

RESOLUTION

Resolution No. 22-23

PATRON: Robert W. Lazaro, Jr.
Executive Director

DATE: March 24, 2022

AUTHORIZATION TO EXTEND AN AGREEMENT FOR SOCIAL MEDIA SUPPORT SERVICES FOR CLEAN WATER PARTNERS PROGRAM

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 was tasked by local jurisdictions to coordinate a regional stormwater public education and outreach campaign; 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, in 2020 proposals were solicited from professional social media firms to develop and carry out a social media campaign to promote awareness of pollution prevention behaviors; and

WHEREAS, NVRC entered into a contract with The Hatcher Group to create and implement a social media outreach campaign; and

WHEREAS, NVRC exercised the one-year extension option permitted by Resolution No. 21-29 for services through June 30, 2022; and

WHEREAS, The Hatcher Group's social media campaign has been satisfactory and they are willing to continue their work for another year with the same scope and price as their current engagement; and

WHEREAS, it is in NVRC's best interest to continue the engagement as a sole source procurement for one more year beginning July 1, 2022 to avoid an interruption in social media support services, as NVRC's program manager position is vacant and under recruitment, inhibiting timely completion of a full competitive process; and

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

THEREFORE BE IT RESOLVED, that the Northern Virginia Regional Commission authorizes the Executive Director to extend the contract with The Hatcher Group for an amount not to exceed \$64,000 from July 1, 2022 through June 30, 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