



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

**FROM:**

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

**DATE:** June 26, 2025

**SUBJECT:** Agreement with Wiser Strategies for Collateral Development

---

**Request**

The purpose of this memorandum is to request Council authorization for the Mayor to execute an agreement with Mackey Group d/b/a Wiser Strategies to provide collateral development services to create outreach assets, including videos, graphics, images and other materials for one (1) year with an option for two (2) one-year renewals, contingent on funding. Assets will focus on stormwater (primary) and waste management (secondary) topics.

**Why are you requesting?**

The services provided by this agreement support the goals of the Department of Environmental Quality and Public Works. This includes fulfilling obligations under the state-issued Municipal Separate Storm Sewer System (MS4) Permit. The materials developed will be used to promote behaviors such as reduced littering/increased litter cleanup, picking up after pets, proper use of lawn chemicals, proper disposal of leaves, proper cart set out, and other subjects as determined by the department. Wiser Strategies was one of five respondents to RFP No. 17-2025 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 FY26 is \$60,000. The cost for FY27 - FY28 is projected to be \$60,000 per year.

**Are the funds budgeted?**

Yes, funds are budgeted and available as follows:

1115-313201-3095-71299	\$20,000
4051-313201-3095-71299	\$40,000

**File Number:** 0680-25

**Director / Commissioner:** Carey / Albright

