



**MEMORANDUM**

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

**FROM:** Susan Plueger, Director *SLP*  
Division of Environmental Services

**DATE:** March 1, 2019

**SUBJECT:** Request authorization to purchase radio advertising from LM Communications, Inc., a Sole Source Provider, for stormwater education outreach

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**Request**

The Division of Environmental Services requests authorization to purchase radio advertising from LM Communications, Inc., a Sole Source Provider, for an amount not to exceed \$19,550.00 in FY2019, for stormwater and water quality educational purposes.

**Why are you requesting?**

The Division of Environmental Services, on behalf of the Department of Environmental Quality and Public Works, utilizes mass marketing communications in the form of radio, TV, and social media to inform and educate the public on environmental topics, including ways to reduce stormwater pollution and improve water quality. These communications serve to help fulfill public education and involvement requirements of Lexington's Municipal Separate Storm Sewer System (MS4) Permit with the Commonwealth of Kentucky, and are reported to the State as a permit activity.

Direct purchasing of advertising through LM Communications, Inc. will provide for radio advertising on Classic Rock 92.1, ESPN 1300am, and The Beat 107.9 from March through June of 2019. During the media campaign, audience reach will be analyzed and additional stations may be added to further the reach of the messages while staying within the not-to-exceed amount. Topics will include information on stormwater pollution reduction, including the benefits of trees for water quality, picking up after your pet and water quality- friendly lawn-care practices.

**What is the cost in this budget year and future budget years?**

The cost in FY2019 is not to exceed \$19,550. There are no future budget year implications.

**Are funds budgeted?**

Funds are fully budgeted in the following account: 4051-313201-3095-71299.

**File Number:** 0268-19

**Director/Commissioner:** Plueger/Martin

