



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

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

DATE: FEBRUARY 5, 2018

**SUBJECT: Agreement with Group CJ LLC for mobility office marketing campaign for
Fiscal Year 2018--RFP 46-2017**

Request: Request Council authorization to execute Agreement with Group CJ LLC in the amount of \$90,000 for mobility office marketing campaign for Fiscal Year 2018.

Purpose of Request: 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 2018 was approved by Council on March 16, 2017 (Resolution No. 171-2017).

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-#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 \$90,000 with Group CJ LLC includes design, television and radio time, print materials, commodities, and documentation of Public Service Announcements.

Cost in this Budget year and future budget years: Cost in this budget year is \$90,000. 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: 0158-18

Director/Commissioner: Duncan/Paulsen

