • 52 acres of new submerged vegetation • 732 tons of trash removed • \$3.9B invested to keep wastewater out • 77 types of fish found
Because of this amazing recovery, one day you will be able to swim in the River along with me!	Back to the fish, swimming in the river.
Until then, there are many ways to enjoy the river, and that’s the third thing I wanted to tell you. There are more than 60 miles of trails (<i>in the District, Montgomery and Prince George’s Counties</i>) for biking, running, and walking. You can also fish and boat in the river, and much more.	<ol style="list-style-type: none"> 1. Enjoy the Anacostia <p>People running along river, fishing, boating, swinging a golf club, picnicking.</p>
My final point is, you should value the Anacostia. By taking care of it, and enjoying it, you not only create a healthier environment for creatures like me, you create a healthier community for you, too.	<ol style="list-style-type: none"> 1. Value the Anacostia <p>Image of the river flourishing with plants, fish, birds and flowers, and happy people alongside of it.</p>
Want to learn more? Find out how you can enjoy, value, keep it clean, and measure improvement of the Anacostia at www.enjoytheanacostia.org . See you there!	Zoom out to sky above the image in last frame with airplane skywriting: www.enjoytheanacostia.org