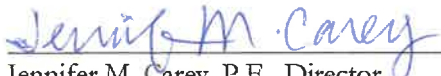




**TO:** Mayor Linda Gorton  
Urban County Council

**FROM:**   
Jennifer M. Carey, P.E., Director  
Division of Environmental Services

**DATE:** June 6, 2022

**SUBJECT:** Request authorization to execute a contract with Wisser Strategies for stormwater collateral development

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**Request**

The purpose of this memorandum is to request Council authorization for the Mayor to execute a Contract for Services, awarded pursuant to RFP 28-2022, with Wisser Strategies to develop stormwater advertisements and materials, including graphics, images, and other components for FY23 with an option for two (2) 1-year renewals, contingent on funding. The amount of the contract is not to exceed \$50,000 per fiscal year.

**Why are you requesting?**

Stormwater outreach materials support goals of the Department of Environmental Quality and Public Works. The state-issued Municipal Separate Storm Sewer System (MS4) Permit requires Lexington to have a Public Education and Outreach program for stormwater. The materials developed will be used to promote behavior such as not littering, picking up pet waste, proper disposal of leaves and grass clippings, etc. Wisser Strategies was one of three respondents to RFP No. 28-2022 Stormwater Collateral Development, and they received the highest score from the selection committee.

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

The cost for FY23 is \$50,000, contingent upon passage of the budget. This cost is anticipated to remain the same in each of fiscal years 2024 and 2025.

**Are the funds budgeted?**

Contingent upon passage of the FY23 budget, funds should be available in 4051-313201-3095-71299.

**File Number:** 0605-2022

**Director / Commissioner:** Carey / Albright

