



MEMORANDUM

TO: Mayor Linda Gorton
Urban County Council

FROM: Susan Plueger, Director *SP*
Division of Environmental Services

DATE: March 1, 2019

SUBJECT: Request authorization to purchase television and digital media advertising from WLEX Communications, LLC, a Sole Source Provider, for stormwater education outreach

Request

The Division of Environmental Services requests authorization to purchase television and digital media advertising from WLEX Communications, LLC, a Sole Source Provider, for an amount not to exceed \$24,825.00 in FY2019 for stormwater and water quality educational purposes.

Why are you requesting?

The Division of Environmental Services, on behalf of the Department of Environmental Quality and Public Works, utilizes mass marketing communications in the form of radio, TV, and social media to inform and educate the public on environmental topics, including ways to reduce pollution and improve water quality. These communications serve to help fulfill public education and involvement requirements of Lexington's Municipal Separate Storm Sewer System (MS4) Permit with the Commonwealth of Kentucky, and are reported to the State as a permit activity.

Direct purchasing through WLEX Communications, LLC will provide for television advertising on LEX18 news programs and METV on weekdays and weekends from March through May of 2019, reaching approximately 92% of adults ages 25 to 54 multiple times throughout the campaign. Additionally, this contract includes digital media placement in popular apps to increase views. Topics will include information on stormwater pollution reduction including the benefits of trees for water quality, picking up after your pet and water quality- friendly lawncare practices.

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

The cost in FY2019 is not to exceed \$24,825. There are no future budget year implications.

Are funds budgeted?

Funds are fully budgeted in the following account: 4051-313201-3095-71299.

File Number: 0261-19

Director/Commissioner: Plueger/Martin

