



**TO:** JIM GRAY, MAYOR  
URBAN COUNTY COUNCIL

**FROM:** IRENE GOODING, DIRECTOR  
DIVISION OF GRANTS AND SPECIAL PROGRAMS

**DATE:** August 30, 2016

**SUBJECT:** Agreement with Group CJ LLP for mobility office marketing campaign for Fiscal Year 2017--RFP 49-2014

**Request:**

Request Council authorization to execute Agreement with Group CJ LLP in the amount of \$51,500 for mobility office marketing campaign for Fiscal Year 2017

**Purpose of Request:**

The Lexington-Fayette Urban County Government annually receives federal funds for operation of its mobility office (Ridesharing program), funded from the Surface Transportation Program-Lexington (SLX) and operated by the Division of Planning. Acceptance of these funds for Fiscal Year 2017 was approved by Council on April 7, 2016 (Resolution No. 163-2016).

The approved grant project provides for the design and implementation of a marketing campaign that will increase the public's awareness of air quality issues and encourage the use of transportation alternatives. The ultimate goal of the air quality program is to ensure air quality conformity in accordance with the state of Kentucky's implementation plan. A Request for Proposals (RFP-#49-2014) was issued on August 22, 2014 soliciting proposals from interested firms for the design and implementation of a marketing campaign in Fiscal Year 2015 with a provision for two one-year renewals in Fiscal Years 2016 and 2017, pending agreement by both parties and availability of funding. Of the proposals received, Group CJ LLC was determined to be superior with regard to professionalism of proposal, project approach, and budget. The Agreement in the amount of \$51,500 with Group CJ LLC includes design, television and radio time, print materials, commodities, and documentation of Public Service Announcements.

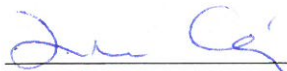
**Cost in this Budget year and future budget years:** Cost in this budget year is \$51,500. Costs in future budget years are dependent upon continued federal funding.

**Are the funds budgeted?** Funds are budgeted as follows:

FUND	DEPT ID	SECT	ACCT	PROJECT	BUD REF	ACTIVITY
3160	160705	0001	71299	MOBILITY_2017	2017	3.4

**File Number:** 0943-16

**Director/Commissioner:** Duncan/Paulsen

  
Irene Gooding, Director

