



COG Chesapeake Bay & Water Resources Policy Committee (CBPC) Water Resources Outreach Plan Summer and Fall 2019

(as of 5/17/19)

PLAN SUMMARY / CONTENTS

Background – Provides context, as well as notes the evolution of the CBPC’s current outreach efforts.

Overall Outreach Elements – Lists general message points and coordination that would broadly be reflected in water-related outreach efforts or events.

Water Outreach Plans –Current Events & Specific Activities – List of current events that CBPC will specifically focus on, and outline of specific work efforts for each event. [This will be an ongoing, evolving work effort](#), so the intention is that this plan will be regularly updated to reflect new activities/resources and when new events and focus areas are added to the CBPC’s planned outreach work.

2019 Summer and Fall Events/Dates

1. May 13 – 20: [National Infrastructure Week](#)
2. June 1-9: Chesapeake Bay Awareness Week (2nd week in June)
3. June 30: Virginia’s Drinking Water and Wastewater Professionals Day
4. October 10: Imagine a Day Without Water
5. November: National Critical Infrastructure Security and Resiliency Month

1. National Infrastructure Week –May 13-20

Resources:

www.infrastructureweek.org

@infraweek

#InfrastructureWeek

https://infrastructureweek.org/event/dc-infrastructure-industry-careers-day-at-cardozo-high-school/?mc_cid=ac8a1ce5d4&mc_eid=db891f02ce

COG members:

- **AlexRenew:** Will be holding three [tours](#) to educate city staff, regional elected officials, and the public about AlexRenew and the [RiverRenew](#) program.
- **American Water:** Featured Infrastructure Week on its [blog](#) and in its new [podcast](#).

2. Chesapeake Bay Awareness Week – June 2-10

Priority/Focus:

- COG is engaging with the Chesapeake Bay Program, Alliance for the Bay, and Chesapeake Bay Foundation to promote.
- COG wants to actively highlight metropolitan Washington activities

- COG is seeking member videos, photos, infographics, resolutions, articles supporting Awareness Week

References/Resources:

- To post events: <https://forms.gle/pvGPg9zp3fxVB65BA>
- Folder of materials including social media content: <https://drive.google.com/drive/folders/1LbL4zAmrDJK7h728lq64rkID6YTzRval?usp=sharing>
- Logo for Chesapeake Bay Awareness Week: <https://drive.google.com/file/d/1XR9KPDwk8MCctqhr3NuHeptsZtDioBwO/view>
- Graphic of Bay Partnership: <https://drive.google.com/file/d/1lkaOVPj2C64sIKTy-83ECPIIXOI59vNA/view?usp=sharing>
- Hashtag: #AllHands, meaning all different people and organizations are working together to help the Bay.
- Chesapeake Bay Program is developing a Press Release. Link will be sent when it is published.

Chesapeake Bay Awareness Week Schedule:

There will be a specific focus on each day of Bay Awareness Week, as outlined below:

- June 1-Agriculture; and ag. scientists/researchers
- June 2-Watermen, aquaculture; and fisheries scientists/researchers
- June 3-Small businesses, shops on Main St.
- June 4-Nonprofits, volunteers; scientists/researchers
- June 5-Local governments/city government, e.g., schools, fire/police/first responders
- June 6-Stormwater, wastewater, utilities
- June 7-Military
- June 8-Recreation, sportsmen
- June 9- "You"

CBPC Member materials:

- City of Fairfax video: https://drive.google.com/file/d/1Xv8Z-IZ_Wj-i-e7jtDk9o-fEg1zXN9sl/view?usp=sharing
- Councilmember Rice, Montgomery County, will be releasing a school Biobliz video on June 6
- Council proclamations/resolutions will be made by City of Falls Church and Montgomery County
- Jon Stehle, City of Fairfax, will be developing a post-event Op-ed for VML's Cities and Towns Magazine's July/August edition

Specific Messaging Points:

- Highlight COG region's wastewater successes as part of Bay-wide successes:
 - Implementation of wastewater treatment plant upgrades ahead of 2025 schedule
 - In many cases, reducing nitrogen levels/loads now in advance of the 2025 schedule
 - Testing and implementation of state of the art nitrogen reduction technologies
 - Operating at limit of technology levels for phosphorus for several decades
 - Documented improvements water quality in the upper portion of the Potomac River in response to these wastewater treatment efforts
 - Utility efforts to address water-energy nexus and build resiliency. [examples: Microgrids, Blue Plains' biosolids]
 - Metropolitan Washington region's significant public investment in our wastewater infrastructure has clearly been successful.
- Highlight COG regions' stormwater successes:

- Some of the most aggressive MS4 permits in the country are in the metropolitan Washington region.
- Designing and implementing new and innovative practices to achieve nutrient and sediment reductions. Regional best practices sharing via COG workshops and forums. [examples of practices Opti RTC, DC's green roofs, DC Water's green infrastructure project to lessen stormwater flow and CSO events]
- Instituting creative and new funding mechanisms to support challenging implementation schedules and plans (examples: Water Quality Trading, stormwater utility fees, bonds).
- Partnerships: (e.g., VAMSA/MAMSA; Coordination and conversations with MACo and MDE.)
- Acknowledge how all of this is linked to need for robust water infrastructure:
 - Discuss how services and accomplishments have been supported by rate increases.
 - Acknowledge that rate increases are necessary to sustain this critical infrastructure - given many decades of deferred investment.

2. Virginia's Drinking Water and Wastewater Professionals Day—June 30

Priority/Focus:

- There will be a concerted effort to actively highlight COG member activities, and to engage other key groups like local water professional organizations.
- Focus will be on Virginia; but also include the District of Columbia and Maryland events too (to hopefully build support for expanding this concept beyond Virginia next year)
- Efforts will be made to identify at least one compelling VA based event as a platform to generate broader interest and attention to metro Washington actions and messages.

Specific Messaging Points:

- Express appreciation for the dedicated work of these professionals (including the 24/7/365 aspects of many jobs)
- Water utility staff are also 'First Responders' for many emergencies.
- Recognize the importance of their work in protecting public health as well as the environment
- Highlight the wide range of jobs and career opportunities that are available, and the diversity of the workforce
- Highlight water jobs as a work force of the future, with a strong career pathway.
- Promote job training programs/opportunities whenever possible
- Recognize that these jobs are part of/support our local communities

Specific Coordination:

- Local governments and water utilities that provide either drinking water and/or wastewater treatment services
- Work with local chapters of national water organizations (e.g., VWEA, CWEA, FWQA, AWWA VA Section, AWWA MD Section)

References/Resources:

- MD EARN Program Operator specific site <http://www.cleanwatercareersmd.org/>
- General EARN program link <http://www.dllr.maryland.gov/earn/earnresources.shtml>
- COG Board Resolution <http://www.mwcog.org/uploads/committee-documents/bFxeVI5b20160413152332.pdf>
- Virginia General Assembly [Resolution](#)

3. November: National Critical Infrastructure Security and Resiliency Month

Priority/Focus:

- Focus on various ongoing COG work efforts, including the CEC's [Protect Your Pipes](#) campaign.
- More information to come.

Events:

- COG's *newsfeed* will feature a message on disposing of [Fats, Oils, Grease](#) in the trash, in time for the holidays, highlighting the [Protect Your Pipes](#) campaign.
- The region's utilities will hold public information events and promote infrastructure on social media.

Specific Messaging Points:

- Water is a fundamental and critical infrastructure sector.
- Highlight the good work that COG is doing to address/advance water security and resiliency matters.