

## RESOLUTION

Resolution No. 23-16

PATRON: Robert W. Lazaro, Jr.  
Executive Director  
DATE: February 23, 2023

### AUTHORIZATION TO REQUEST PROPOSALS AND SIGN AN AGREEMENT FOR 2023 NORTHERN VIRGINIA CLEAN WATER PARTNERS ONLINE STORMWATER SURVEY 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, the NVCWP conducts an annual online survey of Northern Virginia residents' knowledge, attitudes, and behaviors around stormwater pollution issues to assess the success of the campaign and best understand how to direct future campaign efforts;

WHEREAS, NVRC provides administrative support for the campaign, including procurement of online survey services;

WHEREAS, NVRC entered into an agreement with Amplitude Research in 2009 to develop and distribute an online survey of Northern Virginia residents as a part of the NVCWP's campaign and continued its agreement with the firm through August 2022;

WHEREAS, the NVCWP seeks services to develop and conduct a new online survey that will utilize the latest survey tools and platform to reach the campaign's desired audience;

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 survey marketing firms to develop and distribute a new online survey that will help evaluate the effectiveness of the NVCWP's public outreach and education campaign over time;

BE IT FURTHER RESOLVED, that the Executive Director is authorized to enter into an agreement with the selected firm for an amount not to exceed \$20,000 through August 31, 2023.



#### 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 February 23, 2023.

  
ROBERT W. LAZARO, JR., CERTIFYING OFFICER