

**ADDENDUM TO  
MEDIA PLACEMENT CONTRACT  
MPO AND SAFE STREET PROJECTS**

**Project Goals and Objectives**

The Metropolitan Planning Organization (MPO) aims to promote safe streets for all users by encouraging drivers, cyclists, scooters and pedestrians to follow rules of the road (and trails), pay attention and respect other users. The MPO also is committed to: promoting regional transportation projects, roads and trails; encouraging use of alternative forms of transportation; and engaging the public in transportation planning. Communication to drivers, cyclists, scooters and pedestrians in the MPO service area is necessary to solicit input, increase awareness of the MPO's activities and encourage the desired behaviors.

**Scope of Work**

The selected contractor shall perform the following tasks:

1. Placement Plan Development
  - a. In cooperation with EQPW, the contractor shall create marketing placement recommendations for the project.
  - b. Materials to be placed may include:
    - i. :30 radio spots
    - ii. :15 radio spots
    - iii. Digital advertisements
    - iv. Desktop and mobile
    - v. Geo-fencing targeting
    - vi. Print ad(s)
    - vii. Digital banner ad(s)
    - viii. \*The city will continue to manage placement for several outlets, including social media (Facebook, Twitter and Instagram), and university and community radio outlets.
  - c. The campaign will target several different audiences including drivers, cyclists, scooters and pedestrians in the MPO service area. The contractor should adapt placement plans according to the specific audiences identified by the city.
2. Plan Execution
  - a. The contractor shall work with outlets included in the approved plan to schedule and run ads.
  - b. The contractor will ensure the outlets have the creative assets they need in a timely manner. Any additional assets produced by the outlets must be approved by the city's contract manager.
  - c. The contractor shall pay the media outlets in a timely manner and provide copies of original invoices to LFUCG.
3. The proposed scope of work is intended to be a general outline and not an all-inclusive description of each element to be included in the contract. The contractor may suggest additions or deletions to the scope to enhance project outcomes and fulfill project goals.

### **Term of Agreement**

1. The maximum budget for this addendum is \$50,000 per FY. LFUCG's Department of Environmental Quality and Public Works (EQPW) reserves the right to spend less than this.
2. EQPW reserves the right to make the final decision regarding outlets and placement. All buy plans must be approved by EQPW.
3. The contractor shall be paid in accordance with the terms of the original agreement.
4. The contract may be terminated for any reason with 30-day written notice by either party. If the contract is terminated, LFUCG agrees to pay all fees and expenses incurred in relation to the contract.