

**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 WATER WORDS THAT WORK, LLC TO SUPPORT IMPLEMENTATION  
OF A REGIONAL WATER AND WASTEWATER OUTREACH CAMPAIGN**

**WHEREAS**, the Metropolitan Washington Council of Governments (COG) supports the protection and restoration of local waters, the Potomac River, and Chesapeake Bay; and

**WHEREAS**, since 2003, 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 recognizes that an important premise of watershed stewardship and voluntary action is educating residents about the individual role they play in the watershed and communicating specific messages about positive and negative behaviors; and

**WHEREAS**, building on a similar outreach effort carried out by the Northern Virginia Regional Commission the members of the COG campaign agree that hiring a contractor to develop an updated and expanded outreach strategy focused on social networking is key to the campaign's success; and

**WHEREAS**, building on a similar outreach effort carried out by the Northern Virginia Regional Commission, the members of the COG regional outreach campaign have selected Water Words That Work, LLC to develop an updated and expanded outreach campaign.

**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 Water Words That Work, LLC to develop and implement an expanded regional water and waste water outreach campaign in an amount not to exceed \$59,180. The duration of the contract is nine months from the date of execution. No COG matching funds will be required.

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COPY TESTE:

Nicole Hange, Board Clerk