



Lexington-Fayette Urban County Government
DEPARTMENT OF ENVIRONMENTAL QUALITY AND PUBLIC WORKS

Jim Gray
Mayor

Charlie Martin
Acting Commissioner

TO: Jim Gray, Mayor
Urban County Council

FROM: Susan Plueger
Susan Plueger, Director
Division of Environmental Policy

DATE: March 7, 2014

RE: Requesting Authorization to Award Contract to The Matrix Group for research services for the Division of Environmental Policy

The Division of Environmental Policy is requesting authorization to award a contract to The Matrix Group for research related to public knowledge and attitudes regarding environmental issues in Lexington. A review panel has recommended the selection of The Matrix Group as the contractor in response to RFP #3-2014.

A baseline attitudinal study of Fayette County residents and businesses was performed in 2009 that provided information to help shape a stormwater education and outreach program directed by the Division.

The Matrix Group is tasked with conducting surveys of citizens and selected businesses for the purpose of measuring their knowledge of and attitudes toward environmental issues, including stormwater quality. All surveys shall be conducted and reports submitted to the Division by July 31, 2014. Information from the surveys shall be used to refine education and outreach programs.

For the services described, The Matrix Group shall be compensated \$35,845 for the successful completion of the project.

Amount	Budget
\$3584	4121 313201 3095 71299
\$3584	4002 313201 3095 71299
\$28677	4051 313201 3095 71299