



## Northern Virginia Regional Commission

# RESOLUTION

Resolution No. 18-11

PATRON: Robert W. Lazaro, Jr.  
Executive Director  
DATE: September 28, 2017

### LETTER OF AGREEMENT FOR CLEAN WATER PARTNER ADVERTISING SERVICES

WHEREAS, Northern Virginia jurisdictions are required to engage in public education and outreach to meet the requirements of state and federal water protection programs; and

WHEREAS, NVRC was tasked by local jurisdictions to coordinate a regional stormwater public education and outreach effort to enable local jurisdictions to leverage outreach funds for more cost-effective communications via use of cable advertising; and

WHEREAS, eleven local governments and three independent drinking water and sanitation authorities made financial contributions for the ninth year of the Northern Virginia Clean Water Partners – Regional Stormwater Education Campaign; and

WHEREAS, the Northern Virginia Clean Water Partners (NoVa CWPs) proposes to acquire the services of Comcast Spotlight to provide advertising services, to broadcast extensive Public Service Announcements developed to reduce stormwater pollution in Northern Virginia; and

WHEREAS, Comcast Spotlight is the single provider for cable TV advertising in the Washington, D.C., area and has developed a cost-effective means of reaching the Northern Virginia audience; and

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

WHEREAS, advertising through Comcast Spotlight will allow NoVa CWPs to advertise on major cable channels such as Animal Planet, ESPN, National Geographic, TLC, HGTV, and many more; and

WHEREAS, Comcast Spotlight reaches over 1.6 million households in the metro area, providing an excellent reach to the audience for the NoVa CWPs to meet their required outreach targets; and

WHEREAS, Comcast Spotlight has very targeted advertising zones that allow NoVa CWPs to select the particular areas in Northern Virginia in which to advertise, maximizing the effectiveness of the group's advertising dollars; and

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

THEREFORE BE IT RESOLVED, that the Northern Virginia Regional Commission authorizes the Executive Director to execute a letter of agreement with Comcast Spotlight for advertising services in support of the Northern Virginia Clean Water Partners – Regional Stormwater Education Campaign, for an amount not to exceed \$90,500, through December 31, 2018.



### 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 September 28, 2017.

  
ROBERT W. LAZARO, JR., CERTIFYING OFFICER