

# COMMUNITY ENGAGEMENT CAMPAIGN



Presentation to CBPC

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# Community Engagement Campaign (CEC)

- ▣ Comprised of public information officers from local jurisdictions and water and waste water utilities.
- ▣ Objective of committee is to convey clear messages to the public about issues that affect water quality/source water protection, and our utilities, engaging our constituents in behavioral changes.

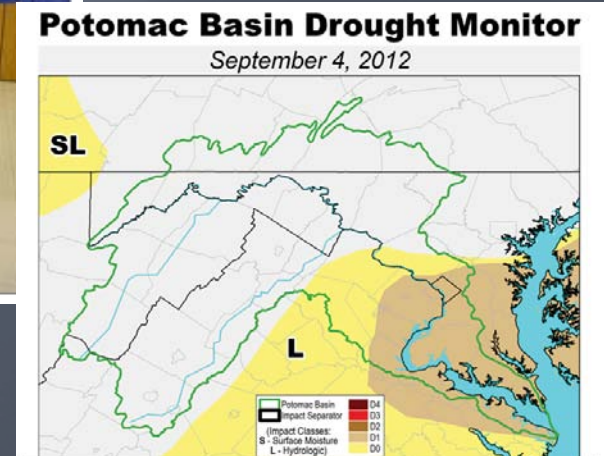
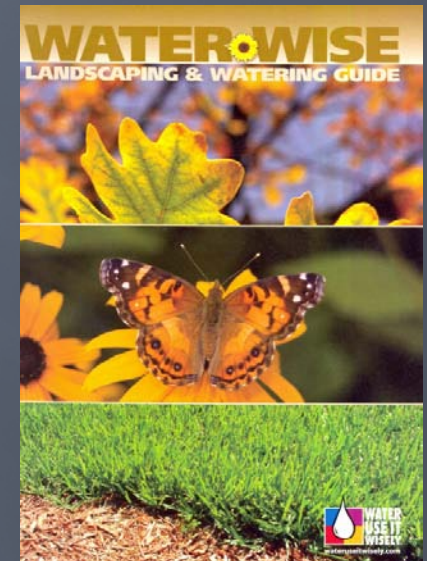
# CEC Core Topic Areas

- ▣ Source Water Protection/Water Quality
- ▣ Do Not Flush Messages
- ▣ Tap Water Promotion



# CEC 1<sup>st</sup> Core Message

- ▣ Source Water Protection/Water Use It Wisely
  - ▣ *Landscaping Guide*
  - ▣ Wayne Water Drop
  - ▣ Infrastructure
  - ▣ Support COG's drought messaging





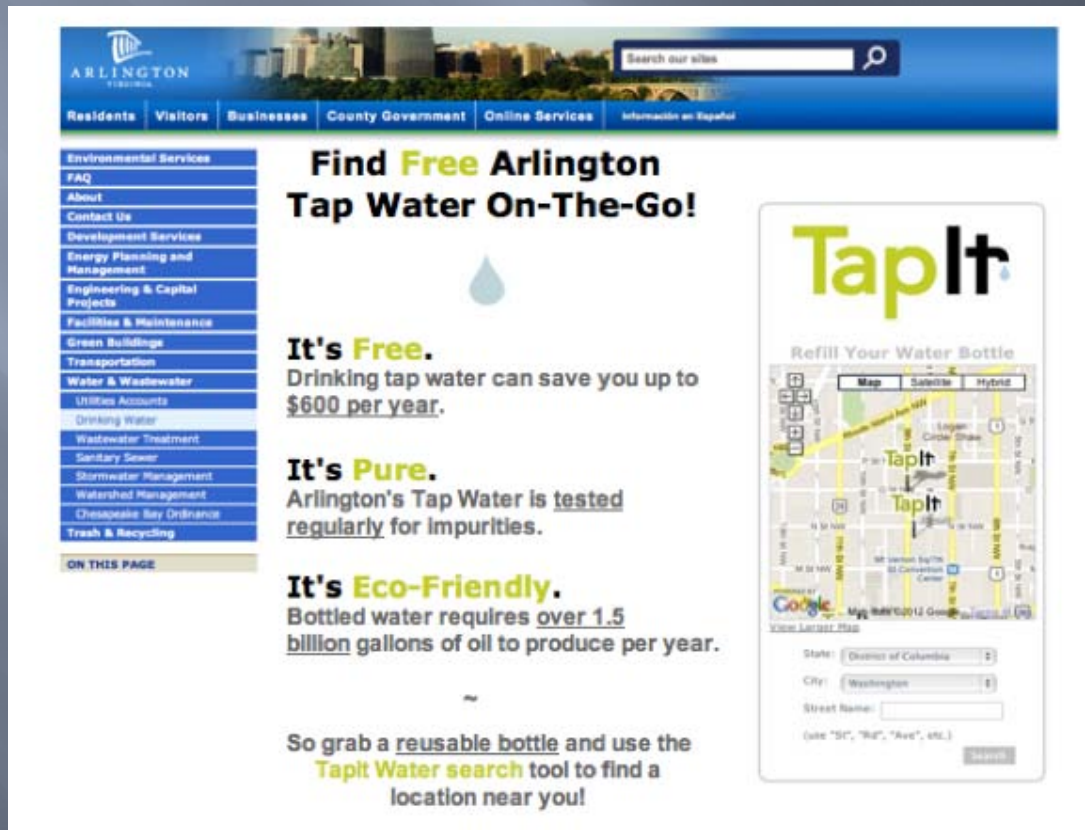
# CEC 2<sup>nd</sup> Core Message

- ▣ Do Not Flush Messaging
  - DEA Drug Take Back on September 29
  - Fats, Oils, Grease – ABC News Channel 7 and Channel 8 this fall
    - ▣ TV ads; interview segment; banner ads and ads on Channel 7 website
    - ▣ Can It, Cool It, Throw It Away



# CEC 3<sup>rd</sup> Core Topic

- Promoting Tap Water
  - TapIt, [www.tapitwater.com](http://www.tapitwater.com)



The screenshot shows the Arlington website's navigation menu on the left, including links for Environmental Services, FAQ, About, Contact Us, Development Services, Energy Planning and Management, Engineering & Capital Projects, Facilities & Maintenance, Green Buildings, Transportation, Water & Wastewater, Utilities Accounts, Drinking Water, Wastewater Treatment, Sanitary Sewer, Stormwater Management, Watershed Management, Chesapeake Bay Ordinance, and Trash & Recycling. The main content area features a search bar and a navigation bar with links for Residents, Visitors, Businesses, County Government, Online Services, and Información en Español. The central advertisement for TapIt includes the following text:

## Find Free Arlington Tap Water On-The-Go!

**It's Free.** Drinking tap water can save you up to **\$600 per year.**

**It's Pure.** Arlington's Tap Water is tested regularly for impurities.

**It's Eco-Friendly.** Bottled water requires over 1.5 billion gallons of oil to produce per year.

So grab a reusable bottle and use the **TapIt Water search** tool to find a location near you!

The TapIt tool interface on the right includes a map of Arlington, VA, with 'TapIt' locations marked. Below the map are input fields for State (District of Columbia), City (Washington), and Street Name, along with a search button.



# TapIt, value for our Region

- ▣ Brings foot traffic in local businesses
  
- ▣ Reduces plastic bottle waste
  - Potomac Trash Treaty
  - Anacostia Trash TMDL
  
- ▣ Promotes the great quality tap water our region's utilities produce.

