



## VMP GRASSROOTS PLAN

### GOALS

- Facilitate the passage of all necessary approvals from the Mayors Agent, Zoning Commission and City Council;
- Shift community dialogue and general perception to that of majority local support for VMP plans;
- Provide continuous political cover to local elected officials;
- Nurture and grow deep grassroots support among a wide variety of local stakeholders and residents by strengthening existing and creating new relationships.

### STRATEGY

- Mobilize grassroots supporters to communicate with the above listed decision-making bodies and the media;
- (Re) educate residents on elements of VMP plans;
- (Re) energize current supporters and identify/mobilize new supporters;
- Neutralize opposition;
- Engage and leverage the support of third-party validators (thought/faith/institution leaders).

### TACTICS

- Develop new messaging that bolsters and contrasts local support vs. special interest opposition, and use multi-layered communication to disseminate messaging;
- Create a community coalition, empowered with the tools to advocate on behalf of VMP plans and to organize local support;
- Create a business coalition, educated on the benefits of McMillan redevelopment and prepared with the tools to advocate on behalf of VMP plans;
- Leverage the support of allied organizations, thought leaders and local institutions as third party validators in the media, with elected officials and community members and collaborate to garner new, diverse support;
- Use regular communication and interaction through social media to inform and engage new audiences and provide a platform for active interaction with local media and elected officials;
- Maintain communication with ANCs, faith based groups/churches, minority groups, local economic/business orgs, non-profits, allied organizations and community leaders through regular electronic updates, occasional meetings, mailings, and/or telephone townhalls and personalized outreach;
- Attend and monitor local community, civic, ANC and opposition events.

## MESSAGE

In order to achieve our goal of mobilizing new supporters, reenergizing current supporters and neutralizing/diminishing the impact of opposition, we must employ consistent messaging that:

- Contrasts local resident, business and 3<sup>rd</sup> party support for VMP with special-interest, non-local opposition;
- Speaks to resident's most pressing concerns about the redevelopment; and
- Allows supporters to visualize the end goal of final approval and creation of this new place.

### **Key Messages:**

- The community wants redevelopment of the McMillan Sand Filtration site and supports VMP plans;
- Friends of McMillan has been hijacked by non-local, special interests and is spreading misinformation to further its agenda;
- The site was never a park. VMP plans are the only viable solution to bring a world-class, large park to the community;
- HPRB's recommendation that VMP move forward in the approval process is significant and sets the stage for plans to move through the final approval process.

### **Themes**

We will name the local coalition and brand local support with themes that highlight these key messages:

- **Coalition:** Neighbors of McMillan (*as opposed to Friends of McMillan*)
- **Signs & rally call:** Create McMillan Park (*as opposed to Save McMillan Park*)

We envision slightly different messaging priorities for certain stakeholder groups:

### ***TO Neighbors of McMillan (messaging used to energize the coalition)***

- The community needs a voice that truly represents its best interests;
- With movement through the HPRB, we now have a clear path to final approvals;
- There is a plan of action in place and your commitment to/support of this plan will carry this over the finish line;
- The local community should decide what happens to McMillan, not outside special interest groups;
- A small minority is currently misrepresenting the views of the larger community.

### ***FROM Neighbors of McMillan (messaging used by the coalition to energize local support, impact public opinion and influence decision-makers)***

- People who live adjacent or very close to the site need a voice that truly represents us;
- Our voice is currently being hijacked by people who live outside the community or outside DC with a special interest agendas that has nothing to do with specific benefit to this community;
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- We are invested in the community and are interested in concepts/ideas that will add value to our community;
- We care about the long-term viability, sustainability and benefit of and to our community;
- We are not concerned with single-issue agendas – we are looking at the bigger picture;
- We must *create* a park and a special place where neither currently exists.

#### **McMillan Business Coalition**

- Economic benefit of redevelopment – new traffic, activity, shopping destination, new residents and daily employees

#### **Public Health**

- Benefit of walkable communities to promote healthy lifestyles

#### **Eds & Meds**

- Creating a more desirable location for current and potential staff/students
- Local investment and economic opportunity

### **KEY AUDIENCES & STAKEHOLDER GROUPS**

*See attached Communication Flow Chart for detail on communication to and from Key Audiences and Stakeholder Groups*

