

**SCOPE OF SERVICES SUMMARY
FOR GUILFORD COUNTY
BY THE
PIEDMONT TRIAD REGIONAL COUNCIL
FOR THE
STORMWATER SMART MASS MEDIA SERVICES**

This Scope of Services provided for GUILFORD COUNTY by the PIEDMONT TRIAD REGIONAL COUNCIL, hereinafter referred to as "PTRC" pertains to the services provided by the Stormwater SMART (SMART) Program.

WITNESSETH:

WHEREAS, the SMART and GUILFORD COUNTY stormwater programs have the same basic mission of providing regional stormwater education; and,

WHEREAS, Stormwater SMART has excelled in direct education; and,

WHEREAS, PTRC desires to enhance the mass media and direct education services provided by SMART, to member communities large and small in multiple watersheds.

NOW, THEREFORE, the following mass media services will be provided:

1. SMART will maintain the existing FY 17-18 standard fee structure of the Piedmont Triad Water Quality Partnership for FY19 participants.
2. PTRC will provide participants with the following services for the Project, and will be reimbursed by the COUNTY for said services, as outlined below.

SMART will assist GUILFORD COUNTY in any number of the following tasks:

- 3 months of digital Spectrum Reach campaign (desktop, mobile and tablet advertisements) using video pre-roll and in banner advertising with est. 100,000 impressions monthly in unincorporated areas of Guilford County (est. 980,000 impressions in the entire SMART region)
- Promoting unlimited number of outreach and education events through SMART social media platforms (e.g. Instagram, Twitter, Facebook)
- Up to 250 (more can be requested, but are dependent on availability) full color multi-fold brochures with 6 target pollutant messages
- Unlimited local use and access of digital media materials for use in public buildings, parks, DMV locations, outdoor movies, etc.

Total reimbursement GUILFORD COUNTY will provide to PTRC for SMART services will be \$3,000 and can be combined with normal PTRC dues invoices, estimated to be mailed July, 2018.

3. SMART will provide a public outreach and education annual report by August 31 after fiscal year end, with local and regional outreach and education numbers for both mass media and direct education. Interim metrics can be provided as needed.

*Some digital Spectrum Reach could be substituted with Cinema advertising, but coordinated w1th other participating SMART media members.

4. The period of performance under this Agreement will begin on July 1, 2018 and will conclude on June 30, 2019.

IN WITNESS WHEREOF, both GUILFORD COUNTY and PIEDMONT TRIAD REGIONAL COUNCIL have caused this Agreement to be executed with the following signatures and seals, all pursuant to authority duly granted, effective as of the day and year first above written.

GUILFORD COUNTY

ATTEST:

Marty K. Lawing Date
Guilford County Manager

Robin B. Keller Date
Guilford County Clerk to Board

PIEDMONT TRIAD REGIONAL COUNCIL

WITNESS:

Matthew Dolge Date

Date

Printed Name:_____

This instrument has been preaudited in the manner required by the Local Government Budget and Fiscal Control Act.

This instrument has been preaudited in the manner required by the Local Government Budget and Fiscal Control Act.

Harley Will Date
Interim Guilford County Finance Director

Robin Shelton Date
Piedmont Triad Regional Council Finance Director

B

_ Robin Shelton, Finance Directo