



**TO: LINDA GORTON, MAYOR
URBAN COUNTY COUNCIL**

**FROM: CHARLIE LANTER, DIRECTOR
DIVISION OF GRANTS AND SPECIAL PROGRAMS**

DATE: JUNE 12, 2019

**SUBJECT: Agreement with Group CJ LLC for alternative transportation marketing
campaign for Fiscal Year 2020--RFP 46-2017**

Request: Council authorization to execute Agreement with Group CJ LLC in the amount of \$100,000 for alternative transportation marketing campaign for Fiscal Year 2020.

Purpose of Request: The Lexington-Fayette Urban County Government annually receives federal funds to conduct an alternative transportation marketing campaign, funded from the Surface Transportation Block Grant Program-Lexington (SLX) and operated by the Division of Planning. Acceptance of these funds for Fiscal Year 2020 was approved by Council on March 7, 2019 (Resolution No. 099-2019).

The approved grant project provides for the design, production and implementation of a marketing campaign that will promote alternative transportation programs, facilities and services that are available to residents and commuters in Lexington and the broader Central Kentucky area. This includes vanpooling, carpooling, ridesharing, bicycling, public transit, walking and telecommuting and other activities that reduce single occupancy vehicle use, congestion and air pollution. A Request for Proposals (RFP-#46-2017) was issued on November 2, 2017 soliciting proposals from interested firms for the design and implementation of a marketing campaign in Fiscal Year 2018 with a provision for two one-year renewals in Fiscal Years 2019 and 2020. Of the proposals received, Group CJ LLC was determined to be superior with regard to professionalism of proposal, project approach, and budget. The Agreement in the amount of \$100,000 with Group CJ LLC includes production, television and/or radio time, web and social media content/ads, print materials and commodities.

Cost in this Budget year and future budget years: Cost in this budget year is \$100,000. Costs in future budget years are dependent upon continued federal funding.

Are the funds budgeted? Funds are budgeted as follows: 3160-160705-0001-71299

File Number: 0676-19

Director/Commissioner: Duncan/Atkins

