

**NLWJC - Kagan**

**DPC - Box 058 - Folder-015**

**Washington DC - Strategy**

February 19, 1997

**MEMORANDUM FOR THE PRESIDENT**

**CC:                   ERSKINE BOWLES**

**FROM:                ANN LEWIS**

**SUBJECT:            COORDINATED OUTREACH PLAN FOR D.C.**

This memorandum suggests a coordinated outreach plan to accompany your plan for the District of Columbia, making the best possible use of Presidential events, the other principals, and Cabinet and sub-Cabinet efforts.

***The Four Principals***

Events featuring yourself, the First Lady, the Vice President, and Mrs. Gore will be the most powerful demonstration of your commitment -- both to the community and to the media. For the first half of the year, we recommend that each principal commit to one D.C. event every two months. (During the summer, we would review this commitment and readjust for the fall as necessary.) This effort will require coordinated scheduling of events, and a regular review of events and invitations to ensure that we are making the best use of the principals' time.

As we move forward, Carol Thompson-Cole will review requests, suggest events, and recommend priorities. Communications will work with the principals' schedulers to coordinate events.

Preliminary suggestions include:

- Participating in one of D.C.'s four Net Days, to be held every Saturday in April;
- Joining clean-up efforts in D.C. Parks around Earth Day, also in April;
- Having a principal present for one or more efforts by federal agencies (for example: NASA is working with D.C. schools, GSA is donating computers);
- An ice hockey rink in Southeast has been renovated for neighborhood use (it is important to hold some events in Southeast);
- A separate announcement of our school construction effort for D.C. (ConnieLee), if we are not ready to announce it by this Friday's event.

### **Cabinet and Sub-Cabinet**

We will build on the work that is already being done through agency partnerships throughout the District. For example, the Department of Labor is helping the District to develop a school-to-work program.

For two weeks in March, after you announce your economic development package, we recommend asking members of the Cabinet to hold high-visibility events throughout D.C., making clear that this commitment is administration-wide and long-term. By packaging these events together, we can ensure maximum attention.

In April, May, and June, we will work with Cabinet Affairs to schedule high-visibility events that build up existing agency efforts and announce future commitments.

Preliminary events could include:

- Announce each piece of technical assistance in the D.C. plan with the appropriate Cabinet secretary (for example, HUD or GSA).
- Announce creation of summer jobs for D.C. youth (working with OPM, last year nearly 900 summer jobs were made available at the agencies; we expect more this summer);
- We may consider having you, as part of an upcoming D.C. announcement, ask members of the Cabinet to report on what they have already done in D.C., and on what more they can do -- giving us the opportunity to highlight both in a report.

Steve Silverman of Cabinet Affairs will coordinate agency activities and participation in events.

### **D.C. Interagency Task Force**

As you know, your interagency task force holds monthly meetings in addition to smaller working group meetings on critical issues, and has accomplished a great deal. For example, it has provided summer jobs to D.C. youth at federal agencies, worked with HUD and D.C.'s faith community under the leadership of the First Lady to increase home ownership, and worked with HUD and private businesses to open computer learning centers around the District. The Task Force should continue to be a source of good ideas.

We have begun regular meetings with representatives of Communications, OMB, Cabinet Affairs, and the First Lady's Office to generate and review events and ideas.

**TENTATIVE CALENDAR:**

February:

February 14 -- First Lady spoke at Cleveland Elementary School, challenged law firms to adopt schools

February 21 -- President announces DC Reads initiative with First Lady and General Becton

March:

March 7 -- President announces D.C. economic development package

March 14-21 -- Cabinet members do coordinated D.C. events

April:

April 26 [tentative] -- First lady joins Sidwell parents for "Christmas in April," fixing up D.C. housing

Participation in one of D.C.'s four Net Days (to be held every Saturday in April)

Principals join clean-up efforts in D.C. Parks around Earth Day