



Lexington-Fayette Urban County Government  
DEPARTMENT OF ENVIRONMENTAL QUALITY AND PUBLIC WORKS

Jim Gray  
Mayor

David L. Holmes  
Commissioner

TO: Jim Gray, Mayor  
Urban County Council

FROM: Susan Plueger  
Susan Plueger, Director  
Division of Environmental Policy

DATE: June 2, 2014

RE: Requesting Authorization to Award Contract to Group CJ for stormwater education and outreach services for the Division of Environmental Policy

The Division of Environmental Policy is requesting authorization to award a contract to Group CJ for project management, message development and mass media for stormwater education and outreach services for the City of Lexington. A review panel has recommended the selection of Group CJ as the contractor in response to RFP #18-2014.

The state Municipal Separate Storm Sewer System permit requires Lexington to have Public Education and Public Involvement components for its stormwater program. Group CJ is expected to develop messaging related to stormwater pollution issues such as runoff, litter, proper lawn care, proper disposal of automotive fluids, pet waste and other subjects as determined by the Division. The contract is a 1-year contract with an option for two, 1-year renewals.

For the services described, Group CJ shall be compensated an estimated total not to exceed \$230,000 for activities submitted in response to RFP#18-2014 for the contract period, which starts July 1, 2014 and extends through June 30, 2015. Mass media expenditures will be determined by the Division of Environmental Policy and Group CJ will be reimbursed for payment of mass media outreach. Group CJ will retain agency commissions and any non-commissionable media a 15% margin would be reflected.

Amount	Budget
\$230,000	4051 313201 3095 71299