



Lexington-Fayette Urban County Government
DIVISION OF GRANTS AND SPECIAL PROGRAMS

Jim Gray
Mayor

Sally Hamilton
CAO

**TO: JIM GRAY, MAYOR
URBAN COUNTY COUNCIL**

**FROM: IRENE GOODING, DIRECTOR
DIVISION OF GRANTS AND SPECIAL PROGRAMS**

DATE: JUNE 5, 2015

SUBJECT: Request Council authorization to execute agreement with Group CJ, LLP, for mobility office marketing campaign for Fiscal Year 2016 RFP 49-2014


The Lexington-Fayette Urban County Government annually receives federal funds for operation of its mobility office (Ridesharing program), funded from the Surface Transportation Program-Lexington (SLX) and operated by the Division of Planning. Acceptance of these funds for Fiscal Year 2016 was approved by Council on April 30, 2015 (Resolution No. 215-2015).

The approved grant project provides for the design and implementation of a marketing campaign that will increase the public's awareness of air quality issues and encourage the use of transportation alternatives. The ultimate goal of the air quality program is to ensure air quality conformity in accordance with the state of Kentucky's implementation plan. A Request for Proposals (RFP-#49-2014) was issued on August 22, 2014 soliciting proposals from interested firms for the design and implementation of a marketing campaign in Fiscal Year 2015 with a provision for two one-year renewals in Fiscal Years 2016 and 2017, pending agreement by both parties and availability of funding. 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 \$51,500 with Group CJ, LLC, includes design, television and radio time, print materials, commodities, and documentation of Public Service Announcements.

Funds are budgeted as follows:

FUND	DEPT ID	SECT	ACCT	PROJECT	BUD REF	ACTIVITY
3160	160705	0001	71299	MOBILITY 2016	2016	3.4

Council authorization to execute the agreement for Fiscal Year 2016 is hereby requested, subject to the availability of sufficient funds in FY 2016.


Irene Gooding, Director

Xc: Derek Paulsen, Commissioner of the Department of Planning, Preservation, and Development