#### **Neighbors of McMillan (NOM)**

This coalition group will be the central focus of our organizing efforts in the community. We will create a plan for the group and establish buy-in from a core group of leaders to lend credibility, be the face of the coalition and establish the effort in the community. We will create a toolkit for leaders to use and disseminate to resident supporters that will facilitate communication with the media and decision-makers. The goal will be to have a representative sampling of people from each community serving as leaders of the Coalition. (Fontaine team will execute all work on behalf of the coalition – making it as easy as possible for people to engage and solicit support from their neighbors) Coalition leaders/members will be asked to:

- Host and/or identify hosts for house parties
- Send neighbor-to-neighbor letters
- Express ownership of social media presence
- Engage in/attend earned media events
- Disseminate “Create McMillan” signs to neighbors – identify sign locations
- Follow-up with supporters identified through our mail and phone outreach
- Identify people who will write letters to the editor and to decision-makers
- Identify a group of people who can respond online to blogs and media
- Attend events where there will be opportunity for intercept with Council Members
- Attend community and civic meetings and display support for VMP plans



**Potential NOM Leaders:**

George Crawford – Bloomingdale  
Barrie Daneker -  
Dianne Barnes – Bloomingdale  
Ronnie Edwards -  
Randal Edison – Bloomingdale  
Logan Duram – Bloomingdale  
Thomas Boeke –  
Rashida Brown –  
David Taube –  
Jerome Nichols –  
Jonathan Klabunde Tomer –  
Vilasa Campbell – Stronghold  
Mike Iacovene –  
Geoffrey Hatchard –  
Colette Arnold –  
Rebecca Mills -  
Claire Carlin –  
Michelle Carthen -  
Aisha Davis –  
Michael Henderson –  
Alicia Hunt –  
Vicki Leonard –  
Murphy McNeil -  
Rebecca Mills -  
Jeff Oser -  
Raj Singh –  
Lily Sleichter –  
Debbie Steiner –  
Otavio Thompson -  
Brittany Woodel -

**Potential NOM Members:**

Bryan Moll (JBG) –  
Albert Hopper (Shalom Baranes) –



### **McMillan Business Coalition**

We will mail an introduction letter to business owners, sharing our business fact sheet and inviting them to attend an introductory/educational meeting to update on the project. Our goal will be to create the McMillan Business Coalition, comprised of local businesses who will post signs, disseminate information to customers and communicate as a group with the local media, City Council and decision-makers. We will encourage them to attend hearings and testify as well. See attached for listing of local businesses with whom we plan to communicate.

#### ***Current supportive businesses include:***

**Need information**

### **Third Party Validators**

We will work to nurture current relationships and leverage the support of allied organizations, advocacy groups and local institutions to communicate with and influence their memberships, the larger community, the media, City Council and decision-making bodies. Recognizing that different groups will have varying levels of availability, comfort and/or desire to advocate, we will ask organizations/thought-leaders to:

- Attend community meetings and house parties to speak on our behalf
- Attend City Council or community events for elected intercepts
- Directly lobby Council
- Communicate with their listserves about the issue and upcoming events – encouraging support and involvement
- Lend their name to our communication
- Author Op Eds and LTEs in local media
- Attend hearings and testify
- Send letters to Council and decision-making bodies and encourage their members/organizations to do the same
- Be surrogates in the media and respond to local press

#### **Third Party Validator Groups Include:**

##### ***Smart Growth***

- Coalition for Smarter Growth – Cheryl Cort and Alex Posorske
- American Planning Association – Jeff Soule
- Smart Growth America (National, with a local presence)
- Washington Sustainable Growth Alliance (National, with a local presence)
- Urban Land Institute – Washington District Council
- NCB Capitol Impact

***Public Health Organizations***

- American Public Health Association (APHA) - local chapter
- National Medical Assn (African American National Physicians Organization – DC chapter)

***Education Institutions***

- Trinity University
- Howard University

***Medical Facilities***

- Howard University Hospital
- MedStar Washington Hospital Center
- Children’s National Medical Center
- Public Health Institute

***Realtors & Realtor Organizations***

***Local Business Groups***

- Bloomingdale Small Business Assn
- Old 4<sup>th</sup> Ward Business Assn (Edgewood)

***ANCs & Community Associations***

Understanding that 1) Tania has solid relationships with group leaders/ANCs and 2) that the community association are at varying degrees of support or opposition to our plans, we will work to keep them informed and educated and to leverage the support of those who have publicly announced approval of VMP plans. We will attempt to make presentations at all upcoming monthly meetings and communicate frequently with their blogs. Members of NOM will be encouraged to attend their community meetings - express their support, encourage group support and participation in NOM activities.

