




TO: Mayor Linda Gorton  
Urban County Council

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

DATE: August 27, 2021

SUBJECT: Third Amendment to Agreement with Wiser Strategies for Media Planning and Placement in Order to Change Funding for Outreach Related to Leaf Vacuum Collection

---

**Request**

The purpose of this memorandum is to request approval of the Third Amendment to the Agreement with Wiser Strategies, increasing the contract amount by \$60,000 to allow for additional funding from Waste Management (1115), which will be used to promote the leaf vacuum collection program. The leaf vacuum collection outreach efforts were previously funded by the Water Quality Management Fund (4051). That funding will be redirected to other stormwater messaging, already included in the Scope of Work.

**Why are you requesting?**

On September 26, 2019, Council approved execution of an agreement with Wiser Strategies, not to exceed \$225,000 annually, to perform media planning and placement services for public outreach related to stormwater and recycling. Later that year, the contract was amended to include media outreach efforts related to the UK Trunks C, D, and E Consent Decree Remedial Measures Projects. A second amendment increased the scope of the contract to include the city's media outreach efforts for the Metropolitan Planning Organization with funding of \$50,000 per contract year. This third amendment will allow for leaf vacuum collection outreach to be funded by additional funds from waste management without impacting the recycling outreach budget. This work will 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 cost for FY22 is \$60,000.00. The cost for FY23 is projected to be \$60,000.00.



**Are the funds budgeted?**

Funds are budgeted and available in 1115-303501-0001-71299

**File Number:** RFP #29-2019 / Resolution #514-2019 / Contract #234-2019

**Director / Commissioner:** Carey / Albright

