



**MEMORANDUM**

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

**FROM:** Susan Plueger, Director *slp*  
Division of Environmental Services

**DATE:** November 15, 2019

**SUBJECT:** First Amendment to Agreement with Wisser Strategies for Media Planning and Placement to Expand Scope and Budget for Outreach Related to the UK Trunks C, D, and E Sanitary Sewer Remedial Measures Projects

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**Request**

The purpose of this memorandum is to request Urban County Council to authorize the Mayor to sign the First Amendment to Agreement for Contract #234-2019 with Wisser Strategies, increasing the contract amount by \$119,200.00 and broadening the scope of work to support the construction activities associated with the UK Trunks C, D, and E Sanitary Sewer Remedial Measures Projects.

**Why are you requesting?**

On September 26, 2019, Council approved execution of an agreement (Resolution 514-2019) with Wisser Strategies, not to exceed \$225,000 annually, to perform media planning and placement services for public outreach related to stormwater and recycling. This requested amendment would increase the scope of the contract to include the city's media outreach efforts for the upcoming UK Sanitary Sewer Trunks C, D and E Consent Decree Remedial Measures Projects. These projects will have a significant impact on motorists, cyclists, and pedestrians along the Euclid Drive corridor. The purchased media would be used to share updates on the projects, and remind visitors and residents that businesses in the area are still open. This amendment will allow this work to be completed under the terms of the existing media planning and placement contract, pending future contract renewals, in accordance with the original resolution.

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

The budget impact in Fiscal Year 2020 is not to exceed \$119,200.00, with no impact in future years.

**Are funds budgeted?**

Funds are budgeted under the following Consent Decree capital project accounting:  
**4003 - 303408 - 3466 - 92811 Project ID: UKTRUNKCD\_2017 Activity: CONSENT\_DE 2017 LFUCG**

**File Number:** 1265-19

**Director/Commissioner:** Plueger/Albright

