



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

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

**DATE: JANUARY 6, 2020**

**SUBJECT: Agreement with RED7E, Inc.**

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**Request:** Council authorization to execute agreement with RED7E, Inc., in the amount of \$57,248 for Year 2 implementation of an overdose prevention awareness campaign for the First Responders and Community Partners Overdose Prevention Project as funded by the U.S. Department of Health and Human Services First Responders - Comprehensive Addiction and Recovery Act Grant Program.

**Purpose of Request:** On September 12, 2019 (Resolution #485-2019), Council approved acceptance of federal funds from the U.S. Department of Health and Human Services for provision of services under Year 2 of the First Responders - Comprehensive Addiction and Recovery Act Program. In Year 1 of the project, RFP #33-2018 was issued requesting proposals from interested firms to provide design services for the Good Samaritan Campaign. RED7E was selected and provided design and implementation services for the overdose prevention awareness campaign. In Year 2, RED7E will continue implementation of the campaign including purchase of media using elements designed in Year 1.

**What is the cost in this budget year and future budget years?** \$57,248 is budgeted for FY20. Future budget years will depend on additional grant funding.

**Are the funds budgeted?** Yes. Funds are budgeted as follows: 3190-606105-0001-71299 – SAMHSA\_2020.

**File Number:** 0054-20

**Director/Commissioner:** Baker/Ford

