

**The McMillan Four's Response
to Holland & Knight's Opposition in Court
July 27, 2015**

**DISTRICT OF COLUMBIA COURT OF APPEALS
430 E STREET, NW
WASHINGTON, DC 20001**

)	
)	
Andrea E. Rosen)	
<i>Pro se</i> Petitioner,)	
)	
on behalf of <i>Pro se</i> Petitioners,)	
Deborah Hanrahan,)	DCCA Case Nos.
Keshini Ladduwahetty,)	15-AA-587, 15-AA-588,
Camille Bourguignon,)	15-AA-589, 15-AA-590
)	
)	
v.)	
)	
)	
District of Columbia)	
Zoning Commission,)	
Respondent)	
)	
Vision McMillan Partners,)	
Intervenor)	
)	
)	

RESPONSE TO INTERVENOR'S MOTION TO DISMISS

I, Andrea Rosen, proceeding *Pro se*, submit this Response to Intervenor's Motion to Dismiss dated July 14, 2015.

In submitting this Response to Intervenor's Motion to Dismiss, I attest to the following:

1. I am a *Pro se* petitioner who is currently seeking legal help, but otherwise acting in the capacity as a layperson who is not familiar with all of the rules of the Court, but trying my best to seek judicial review as an aggrieved and injured District resident.
2. That I am submitting this Response to Intervenor's Motion to Dismiss on behalf of three

other individual *Pro se* appellants who filed along with me as follows, Debby Hanrahan (DCCA Case No. 15-AA-587), Keshini Ladduwahetty (DCCA Case No. 15-AA-588), and Camille Bourguignon (DCCA Case No. 15-AA-589).

In the July 14, 2015, Motion to Dismiss, the Intervenor, as represented by Holland & Knight, is seeking to unfairly limit judicial review of DC Zoning Commission Order No. 13-14, and eliminate access to this Court by the *Pro se* individuals.

Intervenor cares not to consider the appellants lack of familiarity with the Court rules, does not provide a complete contextual description of prior Court holdings, and fails to acknowledge the backdrop of delayed agency process and errors.

The above captioned appellants seek to support the efforts of the other parties, particularly McMillan Coalition for Sustainable Agriculture and DC for Reasonable Development in this case. But by and through ignorance in this judicial process, we were under the perception that submitting a Petition for Review to the Court was the only way to place a stake for justice regarding Zoning Commission Order No. 13-14. Our inexperience in these types of judicial proceedings has become obvious now, and in hindsight we realize that we ought to have submitted Motions to Intervene in this matter.

To that end, the documents we have filed with the Court to date, including this Response dated today, as well as our July 6, 2015, Response to the Court's Show Cause Order, contain detailed argument and information to be considered by all parties in this case if the Court decides to treat

our “Petitions for Review” instead as timely “Motions to Intervene.”

We believe the Court has reasonable leeway to remedy what is an honest mistake by novice *Pro se* appellants, and a favorable decision by the Court presents absolutely no injury to any party in this matter. If the Court grants this request, we presume and expect the Court to provide a reasonable schedule for the Respondent and Intervenor to have the subsequent option to reply to our Motions to Intervene.

If the Court cannot fulfill our request to treat our Petitions for Review as Motions to Intervene, we would ask the Court to re-review our Petitions and determine them as timely given the substance of the underlying rules of the Court in combination with the rules of the agency, and most importantly to reconsider the fundamental role that the DC Register plays in notifying all District residents, especially and specifically those residents who are aggrieved by the agency decision but who may not otherwise be parties to the agency proceedings.

We, the aforementioned appellants, were not parties to Zoning Commission Case No. 13-14 and were not sent any agency order by mail. We were however all notified about a final decision by the agency by way of the DC Register, as was the rest of the public.

