



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

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

DATE: MARCH 24, 2021

**SUBJECT: Second Amendment to Agreement with Wisser Strategies for
Metropolitan Planning Organization and the Safe Streets Campaign
RFP #514-2019**

Request: Council authorization to authorize the mayor to sign the Second Amendment to Agreement for Contract #234-2019 with Wisser Strategies, increasing the contract by an amount not-to-exceed \$50,000.00 annually, and broadening the scope of work to support the Metropolitan Planning Organization and the Safe Streets campaign.

Why are you requesting?

On September 26, 2019, Council approved execution of an agreement (Res. 514-2019) with Wisser Strategies, not to exceed \$225,000 annually, to perform media planning and placement services for public outreach related to stormwater and recycling. With renewals, the contract expires June 30, 2022.

On December 5, 2019, Council approved the first Amendment to the Agreement (Res. 716-2019) for a onetime increase of \$119,200 to include media outreach related to the UK Sanitary Sewer Trunks C, D, and E Consent Decree Remedial Measures Projects.

This second requested amendment would authorize an increase of \$50,000 annually to the contract, with a scope change to include media outreach on behalf of the Metropolitan Planning Organization (MPO) to promote behaviors that contribute to safe streets for all users (i.e. pedestrian, bike, vehicular, etc.) and to highlight key transportation initiatives of the MPO.

What is the cost in this budget year and future budget years? Cost in FY21 is \$50,000 annually. Anticipated cost \$50,000 in FY2022 and FY2023.

Are the funds budgeted? Funds are budgeted in the following account:

FUND	DEPT ID	SECT	ACCT	PROJECT	ACTIVITY	BUD REF
3160	160705	0001	71299	MOBILITY_2021	3.4	2021

File Number: 0325-21

Director/Commissioner: Plueger/Albright

