



TO: Mayor Linda Gorton
Urban County Council

FROM: Polly Ruddick, Director, Office of Homelessness Prevention & Intervention

CC: Sally Hamilton, CAO

DATE: September 28, 2020

SUBJECT: Development, Implementation, and Management of a Communications Strategy for the Lexington-Fayette Continuum of Care

Request:

Authorization to: Execute an agreement with Untold Content to develop, implement, and manage a communications strategy for the Lexington-Fayette Urban County Government's Homelessness Prevention and Intervention Board/Continuum of Care Board and the Office of Homelessness Prevention and Intervention to Continuum of Care at a cost of \$233,763.00.

Why are you requesting?

Department needs this action completed because: During work sessions for the new 5-year strategic plan to reduce and end homelessness, many key informants and participants discussed the need for a centralized public education campaign and unified messaging, as well as the importance of telling stories, who is most impacted by homelessness like families and children, and ways people and families have successfully navigated out of homelessness into permanent and stable housing. Stakeholders believe that this sort of messaging will help secure additional funding streams which will impact the mission of ending homelessness in Fayette County.

Community outreach and engagement can help gain new and increased resources for preventing and ending homelessness in Fayette County. The OHPI and the LFUCG Homelessness Prevention and Intervention, Continuum of Care Board seek to enhance community outreach and engagement around the issues of homelessness and affordable housing through the following actions: (1) Create a Centralized Public Education Campaign and (2) Expand Access and Use of Public Data Interface.

The campaign may address topics such as available homelessness services and resources, who experiences homelessness in the community like families and children, tenant rights and eviction diversion, and the funding necessary to reduce and effectively end homelessness and expand affordable housing in the community.



The HPI/CoC Board wishes to contract with Untold Content to create united messaging such as talking points, pitch decks and an elevator speech, as well as create marketing materials, presentations, social media advertisements, and arrange community events.

Fund allocation has been approved by the Homelessness Intervention and Prevention Board under the Innovative and Sustainable Solutions to Ending Homelessness Fund.

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

The cost for this FY 21 is: \$233,763.00

The cost for future FY 22 is: \$0

Are the funds budgeted?

The funds are budgeted or a budget amendment is in process: Yes

Account number: 1145-155003-0001-78112

File Number: 0952-00

Director/Commissioner: Polly Ruddick/Sally Hamilton, CAO