The DC Register is “[T]he official publication of the D.C. government for acts, resolutions, and various information about the actions of the Council of the District of Columbia (such as resolutions and notices of council hearings), and actions of the Executive Branch and Independent Agencies (such as proposed rulemaking and emergency rulemaking).¹

¹ <http://www.law.georgetown.edu/library/research/guides/dc-in-depth.cfm>

This official bulletin is a fundamental way the City informs the public of important laws, rules, and orders and, the DC Register is exactly the place identified by the Zoning Commission to timestamp when an order becomes “final and effective.” 11-DCMR-3028.9.²

Further, it appears that the Zoning Commission has forged a specific agreement with Administrator of the Office of Documents to ensure that the public is noticed about final zoning decisions in writing as found in the DC Register pursuant to DC Law and Municipal Regulations. Therefore, publishing Zoning Commission Orders in the DC Register seems hardly ministerial. See, DC Code Section 2-553 and 1-DCMR-305, particularly 1-DCMR-305.6(f) and 1-DCMR-305.8.

Rule 15 (2) of the Court states, “Unless an applicable statute provides a different time frame, the petition for review must be filed within 30 days after notice is given, ***in conformance with the rules or regulations of the agency***, of the order or decision sought to be reviewed.”

We hope the Court can see how novice appellants see this Rule 15, in combination with the agency rule 11-DCMR-3028.9, as saying that residents, even those who were not parties at the agency, can file a Petition for Review up to thirty-days after public notice is served. In this case, notice to aggrieved appellants happened by way of the DC Register in accordance, “with the rules and regulations of the agency.”

2 11-DCMR-3028.9 – A written order setting forth a final action shall become *final and effective upon publication in the D.C. Register, unless the Commission specifies a later effective date*. An amendment to the Zoning Map approved in connection with an application for a planned unit development shall, however, become effective only upon completion of the process required by chapter 24 of this title, and upon filing with the District of Columbia a covenant ensuring compliance with approved plans.

Unlike the clarity spelled out by 11-DCMR-3028.9, we must note that there are absolutely no agency rules or regulations governing any “certification” or “attestation” by the Secretary of the Zoning Commission regarding service to “non-parties” when the Secretary simply files said “certification” or “attestation” in the agency record.

But the Intervenor points to case law, *YATA*, to say that our Petitions are untimely.

Appellants believe the Court is not bound in the instant question to a ten-year old holding which the Intervenor fails to provide critical context for. As we read it, albeit through legally untrained eyes, the *YATA* Court sought to expand judicial inclusivity for aggrieved District residents who too were confused by malformed agency action.

In *YATA*, publication of the final order in the DC Register occurred before parties were served. The *YATA* Court chose the later date to start the jurisdictional clock ticking representing the spirit of inclusive access to justice.

In this case, not one but two agency orders were published, the second correcting the first, and both the were served by mail only to the parties in the agency proceedings. The public, and especially aggrieved residents who were not parties, were only notified that a final “Corrected” order was effective after publication in the DC Register in accordance with agency rules.

The first order with errors was published in the DC Register on April 17, 2015. The second

“Corrected” order was published on April 24, 2015. These orders were both written and published more than five months after the the Zoning Commission made their affirmative decision on November 10, 2014, in conflict with agency rules. 11-DCMR-3028.5.³

The combination of confusion created by agency errors and corrections, plus the significant duration in delay of publishing these written orders by the agency demonstrate real problems that make effectuating the judicial review rights afforded by DC's Administrative Procedure Act difficult if not impossible to achieve. This is especially true for *pro se* appellants with little experience at the agency or before this Court.

What is clear is that we submitted to the Court a Petition for Review on May 26, 2015.

We believe this is a timely filing according to Rule 15 and Rule 26 of the Court if using the DC Register publication dates in accordance with agency rules. We also believe it is a timely filing if the Court decides to treat our Petitions for Review as Motions to Intervene instead.

