

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
777 North Capitol Street, NE
Washington, D.C. 20002-4290**

**RESOLUTION APPROVING A PARTNERSHIP BETWEEN COG AND LINEA DIRECTA AND FY
2012 CONTINGENCY RESERVE INVESTMENT**

WHEREAS, COG has worked throughout its history to include all segments of the National Capital Region in its plans and programs by working with elected officials, addressing community groups and by aggressively using media outlets; and

WHEREAS, area elected officials and community leaders wrote to the COG Board in May 2011 asking COG to consider establishing a partnership with the non-profit organization EVS Communications, to help support the production of Linea Directa, a weekly Spanish-language public affairs program, and

WHEREAS, the Latino community is growing at a rapid pace, comprising 15 percent of the region's population, with the largest numbers residing in Fairfax and Montgomery Counties; and

WHEREAS, enhanced outreach to the Spanish-speaking community is consistent with COG's Strategic Plan and the expectations of its members, funders, and partners for COG to better communicate how new regional developments and planning will benefit all area residents; and

WHEREAS, COG continues to pursue creative outreach initiatives that require very little investment; and

WHEREAS, COG's Public Affairs Director, through the Executive Director, has recommended, with the support of the COG Board, a pilot program with EVS Communications to broaden COG's outreach efforts.

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

THE COG Board of Directors approves an investment of \$7,500 from the FY 2012 contingency reserve to support the production of one full show and a half segment on Linea Directa in partnership with EVS Communications, which will enable COG to measure the effectiveness of the initiative before determining if the outreach tool warrants replication or expansion in FY 2012-2013.