***Groups Include:***

Bloomingdale Civic Assn.  
Le Droit Park Civic Assn.  
Bates Area Civic Assn.  
Eckington Civic Assn.  
Stronghold Civic Assn.  
Edgewood Civic Assn.

ANC 5C  
ANC 5E



### **Larger Community**

Our primary goals with the larger community are to:

- Provide education on aspects of the VMP plan, community benefit and specifically McMillan “park”;
- Identify new supporters to filter into NOM and communicate with elected, media and decision-makers, respond to online media and blogs;
- Create the overall impression of local community support.

We use the following tactics:

- Education, tear-off response card mailing to all residents
- Education/ID phone call
- Personalized phone follow-up with newly identified supporters by staff and NOM
- Occasional cultivation events and meetings
- Passive social media communication from both VMP and NOM to include
  - Regular Facebook/Twitter postings
  - Use Facebook as primary online portal for NOM
- Two-way active social media portals to include:
  - Vine, Instagram, Pinterest & YouTube

### **COLLATERALS**

We will develop and disseminate:

- General fact-sheet
- Business fact sheet
- Education, tear-off mailer
- House party invites

## PLAN TIMELINE

### WEEK OF NOVEMBER 25

- Identify and finalize list of potential NOM leaders and members
- Identify and finalize list of key allied orgs, eds and meds, thought/opinion leaders
- Finalize and approve grassroots plan
- Finalize and approve design for “CREATE MCMILLAN PARK” signs – go to print

11/26 Le Droit Park Civic Assn monthly meeting

11/27 Happy Hanukah, Happy Thanksgiving update email from VMP

### WEEK OF DECEMBER 2

- Present design for general and business collaterals
- Finalize NOM Action Plan
- Begin outreach to potential leaders and key members of NOM – invite to first meeting 14<sup>th</sup> or 15<sup>th</sup> of December
- Finalize December Facebook content beginning week of December 9

12/2 Bates Areas Civic Assn monthly meeting

12/2 Stronghold Civic Assn monthly meeting

12/2 Eckington monthly meeting

12/3 VMP weekly email update

12/4 Friends of Edgewood Rec Center monthly meeting

### WEEK OF DECEMBER 9

- Launch VMP Facebook
- Final approval of general and business collaterals – go to print
- Finalize NOM Toolkit

12/10 VMP weekly email update

12/14-12/15 MEETING WITH NOM LEADERS GROUP

12/12 MAG monthly meeting





**WEEK OF DECEMBER 16**

- Launch NOM Facebook and Twitter accounts
- EDUCATION TEAR-OFF MAIL PIECE HIT DOORS
- Send letter and begin outreach to local business owners – invite to meeting week of 1/6
- Begin NOM neighbor to neighbor letters – (holiday theme – invite to house parties)

12/16 Bloomingdale Civic Assn monthly meeting  
12/16 ANC 5E monthly meeting  
12/17 VMP weekly email update  
12/18 ANC 5C monthly meeting

**WEEK OF DECEMBER 23**

12/23 VMP Happy Holidays email

**WEEK OF DECEMBER 30**

12/30 VMP Happy New Year email

**WEEK OF JANUARY 6**

- Education / ID Phonecalls
- First meeting of local business owners
- 2 NOM House Parties
- Begin high-touch follow-up to mail respondents and supporters identified through ID calls – both by staff and NOM members

1/7 VMP weekly update email  
1/7 Bates Areas Civic Assn monthly meeting  
1/7 Stronghold Civic Assn monthly meeting  
1/7 Eckington monthly meeting  
1/9 MAG monthly meeting

**WEEK OF JANUARY 13**

- 2 NOM House Parties

1/13 ZONING COMMISSION SETDOWN MEETING  
1/14 VMP weekly update email – setdown summary  
1/15 ANC 5C monthly meeting



**WEEK OF JANUARY 20**

- 2 NOM House Parties

1/20 MLK Day  
1/21 ANC 5E monthly meeting  
1/21 VMP weekly update email

**WEEK OF JANUARY 27**

- 2 NOM House Parties

1/28 LeDroit Park Civic Assn monthly meeting  
1/28 VMP weekly update email

**FEBRUARY 2014**

- Schedule councilmember meetings with *Neighbors of McMillan*, business coalition and allied orgs/thought leaders
- Phone calls and letters to zoning / council / Mayor's Agent
- Letters to the editor from residents / business owners
- Op Eds from relevant allied orgs or thought leaders

