

# COMMUNITY ENGAGEMENT CAMPAIGN (CEC)

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## Protect Your Pipes Ads & TapIt Events

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Chesapeake Bay and Water Resources Policy Committee  
March 18, 2016

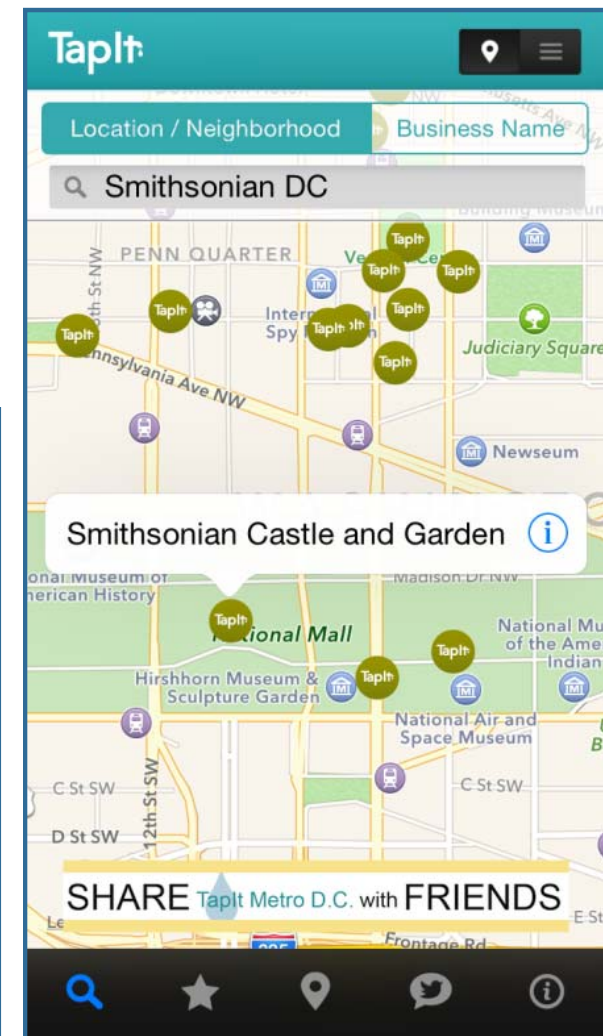
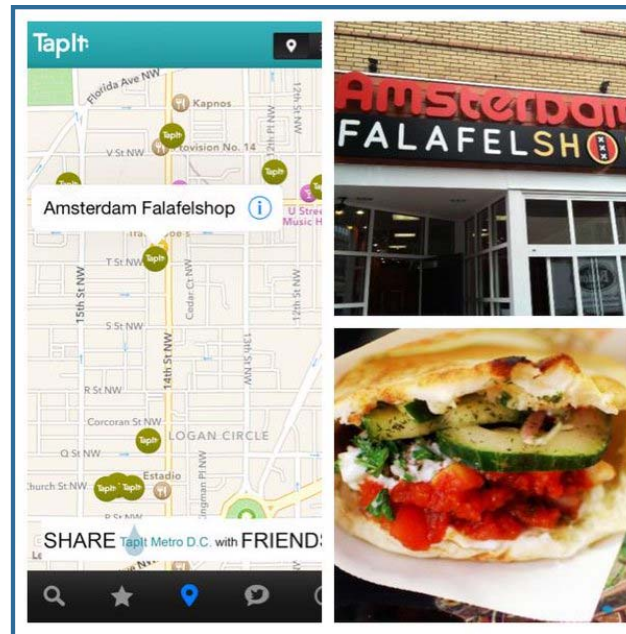
# CEC Campaigns

- The CEC began as the Wise Water Use Campaign, an out growth of the Water Supply and Drought Plan adopted in 2000 by the COG Board
- In 2008, the campaign expanded beyond Wise Water Use to include messaging related to the safety and value of tap water, proper disposal of medications and other non-flushable items, and other topics as they arise



# TapIt Campaign

- Network of local businesses that will refill water bottles for free.
- 750 locations, and growing.
- Free phone App and website to find bottle refill locations.
- [freetapwater.org](http://freetapwater.org)



# Drinking Water Promotion Dates

- March 22<sup>nd</sup> - World Water Day
- May 1<sup>st</sup> - 7<sup>th</sup> National Drinking Water Week



**1.5 billion people**

work in water related sectors and nearly all jobs depend on water and those that ensure its safe delivery.

