

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
777 NORTH CAPITOL STREET, N.E.
WASHINGTON, D.C. 20002**

**RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR TO ENTER INTO A
CONTRACT WITH TAPIT
TO SUPPORT IMPLEMENTATION
OF A REGIONAL WATER AND WASTEWATER OUTREACH CAMPAIGN**

WHEREAS, since 2003, the Metropolitan Washington Council of Governments (COG) has implemented a successful regional Water, Use it Wisely outreach campaign to educate and encourage citizens in the National Capital Region to use their drinking water wisely; and

WHEREAS, COG in partnership with area water and wastewater utilities has created a public outreach and education campaign known as the Community Engagement Campaign that includes as a core message that tap water is safe to drink; and

WHEREAS, tap water is less expensive, safer and more sustainable than bottled water; and

WHEREAS, promoting the water produced by our region's water utilities is not only beneficial to the region's economy but to the environment; and

WHEREAS, TapIt , founded in 2008, builds a comprehensive network of regional eateries and cafes that make clean tap water accessible to the public on the go. Café owners sign up as 'partners' to provide tap water to those who carry a reusable bottle, creating community and empowering citizens to make conscious decisions for a sustainable future; and

WHEREAS, the members of COG's Community Engagement Campaign have selected TapIt it for a regional tap water promotion campaign, based on the success DC Water has had working with TapIt;

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS THAT:**

The Executive Director, or his designee, is authorized to enter into a contract with TapIt, in an amount not to exceed \$45,000, to develop and implement a tap water promotion program targeting local businesses. The duration of the contract is twelve months from the date of execution. No COG matching funds will be required.

COPY TESTE:

Diane Humke, Board Clerk