Therefore, we appellants request that in the event the Court cannot determine that the *Pro se* Petitions for Review are timely, we would point to the aforementioned confusion and delay created by the agency coupled with our novice mistakes and misinformed attempt to seek justice by way of Petition instead of simply intervening on behalf of already docketed Petitioners, and instead ask that the Court indeed treat our Petitions instead as Motions to Intervene in support of Petitioners, McMillan Coalition for Sustainable Agriculture and DC for Reasonable

³ 11-DCMR-3028.5 – The Commission shall issue its written order on an application or petition no later than forty-five (45) days after the Commission's vote to take final action on the application or petition.

Development.

Both of these requests follow on in the Court tradition of inclusion instead of exclusion from justice, and a favorable decision would acknowledge how novice *pro se* appellants have been challenged by confusing agency actions and daunting judicial processes. We hope these obvious issues justify a bit more leeway in our humble attempts to simply have our day in Court.

Respectfully submitted on this the 27th day of July, 2015, by Andrea Rosen on behalf of all *pro se* appellants in this case.

/s/n Andrea E. Rosen

Andrea E. Rosen, *Pro se* Petitioner
3266 Washington Street, NW
Washington, DC 20015
2022440363
aerie@rcn.com

Application to Historic Preservation to Subdivide McMillan Park

**Second Page shows 1350 Pennsylvania Avenue, the John A. Wilson Building, as the address for
Holland & Knight's attorney at the time, Mrs. Carolyn Brown, Esq.**

★ ★ ★



Government of the District of Columbia

APPLICATION AND REFERRAL TO THE HISTORIC PRESERVATION REVIEW BOARD

HPA 15-133

The DC Historic Landmark and Historic District Protection Act of 1978 requires the Mayor to refer construction plans to the Historic Preservation Review Board (HPRB) for consideration before issuing a building permit affecting a designated historic landmark or property within a historic district. To initiate a historic preservation review with HPRB, please submit this form with all required attachments as directed below.

THIS IS A REQUEST FOR THE FOLLOWING REVIEW BY THE HISTORIC PRESERVATION REVIEW BOARD:

CONCEPTUAL REVIEW to receive HPRB guidance at the early stages of design and to enable delegation of final permit review to the Historic Preservation Office (HPO)

PERMIT REVIEW to receive final historic preservation review of the building permit plans for a project *have confirmed with the HPO staff that the proposed work needs to be submitted for HPRB review*

1. OWNER, APPLICANT, AND PROPERTY INFORMATION

Property Owner's Name: District of Columbia, Office of the Deputy Mayor for Planning & Economic Development

Applicant's Name (if different from owner): Vision McMillan Partners c/o Holland & Knight LLP

Project Address: 2501 First Street, N.W.

Square: 5128 Lot: 801 Historic District: McMillan Park Reservoir

To find your square, lot and historic district, see www.propertyquest.dc.gov

- I am currently the owner of the property
- I am a homeowner currently receiving the DC homestead deduction for this property
- I am an authorized representative of the property owner
- I am or represent a potential purchaser of the property

2. SUBMISSION MATERIALS FOR HPRB

The following materials are included with this application:

Comprehensive exterior photographs of the building, structure, or site and its context (showing adjacent buildings, immediate surroundings, and the areas of proposed work) **SEE HPA 13-318**

For each of the following, two (2) copies for filing (HPO will request more copies after its initial project review):

- Site plan showing the existing footprint of the property and adjacent buildings
- Building plans, elevations, and site plan sufficient to illustrate the footprint, height, massing, design, and materials of the proposed work and its surrounding context **SEE SUBDIVISION PLAN ATTACHED**

3. PROJECT DESCRIPTION (CHECK ALL THAT APPLY)

- Addition
- Exterior Alteration
- New Construction
- Subdivision
- Other

Briefly describe the nature of the project: Subdivide site into seven building parcels as contemplated by HPRB in connection with concept redevelopment plan in HPA No. 13-318; see that file for project details and photos.

