



MEMORANDUM

TO: Mayor Linda Gorton
Urban County Council

FROM: Susan Plueger, Director
Division of Environmental Services

DATE: August 23, 2019

SUBJECT: Request authorization to execute an agreement with Wisser Strategies for stormwater creative design services for the Division of Environmental Services

Request

The Division of Environmental Services requests Council authorization for the Mayor to execute an agreement with Wisser Strategies to provide services to develop stormwater ads and assets, including graphics, images and other components of the ads for one (1) year with an option for two (2) one-year renewals, contingent on funding. The amount of the agreement is not-to-exceed \$50,000.00 per fiscal year.

Why are you requesting?

A review panel has recommended the selection of Wisser Strategies as the consultant in response to RFP #34-2019 Stormwater Collateral Development.

The creative services procured by this contract support the goals of the Department of Environmental Quality and Public Works by producing advertisements, graphics, images, and other creative assets for use in outreach and media campaigns. This contract is solely focused on stormwater and water quality related topics, and as such all deliverables support fulfillment of the public education and involvement requirements of Lexington's Municipal Separate Storm Sewer System (MS4) Permit with the Commonwealth of Kentucky.

What is the cost in this budget year and future budget years?

The cost for FY2020 is not-to-exceed \$50,000.00. Contingent upon funding in future budget years, the contract may be renewed for up to two (2) one-year renewals.

Are funds budgeted?

The funds are fully budgeted in FY2020 as follows: 4051 – 313201 – 3095 – 71299

File Number: 0889-19

Director/Commissioner: Susan Plueger/Nancy Albright

