

**MEMORANDUM**

TO: Mayor Linda Gorton
Urban County Council

FROM: Susan Plueger, Director
Division of Environmental Services

DATE: August 23, 2019

SUBJECT: Request authorization to execute an agreement with Wisser Strategies for stormwater and recycling marketing placement for the Division of Environmental Services

Request

The Division of Environmental Services requests Council authorization for the Mayor to execute an agreement with Wisser Strategies to provide media planning and placement services for one (1) year with an option for two (2) one-year renewals, contingent on funding. The amount of the agreement is not-to-exceed \$225,000 per fiscal year.

Why are you requesting?

A review panel has recommended the selection of Wisser Strategies as the consultant in response to RFP #29-2019 Stormwater and Recycling Marketing Placement. The media placement activities under this contract support the goals of the Department of Environmental Quality and Public Works, and will be focused on promotion of proper disposal of leaves, recycling right, picking up after pets, litter reduction, and other subjects as determined by the department. The stormwater related aspects of the contract fulfill public education and involvement requirements of Lexington's Municipal Separate Storm Sewer System (MS4) Permit with the Commonwealth of Kentucky.

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

The cost for FY2020 is not to exceed \$225,000.00. Contingent upon funding in future budget years, the contract may be renewed for up to two (2) one-year renewals.

Are funds budgeted?

The funds are budgeted as follows:

4051-313201-3095-71299		\$125,000.00
1115-303501-0001-71299		\$100,000.00

File Number: 0888-19

Director/Commissioner: Susan Plueger/Nancy Albright

