



Presented by: Douglas Melnick, AICP, ISSP-SA, CNU-A
City Council A Session – February 11, 2021
Item #21

SA CLIMATE READY

Public Engagement & Communications Initiative



Paris Climate Agreement

On June 22, 2017, City Council passed Resolution No. 2017-06-22-0031R in support of the Paris Climate Agreement; directing city staff to develop a plan to help San Antonio meet the objectives of this agreement. Approximately two years later, on October 17, 2019, City Council adopted the CAAP by Ordinance 2019-10-17-0840.



United Nations
Climate Change

Office of Sustainability

City's Commitments

- Climate equity
- Carbon neutral by 2050
- Climate adaptation
- Reporting requirements



External SA Climate Ready Implementation Funding



American Cities Climate Challenge extended through June 30, 2021

- **\$215K** in direct support for local initiatives
- Access to nationally renowned consultants in transportation and energy efficiency
- 2 Climate Advisors for 2 years to augment OS staffing
- Research and data analysis assistance

SA Climate Ready Advisory Committees Race Equity Training
\$25K by Energy Foundation

Benchmarking Education
\$25K by Energy Foundation

Office of Sustainability Equity Consulting and Capacity Building
\$25K by Holloman Price Foundation

Mayor's Youth Engagement for Climate Initiative
\$75K by Holloman Price Foundation

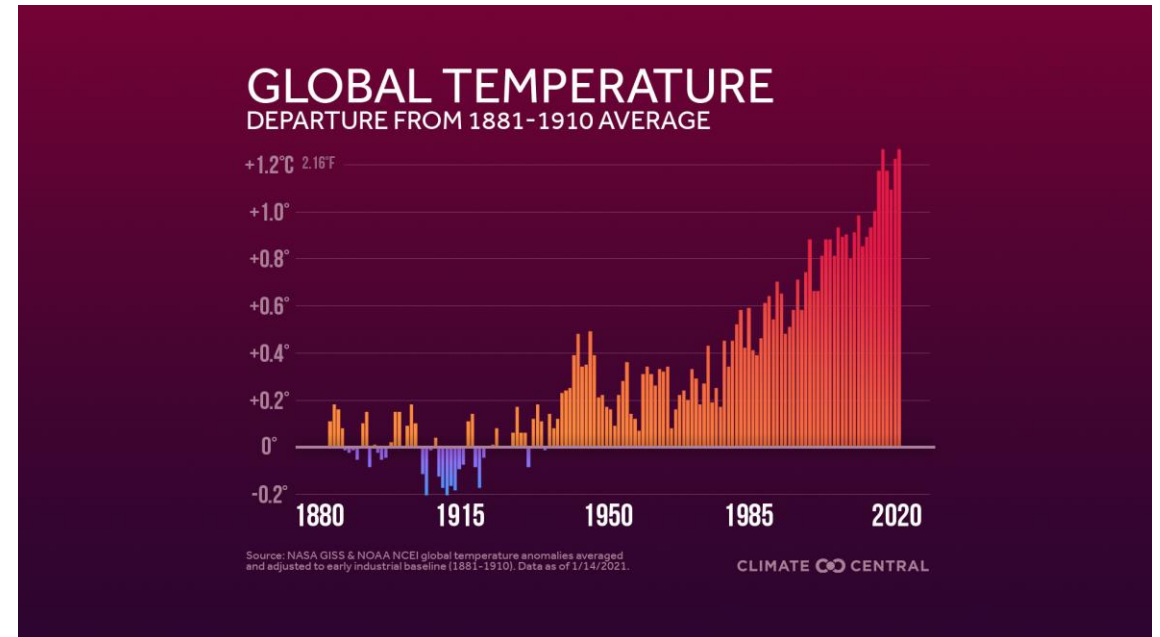
CAAP Training for City Leadership
\$50K by Energy Foundation

