



## Northern Virginia Regional Commission

# RESOLUTION

Resolution No. 16-15

PATRON: G. Mark Gibb  
Executive Director  
DATE: February 25, 2016

### AUTHORIZATION TO SUBMIT A NATIVE PLANT SOCIAL MARKETING PROPOSAL TO VIRGINIA COASTAL ZONE MANAGEMENT PROGRAM

WHEREAS, the Northern Virginia Regional Commission (NVRC), through its adopted policies and work programs, has supported regional coordination of coastal zone management issues and has provided technical assistance to the Northern Virginia coastal zone for the past 25 years; and

WHEREAS, NVRC's Coastal and Chesapeake Bay Program continuously seeks new ways to promote awareness of coastal issues and to foster the efficient coordination of local, state, and federal coastal resources management goals; and

WHEREAS, there are many land and water quality benefits associated with using Virginia native plants in the landscape including reducing the rate at which invasive plant species are introduced into natural areas and parks; and

WHEREAS, NVRC has been coordinating a social marketing campaign to promote the use of plants native to Northern Virginia in the landscape for the past three years; and


WHEREAS, the Northern Virginia native plant campaign is part of a coast-wide effort by the Virginia Coastal Zone Management Program and its partners to increase the demand and supply of Virginia native plants; and

THEREFORE BE IT RESOLVED, that the Northern Virginia Regional Commission authorizes the Executive Director to submit a Native Plant Social Marketing proposal requesting \$31,847 to the Virginia Coastal Zone Management Program in support of furthering Northern Virginia local governments' ability to manage the region's coastal and environmental resources;

BE IT FURTHER RESOLVED that the Northern Virginia Regional Commission authorizes the Executive Director to enter into a contract with the Department of Environmental Quality, should the proposal be accepted for funding.

#### 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 25, 2016.

  
G. Mark Gibb, Certifying Officer