	YES	NO	UNSURE
Is the proposed work visible from a public street?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Will there be work on the front of the building or in the front yard?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the project include work in public space?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the project include removal of roof or floor framing or bearing walls?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is this a Fair Housing Act request for "reasonable accommodation"?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

N/A (subdivision)

(over)



Department of Consumer and Regulatory Affairs

Office of Surveyor
1100 4th Street SW
Washington DC 20024
Tel. (202) 442 - 4566

Remittance Source Document

OFFICE OF FINANCE AND TREASURY

Date: 12/19/2014 1:01 PM
Office: DCRA Term: WFE02
Batch: 31857 Batch Date 12/19
Cashier: OFT18
Trans #: 74
DEPARTMENT OF CONSUMER & Rcpt: 0163
Comment/Document: sr15so0163
Payment Total:
Payment Distribution:
3513 CRO (3246) 10001-ops60
3517 CRO (3250) 10001-ops60
CK Tendered: \$638

Date: December 19, 2014

SURVEYOR INVOICE

Invoice Number: 1650221

Customer: M. Carolyn Brown Book: Page:
Mailing Address: 1350 PENNSYLVANIA AVENUE Primary SSL #: 3128--0800
Associated Lots

Email: Carolyn.Brown@hklaw.Com Telephone No.: 2028625990 / 2029553000

Description of Work: Request for Subdivision for Square 3128, Lot 800 into six(6) lots of record
Additional SQ Lot



Request: SR15-SO-01663
Type of Permit: Customer Request

Table with 3 columns: Acct Code, Fees, Description. Rows include 1000L-3220-1000-3513 (\$58.00 Enhanced Service Fee) and 1000L-3250-1000-3517 (\$580.00 Subdivision Plat Lots). Invoice Total: \$638.00

Created By: Robert Reid

Please return one copy of this paid receipt to the Surveyor's Office.
Requests for services will not be processed until paid receipt is returned.
Thank you for your cooperation.

GOVERNMENT OF THE DISTRICT OF COLUMBIA
DEPARTMENT OF CONSUMER AND REGULATORY AFFAIRS
PERMIT OPERATIONS DIVISION
OFFICE OF THE SURVEYOR

REQUEST FOR SUBDIVISION

*Initial fee: \$440.00

**Deed Required

S.O. No. SR 15-01663

*An Additional fee will be charged for more difficult lots

** SUBDIVISIONS WILL NOT BE PREPARED WITHOUT COPY OF DEED.

I hereby furnish the following information and request that a plat of subdivision be prepared as hereinafter described:

LOCATION:

Square 3128

Lots 0800

OWNERS OF RECORD (Please Type or Print)

Number of Lots to Be Created 6

(a) If Corporation

District of Columbia

(Corporation Name)

M. Jeffrey Miller, Interim Deputy Mayor for Planning and Economic Development

(Name and Title of President or Vice-President)

(Name and Title of President or Vice-President)

Office of the Surveyor

DEC 19 2014

(b) If Partnership or Joint Venture (Give Names and Titles)

RECEIVED

(Association Name)

(c) If Individual

If additional space is required, please attach a supplemental sheet. It should be noted that the above information must be accurate because these names will appear on the subdivision plat, and they must be the owners of record as of the date of signing and recording the subdivision. **ANY INACCURACIES MAY RESULT IN DELAY AND/OR ADDITIONAL EXPENSES.**

I certify that the above information is true, complete and correct to the best of my knowledge and belief.

