



Legislation Text

File #: 2018-299, Version: 1

TITLE

INTERLOCAL AGREEMENT BETWEEN GUILFORD COUNTY AND THE PIEDMONT TRIAD REGIONAL COUNCIL FOR STORMWATER SMART MASS MEDIA SERVICES

SPONSOR

J. Leslie Bell (Teresa Andrews)

BACKGROUND

Staff requests approval of the attached Interlocal Stormwater Education Agreement with the Piedmont Triad Water Quality Partnership to replace similar stormwater public education/awareness activities for FY18/19 with the dissolution of the Piedmont Triad Water Quality Partnership (Partnership) beginning in FY18/19.

In 2003, Guilford County approved a multi-jurisdictional Interlocal Stormwater Education Agreement with the Piedmont Triad Water Quality Partnership (Partnership) to assist in meeting complimentary needs for the education of Piedmont-area businesses and citizens with regard to stormwater and water quality management. Guilford County historically (including FY18/19) budgeted \$3,000 per FY as its financial obligation to the partnership to help pay for regional stormwater public education/awareness and communication efforts/program. With a change in partnership administration and per the attached 24-May-18 Partnership Meeting minutes (see item #10), the Executive Committee has decided that the Partnership will be inactive as of FY18/19. Although notice of the dissolution of the Partnership has been communicated, a remaining balance of approximately \$26,000 remains of which the Partnership is proposing to transition the current litter advertisement into a children's version (see attached Partnership Meeting minutes item #10) to assist in meeting public education/awareness requirements.

The attached Excerpt from the Jordan Lake Rules Guidance Document for Stage One Adaptive Management Programs (Guidance Document) details the public education program requirements (partially met by the altering of the current litter ad into a children's version given the financial resources available).

As the Guilford County Stormwater Program works to develop a more long-term stormwater

education/awareness strategy, staff is requesting approval of the attached Scope of Services for Guilford County by the Piedmont Triad Regional Council for the Stormwater Smart Mass Media Services for FY18/19 (<https://www.ptrc.org/services/regional-planning/stormwater-smart>).

This service, coupled with current activities, complies with the Guidance Document and will include the following:

1. Three (3) months of digital Spectrum Reach campaign using video pre-roll and in banner advertising with an estimated 100,000 impressions monthly in unincorporated areas of Guilford County;
2. Promoting unlimited number of outreach and education events through SMART social media platforms (e.g., Twitter, Facebook, Instagram);
3. Up to 250 full color multi-told brochures with 6 target pollutant messages; and
4. Unlimited local use and access of digital medial materials for use in, but not limited to, public buildings, parks, Div. of Motor Vehicle locations, and outdoor movies.

Attached is a list of former Partnership participants who have either confirmed or tentatively confirmed participation with Stormwater SMART as of 10-Jul-18, FY18/19.

Staff is requesting that funds budgeted in FY18/19 for the Partnership (\$3,000) be redirected to Piedmont Triad Regional Council's Stormwater SMART program and that the attached Scope of Services be approved for FY18/19.

BUDGET IMPACT

NO ADDITIONAL COUNTY FUNDS REQUIRED

REQUESTED ACTION

Approve, in substantial form, the attached Interlocal Agreement Between Guilford County and the Piedmont Triad Regional Council for Stormwater SMART Mass Media Services for FY18/19 to provide local and regional stormwater public education and awareness.