

DRAFT AGENDA
Messaging Workshop:
Toward a Shared Outreach and Education Program for the Anacostia Watershed
For discussion by the Messaging Work Group on 12/15/11

Location: Training Center at COG

Tentative Dates: Tuesday, January 24, 2012; or Thursday, January 26, 2012 (alt.)

Proposed Times:

9:30: Coffee & Fruit

10:00-12:00: Presentations

12:00-1:00: Discussion

1:00: Lunch

Charge from the Steering Committee - At its meeting on October 27, 2011, the Steering Committee directed the Executive Director to work with staff from COG, the MS4 jurisdictions and others as appropriate to prepare a formal recommendation to the Steering Committee for a shared Outreach and Education (O&E) program. The SC also endorsed the Messaging Work Group (MWG) recommendation to convene a ½ day workshop to help develop this recommendation.

Purpose of a shared O&E program - The purpose of a shared Partnership O&E program is to enhance effectiveness and efficiency by: (1) developing and presenting consistent messages and themes; (2) leveraging funds to achieve common goals regarding stormwater education and outreach; (3) significantly expanding the reach of present outreach initiatives; (4) taking advantage of work already completed or underway in the Metropolitan Washington Region; (5) avoiding duplication of effort; and (6) identifying program gaps that can be filled jointly.

Purpose of the workshop - The workshop is intended to define the framework of a shared O&E program and identify the actions necessary to develop a specific proposal to be presented to the Steering Committee. The elements of the workshop will be:

- (1) Bringing together the Partnership staff responsible for (a) MS4 permit implementation; (b) watershed restoration; and (c) public information.
- (2) Presentations about each jurisdiction’s MS4 O&E responsibilities and ongoing activities; and
- (3) Presentations about related O&E activities in the COG region that may inform and/or be adapted for a shared O&E program.

The following draft agenda is presented for discussion:

9:30	Coffee & Fruit	
10:00	Introductions & Overview of the Workshop (15 min)	Besse
10:15	Jurisdiction O&E Responsibilities (10 min each; 30 min total)	
	District of Columbia (DDOE presentation; covers DDOT & DC Water)	DDOE
	Montgomery County (DEP presentation; covers DPS and DPS & M-NCPPC)	DEP
	Prince George’s County (DER presentation; covers DPW&T & M-NCPPC)	DER
10:45	Ongoing “Message Delivery” Activities (10 min each; 30 min total)	
	NVRC Stormwater Partnership	NVRC
	COG’s Water Resources Public Awareness Campaign	Comm. Chair
	EPA’s Urban Waters Initiative: Outreach for the Anacostia	Desselle
11:15	COG Analysis of Common O&E Activities (15 min.)	Bieber
11:30	Strawman Proposal (30 min.)	Minerva
12:00	Facilitated Discussion (45 min.)	Minerva
12:45	Summary and Next Steps¹ (15 min.)	Besse
1:00	Lunch	

¹ The ED has responsibility to pull it together with staff/consultant assistance and review by volunteers from workshop participants. The goal is to have a presentation ready for the Steering Committee in February