Signature of Owner or Authorized Agent

1350 Pennsylvania Ave, NW Suite 317, Washington, DC 20004

Mailing Address

gilles.stucker@dc.gov (Project Manager)

Email address

M. Jeffrey Miller

(202) 727-6365

Print Name

Phone Number

McMillan Expenses through 2014
Based on research of FOIA documents
received from DMPED by Court-order

McMillan Expenses :: Compiled by and through information obtained by FOIA documents (K. Vining & M. Bader)

	Total FY13	Total FY14	Total FY10-FY14	Percentage of overall costs to date
<u>Community Outreach</u>				
Create Communitas	\$24,495.98	\$37,589.61	\$89,976.76	1.45%
Fontaine & Company	\$0.00	\$0.00	\$0.00	0.00%
Chesapeake Public Strategies	\$60,860.38	\$0.00	\$100,028.07	1.61%
Ryan Harris		\$0.00	\$20,425.01	0.33%
Detroit Collaborative Design Cen		\$0.00	\$26,371.69	0.42%
<u>Architecture</u>				
Perkins Eastman	\$274,367.10	\$282,672.50	\$1,050,166.37	16.91%
Shalom Baranes	\$81,692.17	\$126,026.29	\$379,245.43	6.11%
MV&A	\$192,833.42	\$174,631.49	\$367,464.91	5.92%
WDG Architecture, PLLC	\$0.00	\$0.00	\$189,857.67	3.06%
Nelson Byrd Woltz Landscape A	\$91,135.94	\$140,684.16	\$291,556.82	4.69%
Lessard Design	\$184,924.87	\$182,510.02	\$491,053.24	7.91%
<u>Civil Engineer</u>				
Bowman Consulting	\$67,155.00	\$59,008.00	\$388,174.96	6.25%

<u>Structural Engineer</u>				
Robert Silman Associates	\$0.00	\$0.00	\$0.00	0.00%
Haynes Whaley Associates		\$0.00	\$5,000.00	0.08%
<u>Retail</u>				
Streetsense		\$22,625.00	\$22,625.00	0.36%
<u>Traffic and Transit</u>				
Symmetra Design	\$24,757.47	\$0.00	\$145,895.72	2.35%
Gorove/Slade	\$76,550.00	\$170,450.00	\$247,000.00	3.98%
<u>Historical Record</u>				
EHT Traceries	\$48,443.08	\$20,933.11	\$182,149.93	2.93%
<u>Fiscal Impact Analysis</u>				
Green Door Advisories, LLC		\$0.00	\$12,519.00	0.20%
<u>Legal</u>				
Holland & Knight	\$68,246.05	\$502,812.66	\$645,644.77	10.39%

Greenstein Delorme & Luchs	\$0.00	\$0.00	\$510.00	0.01%
<u>Project Director</u>				
Anne L. Corbett	\$133,980.28	\$139,415.83	\$339,396.11	5.46%
Jeffrey S. Henry Jr.		\$36,997.06	\$36,997.06	0.60%
<u>Development Team</u>				
EYA, LLC		\$0.00	\$36,178.10	0.58%
Trammell Crow Company		\$0.00	\$290.93	0.00%
Vision McMillan		\$975.00	\$975.00	0.02%
<u>Art</u>				
CulturalDC	\$9,231.25	\$39,903.14	\$49,134.39	0.79%
<u>Lighting</u>				
George Sexton Associates		\$24,776.00	\$24,776.00	0.40%
<u>Interactive Video</u>				
Interface Multimedia		\$47,500.00	\$47,500.00	0.76%

Other				
Trans Time Express	\$0.00	\$0.00	\$49.31	0.00%
Dariush Watercolors	\$0.00	\$0.00	\$15,000.00	0.24%
Herron Inc.	\$0.00	\$0.00	\$213.91	0.00%
Merrick & Towle Communication	\$1,125.00	\$906.00	\$21,581.00	0.35%
ECS Capital Services	\$15,722.50	\$208,889.75	\$224,612.25	3.62%
Maurice Cox Associates		\$0.00	\$2,668.43	0.04%
Zoning Hearing Fee		\$212,513.00	\$212,513.00	3.42%
Answer Title		\$1,000.00	\$1,000.00	0.02%
All Nations Baptist Church		\$600.00	\$600.00	0.01%
Revision Auto		\$466.26	\$466.26	0.01%
Total	\$1,355,520.49	\$2,433,884.88	\$6,211,823.10	
Total Allocated Budget	\$1,355,521.57		\$6,009,315.62	
Difference (to VMP?)	\$1.08			
CBE Compliance (actual)				\$1,329,764.78
CBE Compliance (35%)				\$2,174,138.09
CBE Gap				\$844,373.31