CoSA Employee TDM Initiative
\$15K by NACTO

Climate Projections & Trends

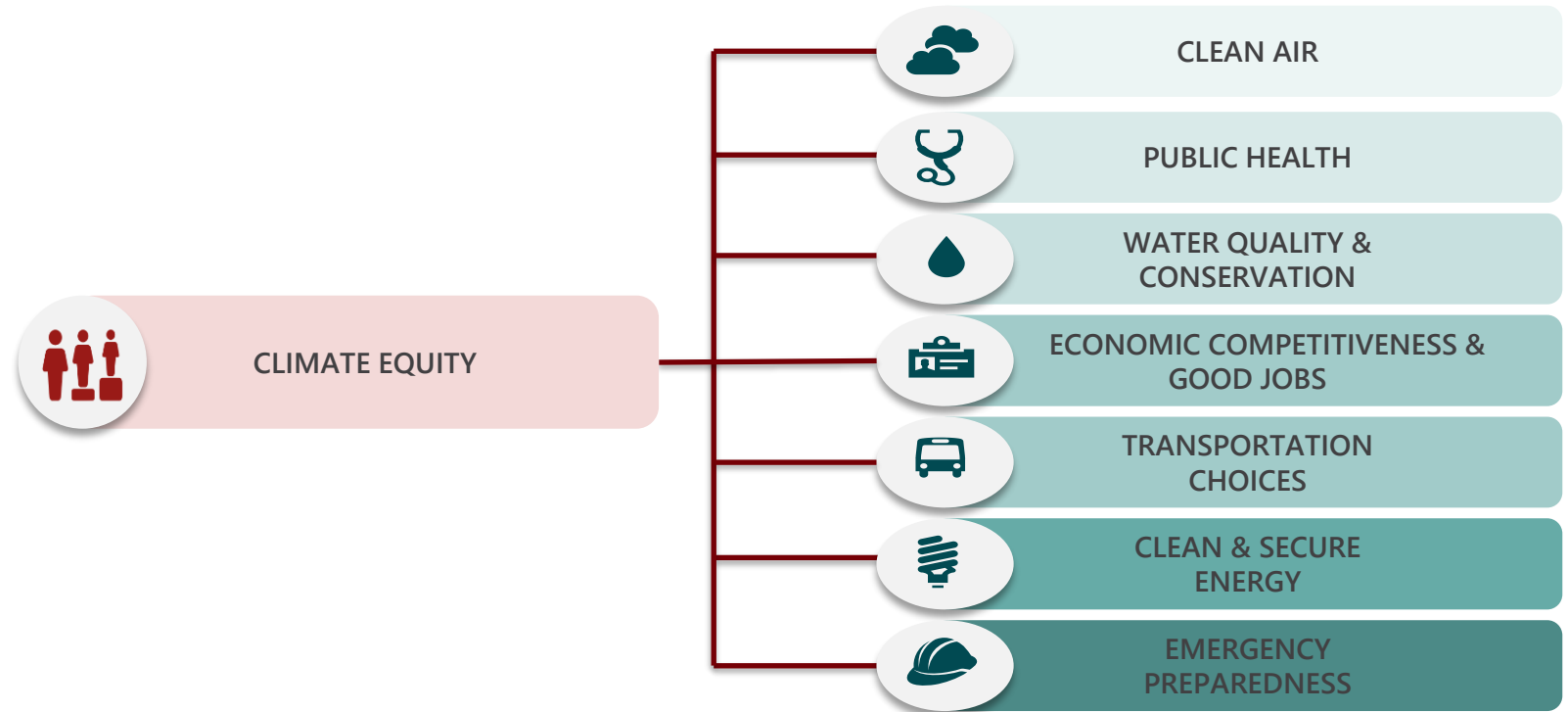


San Antonio End of Century	Low Emissions Pathway	High Emissions Pathway
Summer Maximum Temperature	+ 6° F	+ 10° F
Hot Days (Maximum Temperature >100° F)	+ 48 days	+ 94 days
Warm Nights (Minimum Temperature >80° F)	+ 10 nights	+ 55 nights
Annual Precipitation	- 3 inches	- 4 inches
+ Increased risk of extreme precipitation and flooding		



