

May 7, 2018

Angela Poe
Public Information and Engagement
Environmental Quality & Public Works
Lexington-Fayette Urban County Government
200 East Main Street
Lexington, KY 40507

Dear Ms. Poe:

OpinionWorks, LLC is pleased to submit this proposal for additional services to Contract 318-2017 with Lexington-Fayette Urban County Government (LFUCG). The following tasks shall be performed for an additional fee of \$20,000.

OpinionWorks, LLC agrees to conduct a series of four focus groups in Lexington, with a target of 6 to 8 participants per group. LFUCG agrees to secure a location(s) for conducting the focus groups.

Focus group audiences shall include:

- Landscape/lawn care professionals (1 group)
- Dog owners who live in apartments (1 group)
- TBD based on survey results (2 groups)


Some topics will be audience-specific, others will be discussed with all focus groups. Topics shall include:

- Motivations, behaviors, etc. related to the audience (landscape/lawn care practices, picking up after dogs, etc.)
- (All) Reporting spills and how best to communicate that need with the public
- (All) Preference for environmental or community-focused message framing for stormwater messaging
- (All) What do people identify as their local community? (e.g., Lexington, their neighborhood, the Bluegrass, etc.)

For each of the four focus groups, OpinionWorks, LLC shall:

- ❖ Plan and develop the moderator's discussion guides
- ❖ Recruit and compensate participants
- ❖ Provide refreshments for participants
- ❖ Cover all logistical costs, including travel to the focus groups for the moderator plus one staff person
- ❖ Digitally record and transcribe the sessions
- ❖ Analyze and provide a written report summarizing the findings
- ❖ Make recommendations based on focus group results
- ❖ Present the findings through a shared screen technology, or in-person with reimbursement of the travel expense at cost.

Respectfully Submitted,



Steven R. Raabe, President