Total Contracts				21
CBE Contracts (50%)				7
CBE Gap				3.5
SBE Compliance (actual)				\$535,539.43
SBE Compliance (35%)				\$2,174,138.09
CBE Gap				\$1,638,598.66

Fontaine “Plan”



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 3rd 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;
-

- 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 4th 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 14th or 15th 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>Vision McMillan Partners</p>	<ul style="list-style-type: none"> -Education tear-off mail piece -Education / ID Phone call -Follow-up letter and calls to supporters -Present to ANC and community associations -Booth at local events & festivals -Frequent social media engagements - daily posts -Host cultivation events 	<ul style="list-style-type: none"> -Provide toolkit with sample LTEs to NOM and other community supporters -Send timely/relevant information & updates to blogs and local media 	
<p>Neighbors of McMillan</p>	<ul style="list-style-type: none"> -Host house parties -Send neighbor to neighbor letters -Disseminate signs -Unique social media presence with frequent content updates 	<ul style="list-style-type: none"> -Post on blogs and respond to relevant press online -Identify LTE writers 	<ul style="list-style-type: none"> -Coordinate letters to Council and elected bodies -Coordinate attendees and testimony at hearings -Coordinate meetings with Council Members -Passive communication through sign display -Attend events where electeds will be present - intercept
<p>McMillan Business Coalition</p>	<ul style="list-style-type: none"> -Post signs at place of business -Disseminate collateral to customers -Disseminate invites to customers 	<ul style="list-style-type: none"> -Send group op eds and individual LTEs -Post on blogs and respond to relevant press online 	<ul style="list-style-type: none"> -Schedule group meetings with Council Members -Interaction through social media, signs at business and flyers -Letters to council and decision-making bodies -Attendance and testimony at hearings -Invite Council Members to business coalition meetings -Passive communication through sign display
<p>3rd Party Validators</p>	<ul style="list-style-type: none"> -Send electronic and/or mail communication to members -Distribute collaterals to membership/organization -Lend their name to NOM or VMP communication -Attend community events and open houses 	<ul style="list-style-type: none"> -Author Op Eds and/or send individual letters to the editor -Use quotes in VMP press releases and advisories 	<ul style="list-style-type: none"> -Meet with and or call/write to Council Members -Attend hearings and testify
<p>Larger Community</p>	<ul style="list-style-type: none"> -Signs in yard -Host/attend house parties 	<ul style="list-style-type: none"> -Write letters to the editor -Post on blogs and respond to relevant press online 	<ul style="list-style-type: none"> -Write letters to Council and decision making bodies -Post on blogs/respond to online articles -Attend hearings and testify -Interaction through social media
<p>Local Blogs/Media</p>	<ul style="list-style-type: none"> -Post VMP collaterals -Cover emergence of NOM 		<ul style="list-style-type: none"> -Passively relay information to electeds and decision-makers through coverage of relevant information from VMP and NOM
<p>ANCs & Community Assns</p>	<ul style="list-style-type: none"> -Host VMP for presentations at monthly meetings -Disseminate collaterals and/or invites to events -Communicate support for VMP plans (where exists) to listserv, on website and social media 	<ul style="list-style-type: none"> -Supportive groups author op ed and/or encourage letters to the editor -Use quotes and/or highlight support in VMP press releases/advisories 	<ul style="list-style-type: none"> -Supporters: Write letters on behalf of group to Council and decision making bodies -Supporters: Attend hearings and testify - encourage members to do so -Supporters: Passively relay information to electeds and decision-makers through social media and coverage on blog/website

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