<https://www.climatecentral.org/gallery/graphics/2020-in-review-global-temperature-rankings>

Engagement & Communications Messaging



“Educate and Empower” is a prioritized strategy for implementation success”

Communication & Engagement Strategies



Communications and Engagement Channels

- Branding and Messaging
- Social Media and Blogs
- Print, TV, and Radio (No Paid Media Buys)
- Education and Empowerment Campaign
- English and Spanish Translation

Graphic Design Services

- Design and production of engagement and outreach materials
- Infographics

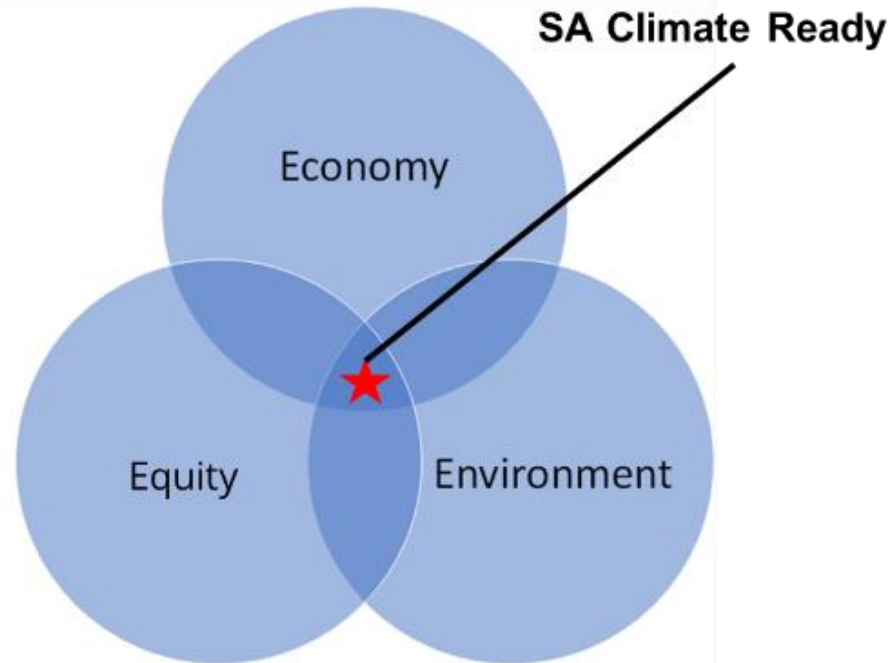
Targeted Stakeholder Engagement

- Design and coordinate stakeholder engagement campaign
- Conduct equity-focused communications and engagement
- Conduct community and business sector engagement

Identify and Track Campaign Key Performance Indicators

Developed w/ input from CAAP Advisory Committees

Focus on Community + Equity



Prioritizing Climate Justice

- 20% of funding for grassroots organizations to work with the traditionally underserved, considered “hard to reach,” and that will be most impacted by climate change.
- Convene Climate Equity Advisory Committee & Office of Equity to identify priority communities.
- Identify potential organizations and select recommended subcontractors to be approved by CoSA.
- Consult with the SA Climate Ready Advisory Climate Equity Advisory on the detailed scope and implementation.

City Council & Community Priorities

- Systemic racism
- Public health
- Economic recovery
- Climate Action

TXC Texas Creative, Ltd., is a locally owned and operated, woman-owned small business with a diverse portfolio focused on motivating behavior change for public good.



Local campaigns and clients include:

- San Antonio River Authority
- Goodwill San Antonio
- Mission Heritage Partners
- Texas Commission on Environmental Quality
- Texas DMV
- And many others

Fiscal Impact



- The fiscal impact of this agreement is \$195,000, with an option of 2 one-year renewal options at a cost of \$195,000 per term.
- 20%, or \$39,000, per year will be made available through sub-contracts to grassroots organizations for equity-focused outreach.
- Funding approved in support of the CAAP as part of the Office of Sustainability FY 2021 budget.
- Funding source: Solid Waste Fund



