



Lexington-Fayette Urban County Government
DIVISION OF GRANTS AND SPECIAL PROGRAMS

Jim Gray
Mayor

Sally Hamilton
CAO

**TO: JIM GRAY, MAYOR
URBAN COUNTY COUNCIL**

**FROM: IRENE GOODING, DIRECTOR
DIVISION OF GRANTS AND SPECIAL PROGRAMS**

DATE: SEPTEMBER 16, 2015

**SUBJECT: Amendment to Agreement with Group CJ, LLC, for additional services under
the mobility office marketing campaign for Fiscal Year 2016**

Request:

Request Council authorization to execute Amendment to Agreement with Group CJ, LLC, in the amount of \$40,000 for additional services under the mobility office marketing campaign for Fiscal Year 2016. Additional Services to include public education regarding traffic safety for bicyclists, pedestrians and motorists to further the goal of reducing the incidence and severity of injuries resulting from bicycle and pedestrian traffic collisions.

Why are you requesting:

On July 7, 2015 (Resolution No. 444-2015), Council approved execution of an Agreement in the amount of \$51,500 with Group CJ, LLC for a marketing campaign for the mobility office in the Division of Planning. The purpose of the marketing campaign is to increase the public's awareness of air quality issues and encourage the use of transportation alternatives. Group CJ, LLC was selected as a contractor upon review of proposals submitted in response to RFP-#49-2014. The Division of Planning and the Division of Traffic Engineering have collaborated on a public education campaign and have determined that Group CJ's existing contract is within the scope of services of RFP #49-2014. These additional services will include public education regarding traffic safety for bicyclists, pedestrians and motorists to further the goal of reducing the incidence and severity of injuries resulting from bicycle and pedestrian traffic collisions.

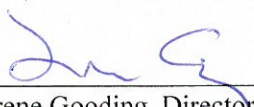
What is the cost in this budget year and future budget years?

The cost in Fiscal Year 2016 is \$40,000. There is no planned cost in future years.

Are the funds budgeted? Yes. 1136-303602-3603-91613

File Number: 1185-15

Director/Commissioner: Hoskins-Squier/Holmes


Irene Gooding, Director