



Legislation Text

File #: 15-22326, Version: 1

Storm Water Educational Campaign Media Planning and Placement Services

Action:

- A. Approve contract amendment #1 to execute the first of two, one-year optional renewal terms to the contract with The Agency Marketing Group (SBE) for education campaign media planning and placement services, and**
- B. Authorize the City Manager to renew the contract for one additional, one-year renewal term and to amend the contract consistent with the purpose for which the contract and this amendment were approved.**

Staff Resource(s):

Angela Charles, Charlotte Water
Mike Davis, Storm Water Services
Alyssa Dodd, Storm Water Services

Explanation

- In July 2021, the city entered into a contract with The Agency Marketing Group for strategic media planning and placement services in the amount of \$467,700 to assist with the implementation of community outreach and education campaigns to raise awareness of the effects of individual behavior on surface water quality, volunteer opportunities to protect waterways, flood safety, and storm drainage infrastructure.
- This contract amendment is being requested to execute the first one-year renewal option and to expand media placements to effectively reach community members.
- Mecklenburg County reimburses the city for a portion of the contract costs, which is approximately 35 percent annually.
- The new total estimated value of the contract, including all optional renewals, is \$842,700.

Charlotte Business INclusion

Contract goals were not established on this amendment as there were no viable subcontracting opportunities. However, The Agency Marketing Group is a city certified SBE.

Fiscal Note

Funding: Storm Water Operating Fund