

## McMillan Grassroots Plan Outline

Overall Campaign Message: ***Create McMillan Park***

### **Strategy**

- Maximize local support/effort while effectively discrediting opposition.
- Develop and incorporate messaging that speaks to “creating a park, and creating a resource for the community.”
- Position local support as authority over “invading” special interest group with national agenda.

### **Positioning**

- US
  - We live adjacent to the site, very close to the site, or in an area where we can feel the impact of the development.
  - 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. We’re not concerned about a single – issue agenda.
- THEM
  - We will work to position them as serving a larger, not-local agenda.
  - We will (correctly) portray them as an organization consisting of agents largely from outside of the immediate/impacted community.

### **Development of motivating messaging for advocates**

- The Finish line/there is an end in sight with this process.
- There is a plan, and it benefits the community.
- Empowered neighbors/community groups who are prepared to take action can accomplish/get things done.
- The local community decides what happens in our neighborhood, not outside activists.

### **Concept for community activists/organization**

- Neighbors for McMillan – Community-based organizing.
  - Leadership – what are the expectations?
    - *Who should be in the group and who should know about the group initially?*

- Provide plan/strategy/engage leadership.
- Toolkit, to include:
  - Tips in how to host house parties.
  - Instructions on how to draft neighbor to neighbor letters.
  - How to collect authentic letters & communication.
  - Alerts to meetings, etc.
  - Signage and instructions on sign placement.

### **Stakeholder/Thought-leader group engagement**

- Develop a toolkit for stakeholders/thought-leaders.
- Area Educational Institutions/Medical Facilities (Eds & Meds).
- Local Businesses and Allied advocacy groups, including but not limited to:

*Smart Growth related groups (can later provide guidance on the transportation issue)*

1. Coalition for Smarter Growth.
2. SmartGrowth America (National - with a local presence).
3. Washington Sustainable Growth Alliance (National - with a local presence).
4. Smart Growth Network (national with a local presence).

*Business related organizations (pull members from these organizations/groups).*

1. Realtor organizations in DC.
2. Bloomingdale Small Business Association.
3. Old 4th Ward Business Association (Edgewood).
4. LeDroit Park Civic Association.
5. Bates Area Civic Association.

*Public Health Organizations (that can advocate for the open-space/mixed use policy as a benefit to the community).*

1. APHA (American Public Health Association – Local Chapter).
2. National Medical Association (African American National Physicians Organization – DC Chapter).
3. Other?

- Third party validators.
- Meet with Council and Planning.
- ANCs.

## **Larger Community Outreach**

- Paid communication & outreach:
  - Phones.
  - Mail.
  - Facebook and Google Advertising.
- Personalized communication:
  - High-touch follow-up with supporters.
  - Cultivation events and meetings.
- Digital Communication and Social Media:
  - *Passive social media communication to include:*
    - Facebook/Twitter engagement plan + content editorial calendar outlining 4-5 weeks of potential content concepts.
  - *(Optional) Two – way/Active social media portals to include:*
    - Vine, Instagram, Pinterest and other visual sharing platforms
      - Encourage engagement by support group, stakeholders and other community members
    - Develop a YouTube channel as a second phase of digital/video sharing social media tactic
  - *(Optional) Develop a campaign microsite*
    - Serves as a hub for social media activity – can consolidate channels.
    - Can serve as information hub about the project – give progress updates.

## **Earned Media**

- ID Third party validators – leverage their support to draft op-eds to targeted media outlets.
- Leverage community coalition – at meetings & events – to draft op-eds in support of the project. Place op-eds in targeted media outlets.

Targeted media outlets to include, but not limited to:

- Bloomingdale Blog.
- Greater Greater Washington.
- Washington Post – District of DeBonis (Mike DeBonis)
- Relator blogs and publications including:
  - Urban Igloo (Blog)
  - City Influence
  - For the Love of Growth
- Washington Business Journal.

## **Collaterals**

- General education communications.
- Business argument communications.

- Quality of life/Neighborhood/Increased community communications.

### **Deliverables**

- Attendees/bodies at relevant hearings:
  - Mayor's Agent
  - Zoning
  - Council
- LTE's/Op Eds.
- Responses to blog posts/relevant online articles.
- Letters to Planning Commission.
- Letter of support for targeted elected officials.

### **Timeline**

- Important dates.
- Scheduled community meetings.
- Execution of tactics.