**MARCH 2014**

- Schedule councilmember meetings with *Neighbors of McMillan*, business coalition and allied orgs/thought leaders
- Phone calls and letters to zoning / council / Mayor's Agent
- Letters to the editor from residents / business owners
- Op Eds from relevant allied orgs or thought leaders

**APRIL 2014**

Week 1 ZONING COMMISSION HEARING ON PUD/MAP AMEMDMENT  
Weeks 3-4 MAYOR'S AGENT HEARING

**MAY 2014**

Week 1 ZONING COMMISSION MEETING – PROPOSED ACTION ON PUD/MAP AMENDEMENT

**JUNE 2014**

Week 1 NCPC REVIEW OF PUD/MAP AMENDMENT FOR IMPACTS ON FEDERAL ELEMENTS OF COMPREHENSIVE PLAN  
Week 4 ZONING COMMISSION FINAL ACTION ON PUD/MAP AMENDMENT



**JULY 2014**

Week 1-4      MAYOR'S AGENT DECISION

**SEPTEMBER 2014**

Weeks 1-4      ZONING COMMISSION WRITTEN ORDER ISSUED

Communication Flow Chart

Stakeholder Group	Educate Residents & Identify New Supporters	Communicate with the media	Communicate with electeds and decision-making bodies
<p><b>Vision McMillan Partners</b></p>	<ul style="list-style-type: none"> <li>-Education tear-off mail piece</li> <li>-Education / ID Phone call</li> <li>-Follow-up letter and calls to supporters</li> <li>-Present to ANC and community associations</li> <li>-Booth at local events &amp; festivals</li> <li>-Frequent social media engagements - daily posts</li> <li>-Host cultivation events</li> </ul>	<ul style="list-style-type: none"> <li>-Provide toolkit with sample LTEs to NOM and other community supporters</li> <li>-Send timely/relevant information &amp; updates to blogs and local media</li> </ul>	
<p><b>Neighbors of McMillan</b></p>	<ul style="list-style-type: none"> <li>-Host house parties</li> <li>-Send neighbor to neighbor letters</li> <li>-Disseminate signs</li> <li>-Unique social media presence with frequent content updates</li> </ul>	<ul style="list-style-type: none"> <li>-Post on blogs and respond to relevant press online</li> <li>-Identify LTE writers</li> </ul>	<ul style="list-style-type: none"> <li>-Coordinate letters to Council and elected bodies</li> <li>-Coordinate attendees and testimony at hearings</li> <li>-Coordinate meetings with Council Members</li> <li>-Passive communication through sign display</li> <li>-Attend events where electeds will be present - intercept</li> </ul>
<p><b>McMillan Business Coalition</b></p>	<ul style="list-style-type: none"> <li>-Post signs at place of business</li> <li>-Disseminate collateral to customers</li> <li>-Disseminate invites to customers</li> </ul>	<ul style="list-style-type: none"> <li>-Send group op eds and individual LTEs</li> <li>-Post on blogs and respond to relevant press online</li> </ul>	<ul style="list-style-type: none"> <li>-Schedule group meetings with Council Members</li> <li>-Interaction through social media, signs at business and flyers</li> <li>-Letters to council and decision-making bodies</li> <li>-Attendance and testimony at hearings</li> <li>-Invite Council Members to business coalition meetings</li> <li>-Passive communication through sign display</li> </ul>
<p><b>3rd Party Validators</b></p>	<ul style="list-style-type: none"> <li>-Send electronic and/or mail communication to members</li> <li>-Distribute collaterals to membership/organization</li> <li>-Lend their name to NOM or VMP communication</li> <li>-Attend community events and open houses</li> </ul>	<ul style="list-style-type: none"> <li>-Author Op Eds and/or send individual letters to the editor</li> <li>-Use quotes in VMP press releases and advisories</li> </ul>	<ul style="list-style-type: none"> <li>-Meet with and or call/write to Council Members</li> <li>-Attend hearings and testify</li> </ul>
<p><b>Larger Community</b></p>	<ul style="list-style-type: none"> <li>-Signs in yard</li> <li>-Host/attend house parties</li> </ul>	<ul style="list-style-type: none"> <li>-Write letters to the editor</li> <li>-Post on blogs and respond to relevant press online</li> </ul>	<ul style="list-style-type: none"> <li>-Write letters to Council and decision making bodies</li> <li>-Post on blogs/respond to online articles</li> <li>-Attend hearings and testify</li> <li>-Interaction through social media</li> </ul>
<p><b>Local Blogs/Media</b></p>	<ul style="list-style-type: none"> <li>-Post VMP collaterals</li> <li>-Cover emergence of NOM</li> </ul>		<ul style="list-style-type: none"> <li>-Passively relay information to electeds and decision-makers through coverage of relevant information from VMP and NOM</li> </ul>
<p><b>ANCs &amp; Community Assns</b></p>	<ul style="list-style-type: none"> <li>-Host VMP for presentations at monthly meetings</li> <li>-Disseminate collaterals and/or invites to events</li> <li>-Communicate support for VMP plans (where exists) to listserv, on website and social media</li> </ul>	<ul style="list-style-type: none"> <li>-Supportive groups author op ed and/or encourage letters to the editor</li> <li>-Use quotes and/or highlight support in VMP press releases/advisories</li> </ul>	<ul style="list-style-type: none"> <li>-Supporters: Write letters on behalf of group to Council and decision making bodies</li> <li>-Supporters: Attend hearings and testify - encourage members to do so</li> <li>-Supporters: Passively relay information to electeds and decision-makers through social media and coverage on blog/website</li> </ul>