Staff Recommendation



Staff recommends approval of the agreement with TXC Texas Creative, Ltd., for the development and implementation of the

**SA Climate Ready
Public Engagement & Communications
Initiative.**



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Evaluation



DATE	ACTION ITEM
December 17, 2019	Audit & Accountability (Pre-Solicitation)
January 10, 2020	Issue RFP/Advertise
February 26, 2020	Deadline to Submit RFP/Open
March 17, 2020	Evaluation Team: Distribution
May 4, 2020	Evaluation Team Meeting: Scoring
May 6-7, 2020	Evaluation Team Meeting: Interviews
June 2, 2020	Audit & Accountability (Post-Solicitation Memo distribution)
January 28, 2021	Community Health and Equity Committee Approval

Evaluation



Evaluation Committee

- Office of Sustainability
- Government and Public Affairs
- Solid Waste Management Department

Evaluation Criteria:

- Experience, Background, Qualifications: 30 points
- Proposed Plan: 45 points
- SBE Prime Contract Program: 5 points
- M/WBE Prime Contract Program: 5 points
- Local Preference Program: 10 points
- Veteran Preference Program: 5 points

Evaluation: Proposals



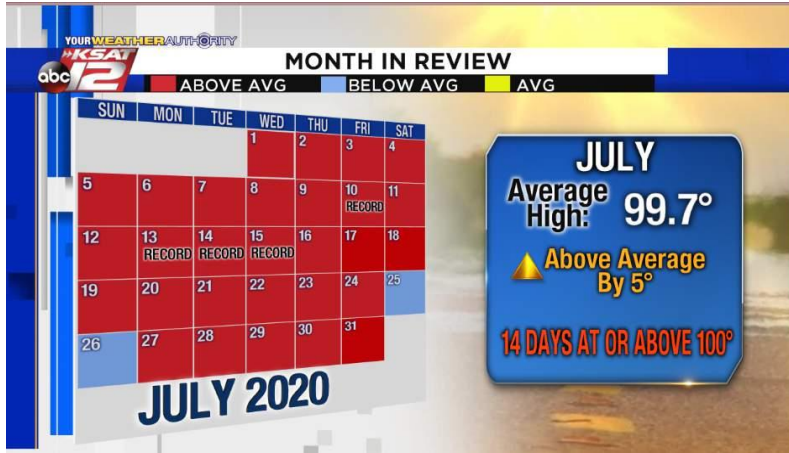
RFQ SA Climate Ready Engagement & Communications Initiative (RFQ 20-038; RFx# 6100012483) Score Summary INITIAL EVALUATION May 4, 2020	Maximum Points	esd & Associates 1202 W. Bitters Rd., Suite #9 San Antonio, Texas 78216	Poznecki-Camarillo, Inc. 5835 Callaghan Road, Ste. 200 San Antonio, Texas 78228	The DeBerry Group 110 Broadway, Suite 625 San Antonio, Texas 78205	TXC Texas Creative, LTD 334 North Park Dr. San Antonio, Texas 78216	aMAEzing 215 N. Center, Suite 706 San Antonio, Texas 78202	Openbox Design, L LC 1151 Flatbush Rd Kingston, NY 12401
A - Experience, Background, Qualifications	30	22.60	20.00	20.60	19.80	13.60	11.80
B - Proposed Plan	45	36.60	30.20	29.00	26.80	22.80	12.20
A - B Sub-Total	75	59.20	50.20	49.60	46.60	36.40	24.00
C - Small Business Economic Development Advocacy Program	10	10.00	10.00	10.00	10.00	10.00	0.00
D - Local Preference Program	10	10.00	10.00	10.00	10.00	10.00	0.00
E - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL SCORE	100	79.20	70.20	69.60	66.60	56.40	24.00
RANK BASED ON TOTAL SCORE		1	2	3	4	5	6

