

RESOLUTION

Resolution No. 23-17

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

AUTHORIZATION TO EXTEND AN AGREEMENT WITH EFFECTV FOR NORTHERN VIRGINIA CLEAN WATER PARTNERS TV ADVERTISING 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 an education and outreach campaign that fulfills MS4 and watershed management plan requirements;

WHEREAS, the NVCWP utilizes digital advertisements as a mechanism to reach their campaign's audience;

WHEREAS, NVRC provides administrative support for the campaign, including procurement of digital advertisement services;

WHEREAS, Effectv is the sole provider for cable TV advertising services in Northern Virginia and has delivered a cost-effective means for reaching the NVCWP's target audiences through specific broadcast zones;

WHEREAS, Effectv, manages advertising for the cable networks in the area including Cox, Comcast, Direct TV, Verizon FIOS, Dish Network, Atlantic Broadband, and several other smaller networks in our area;

WHEREAS, advertising through Effectv will also allow the NVCWP to advertise on major cable channels such as Animal Planet, Discovery, ESPN, HGTV, National Geographic, and more;

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 enter into an agreement with Effectv for advertising services in support of the Northern Virginia Clean Water Partners' annual education and outreach campaign for an amount not to exceed \$65,000 over a twelve month period.



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