Better water, better jobs

UN WATER  
**WORLD WATER DAY**  
22 MARCH 2016 - WATER AND JOBS

An illustration of five diverse people representing different professions: a construction worker with a hard hat, a scientist with a lab coat, a fisherman with a fish, a woman carrying a basket on her head, and a person in a green uniform.

# Drinking Water Promotion

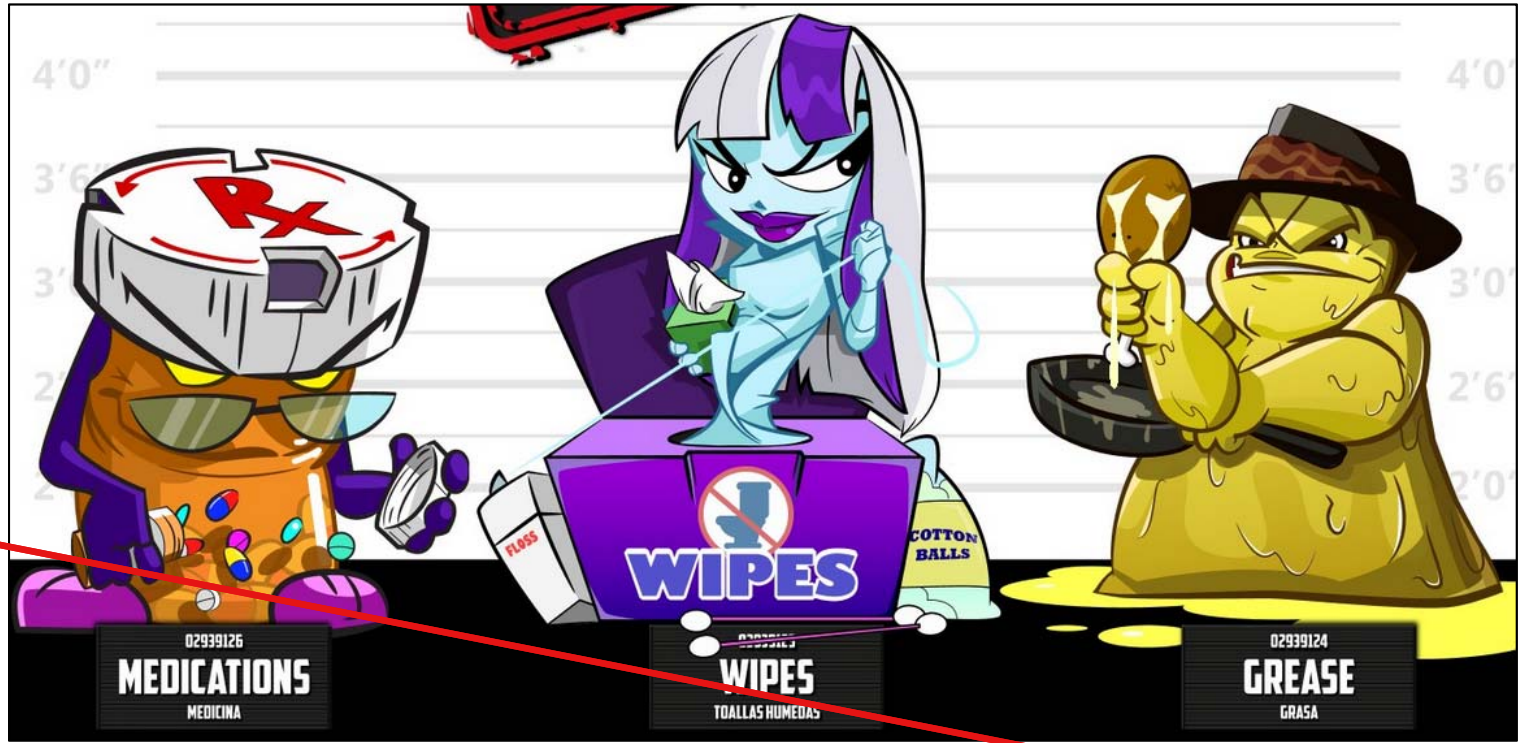
- May 6<sup>th</sup> - Smithsonian Garden Fest
- May 20<sup>th</sup> - Bike to Work Day



