

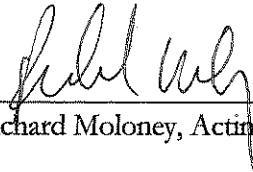


Lexington-Fayette Urban County Government
DEPARTMENT OF ENVIRONMENTAL QUALITY

Jim Newberry
Mayor

Cheryl Taylor
Commissioner

TO: Jim Gray, Mayor
Urban County Council

FROM: 
Richard Moloney, Acting Commissioner

DATE: May 9, 2012

RE: Requesting Authorization to Renew Contract for 1 year with Group CJ for stormwater education and outreach services for Division of Environmental Policy.

The Department of Environmental Quality is requesting authorization to renew a contract with Group CJ for the Division of Environmental Policy. Group CJ will be responsible for project management service, message development and marketing plan development related to stormwater education in Fayette County.

The state Municipal Separate Storm Sewer System permit requires Lexington to have a Public Education and Public Involvement component for its stormwater program. Group CJ is expected to develop messaging related to stormwater pollution issues such as runoff, litter, proper lawn care, proper disposal of automotive fluids, pet waste and other subjects as determined by the Division. The contract is a 1-year contract with an option for two, 1-year renewals. This is a request to renew the contract for 1 year.

For the services described, Group CJ shall be compensated for Message Development and Project Management at an estimated total not to exceed \$9,000 for Plan A as originally submitted in response to the RFP for the contract period, which started July 1, 2011 and ends June 30, 2012. Mass media expenditures will be determined by the Division of Environmental Policy and Group CJ will be reimbursed for payment of mass media outreach. Group CJ will retain agency commissions and any non-commissionable media a 15% margin would be reflected. Group CJ will be compensated for any additional work, outside of Plan A, requested by the Division. The total cost of the contract is not to exceed \$209,000.