## McMillan-Area Businesses

Eckington	McCallum Sauber Wholesale Florists
Eckington	Paul's Wholesale Florist Company

Bates Area	1905 Restaurant
Bates Area	Beau Thai
Bates Area	Big Bear Café
Bates Area	Boundary Stone Public House
Bates Area	Cre8 Gallery
Bates Area	Field to City
Bates Area	Green Paws DC
Bates Area	Italy Pizza
Bates Area	Michael Nine, Realtor
Bates Area	N & N Hair Design
Bates Area	Old City Green
Bates Area	Primal Fitness Gym
Bates Area	Red Toque Café
Bates Area	Rustik Tavern
Bates Area	Studio Upwall
Bates Area	The P Spot Exoterobics
Bates Area	Uncle Chips
Bates Area	Veranda Restaurant
Bates Area	Wagtime
Bates Area	Windows Café and Market
Bates Area	Yoga District

Edgewood	Chocolate City Brewery
Edgewood	Dance Place
Edgewood	Excel Pilates
Edgewood	Melanie St. Ours

Le Droit Park	Bacio Pizzeria
Le Droit Park	Beau Thai
Le Droit Park	Big Bear Café
Le Droit Park	Boundary Stone Public House
Le Droit Park	Green Paws DC
Le Droit Park	Italy Pizza
Le Droit Park	Red Toque Café
Le Droit Park	Rustik Tavern
Le Droit Park	Timor Bodega
Le Droit Park	Windows Café and Market
Le Droit Park	Yoga District

Bloomingtondale	410 Good Buddy
Bloomingtondale	Amax Cleaners
Bloomingtondale	Aroi Thai
Bloomingtondale	B and J Carryout
Bloomingtondale	Babes with Brushes
Bloomingtondale	Bacio Pizzeria
Bloomingtondale	Beau Thai
Bloomingtondale	Best Braids by FeFe
Bloomingtondale	Big Bear Café
Bloomingtondale	Bloomington Wine and Spirits
Bloomingtondale	Boundary Stone Public House
Bloomingtondale	City Cleaners
Bloomingtondale	Cookies Corner
Bloomingtondale	Cosmopolitan Properties
Bloomingtondale	DC Mini Mart
Bloomingtondale	Fiddlehead Salon
Bloomingtondale	Field to City
Bloomingtondale	Finesse Tax Accounting LLC
Bloomingtondale	Flagler Market
Bloomingtondale	Grassroots Gourmet
Bloomingtondale	Green Paws DC
Bloomingtondale	Jak and Co Salon
Bloomingtondale	Jam Doung Style
Bloomingtondale	Micro Market
Bloomingtondale	New Reservoir Market
Bloomingtondale	New York Pizza
Bloomingtondale	NOA Gallery
Bloomingtondale	Northwest Learning Center
Bloomingtondale	Red Hen
Bloomingtondale	Retro-Lutions Barbering
Bloomingtondale	Revive Catering
Bloomingtondale	Rustik Tavern
Bloomingtondale	Showtime Lounge
Bloomingtondale	Sky Real Estate
Bloomingtondale	Sunset Liquors
Bloomingtondale	Uncle Chips
Bloomingtondale	Washington Firehouse Restaurant
Bloomingtondale	Windows Café and Market
Bloomingtondale	Yeung Fong Restaurant
Bloomingtondale	Yoga District