# Protect Your Pipes Campaign

- Protect wastewater infrastructure from sewer system clogs.
- Address what does not belong down the drain and toilets:  
Grease, Medications, Wipes
- Created branding and 3 characters.
- Metro system ads, April 25<sup>th</sup> - June 19<sup>th</sup>





# Keep these offenders out of your plumbing.

Throw them in the trash. Prevent damage to your home and the environment.

Mantenga a estos ofensores fuera de sus tuberías. Tirelos a la basura. Prevenga daños a su hogar y el medio ambiente.



Metropolitan Washington  
**Council of Governments**

Brought to you by your Metropolitan  
Washington Water and Wastewater Utilities

For more information: [protectyourpipes.org](http://protectyourpipes.org)

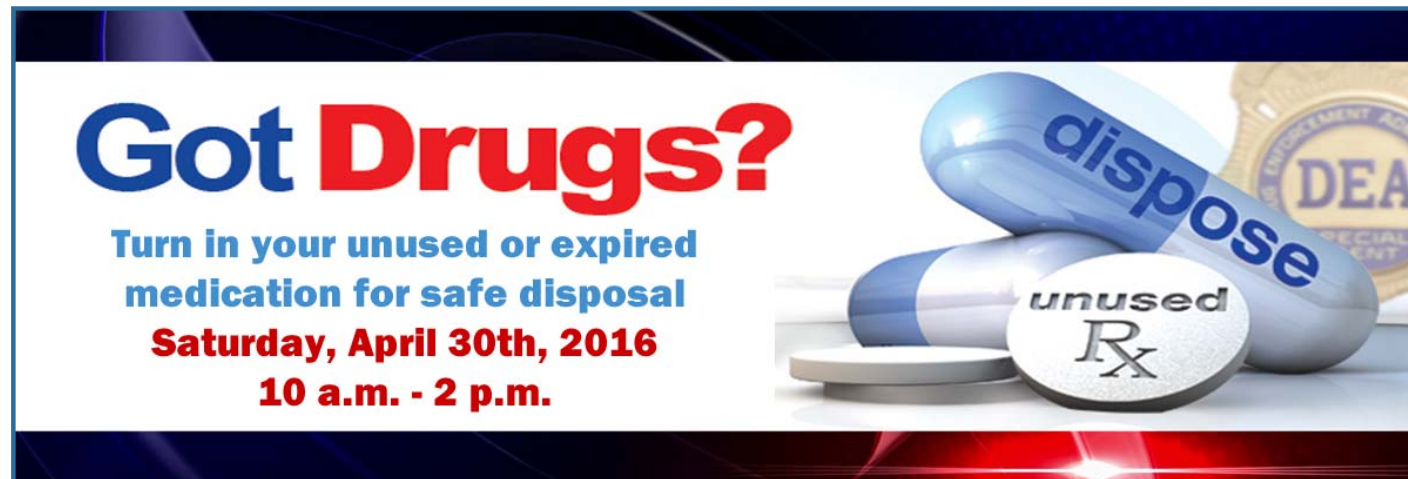


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# Protect Your Pipes Campaign

- Utility Protect Your Pipes outreach to schools, HOAs, etc.
- April 30<sup>th</sup> - DEA Drug Take Back Day





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