

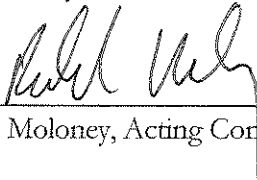


Lexington-Fayette Urban County Government
DEPARTMENT OF ENVIRONMENTAL QUALITY AND PUBLIC WORKS

Jim Gray
Mayor

Richard Moloney
Acting Commissioner

TO: Jim Gray, Mayor
Urban County Council

FROM: 
Richard Moloney, Acting Commissioner

DATE: May 23, 2012

RE: Requesting Authorization to Amend Contract with Group CJ for education and outreach campaign for new municipal services billing.

The Department of Environmental Quality and Public Works is requesting authorization to amend a contract with Group CJ. Group CJ will be responsible for project management service, message development and marketing plan development related to LFUCG campaign for stormwater, sanitary sewer and landfill service fees billing.

LFUCG is launching an education and outreach campaign to advise customers of changes to municipal sanitary sewer, water quality management and landfill fee billing and payment procedures. Beginning September 1, 2012, LFUCG will commence billing customers for stormwater, sanitary sewer and landfill services. Although customers will not experience any change in service, it is necessary for customers to be informed on the new billing and payment process.

Group CJ shall be compensated at an estimated total not to exceed \$225,000 for the contract period, which starts June 22, 2012 and extends through June 30, 2013. In the event LFUCG determines additional outreach is necessary, and upon the request of LFUCG, Group CJ shall be compensated for a campaign extension at an estimated total not to exceed \$150,000. Mass media expenditures will be determined by LFUCG and Group CJ will be reimbursed for payment of mass media outreach.

Funds are budgeted in the Water Quality Management Fund under 4051-313201-3095-71299, Sanitary Sewer Fund 4002-313201-3095-71299, and Landfill Fund 4121-313201-3095-71299.