



ANACOSTIA WATERSHED CITIZENS ADVISORY COMMITTEE

Dedicated to the protection and restoration of the Anacostia River and its tributaries

Francois Carrier
Planning Board Chair
The Maryland-National Capital Park and Planning Commission
Montgomery County Planning Board
8787 Georgia Ave
Silver Spring, MD 20910

Elizabeth M. Hewlett
Planning Board Chair
The Prince George's County Planning Department
County Administration Building
14741 Governor Oden Bowie Drive
Upper Marlboro, MD 20772

Lisa Mendelson-Ielmini
Deputy Regional Director, National Capital Region
National Park Service
1100 Ohio Drive, SW
Washington, DC 20242

Harriett Tregoning
Director, Office of Planning
1100 4th Street, SW, Suite E650
Washington, DC 20024

Dear Directors Carrier, Hewlett, Mendelson-Ielmini and Tregoning,

The Anacostia Watershed Citizens Advisory Committee (AWCAC) exists to provide citizen's input to the Anacostia Watershed Restoration Partnership (AWRP; www.anacostia.net), the effort to restore the Anacostia River coordinated by the Metropolitan Washington Council of Governments and including as some of its members Prince George's County, the District of Columbia, the State of Maryland, and Montgomery County.

A 2012 report commissioned by the AWRP titled *Restoring the Anacostia River: Determining the Best Path Forward and Building Public Will for Action* (see <http://www.anacostia.net/Archives/AWSC/documents/AnacostiaPublicOpinionLakeNWFReport.pdf>) made as its first recommendation:

c/o Metropolitan Washington Council of Governments
777 North Capitol Street, NE, Suite 300
Washington DC 20002-4329
anacostia@mwcog.org



ANACOSTIA WATERSHED CITIZENS ADVISORY COMMITTEE

Dedicated to the protection and restoration of the Anacostia River and its tributaries

Improve awareness of and sense of connection to the Anacostia River

Engage in a branding campaign for the Anacostia River. Residents' image of the river needs to change so that they can see its potential. Most people currently have a negative image of the river and have low levels of awareness about the river, the watershed, and the potential for recreation and other activities. The goals of this campaign would be to raise awareness about

the breadth of the river in the region, the positive recreational opportunities, the beauty of the river, and the history of river. Seek government support and funding to help with this campaign.

The trails in the parklands of the Anacostia Watershed are a unique opportunity to both improve perceptions of the Anacostia River, and make people aware of the ways they can be involved in continuing improvement efforts. AWCAC asks that you direct the park systems that own and maintain trails in the Anacostia watershed to conceive, market and promote the trails as a unified entity with a single name, transcending jurisdictional boundaries. The trails marketing plan should have as its core focus the Anacostia watershed, its natural history, and recreational potential. Therefore, we ask that you direct your staff in charge of trail planning, design and promotion to meet with each other and work on creating such a marketing plan. If it is useful, AWCAC can work with you and the Partnership to plan the meeting and arrange for a suitable meeting site.

One possible branding theme that could be used for the entirety of the trails, whether they are in Colesville, Hyattsville, or Anacostia, is "Annie the Kingfisher." This logo was put forward by a Maryland Department of Natural Resources staff person as a good way to promote the Anacostia, and could be used by your staff as a possible starting point for discussions.



c/o Metropolitan Washington Council of Governments
777 North Capitol Street, NE, Suite 300
Washington DC 20002-4329
anacostia@mwkog.org



ANACOSTIA WATERSHED CITIZENS ADVISORY COMMITTEE

Dedicated to the protection and restoration of the Anacostia River and its tributaries

A unified trail system would highlight the Anacostia as a natural and recreational feature of the Washington region. Thank you for your consideration of this recommendation.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Bill Matuszeski", with a long, sweeping flourish extending to the right.

Bill Matuszeski, AWCAC Chair