

RESOLUTION

Resolution No. 22-22

PATRON: Robert W. Lazaro, Jr.
Executive Director

DATE: March 24, 2022

AUTHORIZATION TO EXTEND AN AGREEMENT FOR CLEAN WATER PARTNERS 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; and

WHEREAS, NVRC coordinates a regional stormwater public education and outreach campaign known as "Only Rain Down the Storm Drain"; and

WHEREAS, the local governments and two drinking water authorities that contribute to the campaign have named themselves the Northern Virginia Clean Water Partners and annually pool outreach funds to take advantage of the reach and impact of multi-media advertising; and

WHEREAS, NVRC provides staff support and administrative services for the Program including procuring multi-media advertising services; and

WHEREAS, Effectv, formerly know as Comcast Spotlight, is the single provider for cable TV advertising services in the Northern Virginia region and has developed a cost-effective means of reaching target audiences in specific broadcast zones in the region; and

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; and

WHEREAS, advertising through Effectv will allow the Northern Virginia Clean Water Partners to advertise on major cable channels such as Animal Planet, Discovery, ESPN, HGTV, National Geographic, and more; and

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

THEREFORE BE IT RESOLVED, that the Northern Virginia Regional Commission authorizes the Executive Director to enter into an agreement with Effectv for advertising services in support of the Northern Virginia Clean Water Partners' Regional Stormwater Education Campaign for an amount not to exceed \$85,000 from April 1, through March 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 March 24, 2022.


ROBERT W. LAZARO, JR., CERTIFYING OFFICER