

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
777 NORTH CAPITOL STREET, NE
WASHINGTON, DC 20002-4290**

**RESOLUTION AUTHORIZING COG TO CONTRACT FOR MEDIA SUPPORT SERVICES
FOR THE GO RECYCLE CAMPAIGN**

WHEREAS, local governments in the region have set recycling goals, many more ambitious than state requirements; and

WHEREAS, successful recycling programs require periodic education; and

WHEREAS, radio media is regional and is an efficient way to enhance recycling education; and

WHEREAS, radio production and advertising is expensive and local governments have limited budgets for recycling promotion; and

WHEREAS, a regional radio promotion campaign provides economies of scale for local government recycling promotion; and

WHEREAS, COG has successfully conducted the regional Go Recycle Campaign on radio since 2002.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS THAT:**

The Executive Director or his designee is authorized to execute a contract with a competitively bid contractor to provide media support services to the Metropolitan Washington Council of Governments for the Go Recycle Campaign. Contractual services will not exceed \$30,000 and will be provided from existing program funding. No COG matching funds are required.
