




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

**FROM:**   
Jennifer M. Carey, P.E., Director  
Division of Environmental Services

**DATE:** May 16, 2022

**SUBJECT:** Request authorization to execute a contract with Wisser Strategies for media placement

**Request**

The purpose of this memorandum is to request Council authorization for the Mayor to execute a Contract for Services, awarded pursuant to RFP 23-2022, with Wisser Strategies to place mass marketing ads for FY23 with an option for three (3) 1-year renewals, contingent on funding. The amount of the contract is not to exceed \$360,000 per fiscal year.

**Why are you requesting?**

The mass marketing activities support goals of the Department of Environmental Quality and Public Works and the Metropolitan Planning Organization (MPO). The state-issued Municipal Separate Storm Sewer System (MS4) Permit requires Lexington to have a Public Education and Outreach program for stormwater. The Waste Management media will promote recycling right and other behaviors that will help the division operate more efficiently. The MPO outreach will promote behaviors that make streets and trails safe for all users. Wisser Strategies was one of three respondents to RFP No. 23-2022 Stormwater, Waste Management, and Safe Streets Marketing Placement, and they received the highest score from the selection committee.

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

The cost for FY23 is \$360,000, contingent upon passage of the budget. This cost is anticipated to remain the same in each of fiscal years 2024, 2025, and 2026.

**Are the funds budgeted?**

Contingent upon passage of the FY23 budget, funds should be available as follows:

- 1115-303501-0001-71299 - \$150,000
- 4051-313201-3095-71299 - \$150,000
- 3160-160705-0001-71299 SLX\_UPWP\_2023 - \$60,000

**File Number:** 0498-2022

**Director / Commissioner:** Carey / Albright

