



Mayor Jim Gray

LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT
Division of Grants and Special Programs

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

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

DATE: OCTOBER 31, 2011

**SUBJECT: REQUEST COUNCIL AUTHORIZATION TO EXECUTE
AGREEMENT WITH AD-SUCCESS FOR MOBILITY OFFICE
MARKETING CAMPAIGN FOR FISCAL YEAR 2012**


The Lexington-Fayette Urban County Government annually receives federal funds for operation of its mobility office (Ridesharing program), funded from the Surface Transportation Program-Lexington (SLX) and operated by the Division of Planning. Acceptance of these funds for Fiscal Year 2012 was approved by Council on April 14, 2011 (Ordinance # 36-2011).

The approved grant project provides for the design and implementation of a marketing campaign that will increase the public's awareness of air quality issues and encourage the use of transportation alternatives. The ultimate goal of the air quality program is to ensure air quality conformity in accordance with the state of Kentucky's implementation plan. A Request for Proposals (RFP-# 46-2010) was issued in October 2010 soliciting proposals from interested firms for the design and implementation of a marketing campaign in Fiscal Years 2011 and 2012. Ad-Success was selected for contract award based upon its experience with transit accounts, its role as a full service advertising agency, its submission of materials, and its understanding of the project. In addition to contract award in Fiscal Year 2011, the RFP provides for a one-year renewal in Fiscal Year 2012, pending agreement by both parties and availability of funding. The Agreement in the amount of \$44,400 with Ad-Success includes design, television and radio time, print materials, commodities, and documentation of Public Service Announcements.

Funds are budgeted as follows:

FUND	DEPT ID	SECT	ACCT	PROJECT	BUD REF	ACTIVITY
3160	160705	0001	71299	MOBILITY 2012	2012	3.4

Council authorization to execute the agreement for Fiscal year 2012 is hereby requested.


Irene Gooding, Director

Xc: Richard Moloney, Chief Administrative Officer

HORSE CAPITAL OF THE WORLD