




TO: Mayor Linda Gorton
Urban County Council

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

DATE: August 25, 2022

SUBJECT: First Amendment to the Stormwater Collateral Development Contract with Mackey Group, LLC d/b/a Wisser Strategies to Develop Advertisements for Fall Leaf Collection

Request

The purpose of this memorandum is to request Council authorization for the Mayor to execute the first amendment to the Stormwater Collateral Development Contract with Mackey Group, LLC d/b/a Wisser Strategies, increasing the contract amount by \$10,000 for the development of advertisements to promote the leaf collection program. The messaging will focus more on the weekly use of and collection of carts and bags, since the vacuum collection portion is going to extend over a longer period of time.

Why are you requesting?

On July 5, 2022, Council approved execution of an agreement (Resolution #353-2022) with Mackey Group, LLC d/b/a Wisser Strategies for the creation of public outreach advertisements related to stormwater at a cost not to exceed \$50,000. This amendment will allow for the development of leaf collection outreach to be funded by the Urban Services District Fund - 1115. This work will be completed under the terms of the existing collateral creation contract, pending future contract renewals, in accordance with the original resolution.

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

The cost for FY23 related to this amendment is \$10,000. As leaf collection messaging is anticipated to change in future budget years, this cost is anticipated to remain the same in each of fiscal years 2024 and 2025.

Are the funds budgeted?

Funds are available in 1115-313201-3095-71299.

File Number: 0896-2022

Director / Commissioner: Carey / Albright

