



MEMORANDUM

TO: Mayor Jim Gray
Urban County Council

FROM: Susan Plueger, Director *SP*
Division of Environmental Services

DATE: June 12, 2017

SUBJECT: Request authorization to execute an agreement with Bluestem Communications for stormwater mass marketing for the Division of Environmental Services

Request

The Division of Environmental Services requests authorization to execute an agreement with Bluestem Communications for mass marketing services related to stormwater and water quality education.

Why are you requesting?

Work under this contract relates specifically to fulfilling public education and involvement requirements of Lexington's Municipal Separate Storm Sewer System (MS4) Permit with the Commonwealth of Kentucky. A review panel has recommended the selection of Bluestem Communications as the consultant in response to RFP #15-2017.

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

The cost for FY 2018 is not to exceed \$210,000.0.

The contract is a 1-year contract not to exceed \$210,000 annually, with an option for two 1-year renewals.

Are funds budgeted?

Funds are budgeted in 4051-313201-3095-71299 (FY2018).

File Number: 0721-17

Director/Commissioner: Susan Plueger/Dowell Hoskins-Squier

