

## RESOLUTION

Resolution No. 23-12

PATRON: Robert W. Lazaro, Jr  
Executive Director  
DATE: January 26, 2023

### **AUTHORIZATION TO REQUEST PROPOSALS AND SIGN AN AGREEMENT FOR 2023 NORTHERN VIRGINIA CLEAN WATER PARTNERS SOCIAL MEDIA SUPPORT SERVICES**

WHEREAS, Northern Virginia jurisdictions are required by law to comply with Municipal Separate Storm Sewer (MS4) permits and watershed management plans that stipulate public outreach and education as a required component, with behavior change as the goal in support of meeting water quality standards;

WHEREAS, the Northern Virginia Regional Commission (NVRC) coordinates the Northern Virginia Clean Water Partners (NVCWP) in cooperation with Northern Virginia jurisdictions, water and sanitation authorities, businesses, and public schools to pool funding together towards a public outreach and education campaign that fulfills MS4 and watershed management plan requirements;

WHEREAS, NVRC provides administrative support for the campaign, including procurement of social media support services;

WHEREAS, in 2020, NVRC solicited proposals from professional social media firms to create a social media outreach campaign for the NVCWP that would engage and educate Northern Virginia residents around stormwater pollution prevention practices;

WHEREAS, NVRC entered into an agreement with The Hatcher Group in 2020 and extended its contract with the firm through June 2023 to design and implement the social media campaign;

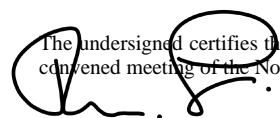
WHEREAS, the NVCWP seek to develop new social media content strategies that build on prior campaign years and continue to improve residents' stormwater-related knowledge and behaviors;

WHEREAS, funding for this request will come from the Northern Virginia Clean Water Partners;

THEREFORE BE IT RESOLVED, that on behalf of the NVCWP, NVRC authorizes the Executive Director to solicit proposals from professional social media firms to create and implement new social media outreach strategies that will promote stormwater pollution prevention behaviors;

BE IT FURTHER RESOLVED, that the Executive Director is authorized to enter into an agreement with the selected firm over a twelve month period for an amount not to exceed \$65,000.

#### **CERTIFICATION**

  
The undersigned certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Northern Virginia Regional Commission on January 26, 2023.

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*ROBERT W. LAZARO, JR., CERTIFYING OFFICER*