Evaluation: Interviews

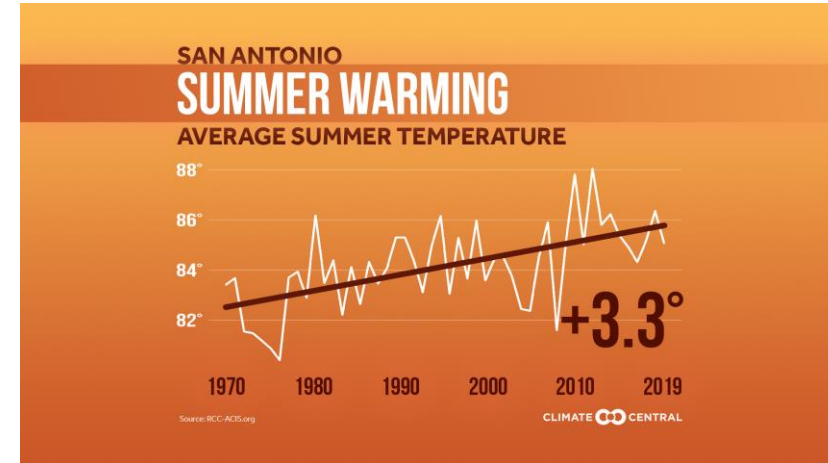


RFQ SA Climate Ready Engagement & Communications Initiative (RFQ 20-038; RFx# 6100012483) Score Summary FINAL EVALUATION May 7, 2020	Maximum Points	TXC Texas Creative, LTD 334 North Park Dr. San Antonio, Texas 78216	The DeBerry Group 110 Broadway, Suite 625 San Antonio, Texas 78205	Poznecki-Camarillo, Inc. 5835 Callaghan Road, Ste. 200 San Antonio, Texas 78228	esd & Associates 1202 W. Bitters Rd., Suite #9 San Antonio, Texas 78216
A - Experience, Background, Qualifications	30	27.40	21.60	15.40	13.60
B - Proposed Plan	45	39.60	34.00	22.40	23.00
A - B Sub-Total	75	67.00	55.60	37.80	36.60
C - Small Business Economic Development Advocacy Program	10	10.00	10.00	10.00	10.00
D - Local Preference Program	10	10.00	10.00	10.00	10.00
E - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00	0.00
TOTAL SCORE	100	87.00	75.60	57.80	56.60
RANK BASED ON TOTAL SCORE		1	2	3	4

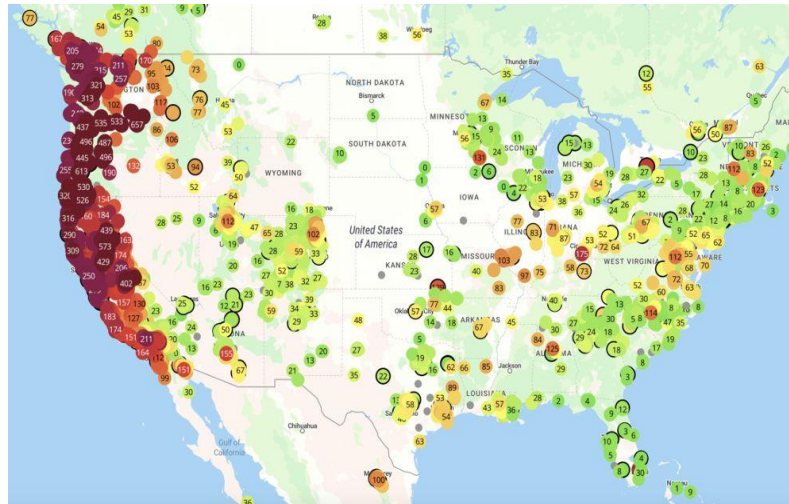
Current Status of Climate Change



[KHSAT.com/weather](https://www.khsa.com/weather)



<https://medialibrary.climatecentral.org/resources/2020-summer-package>



A screenshot of the PurpleAir map on September 11, 2020 shows the impact of wildfire smoke in California, Oregon and Washington. Courtesy of PurpleAir.



<https://www.kimt.com/content/news/StormTeam-3-A-Recap-of-the-2020-Atlantic-Hurricane-Season.html>

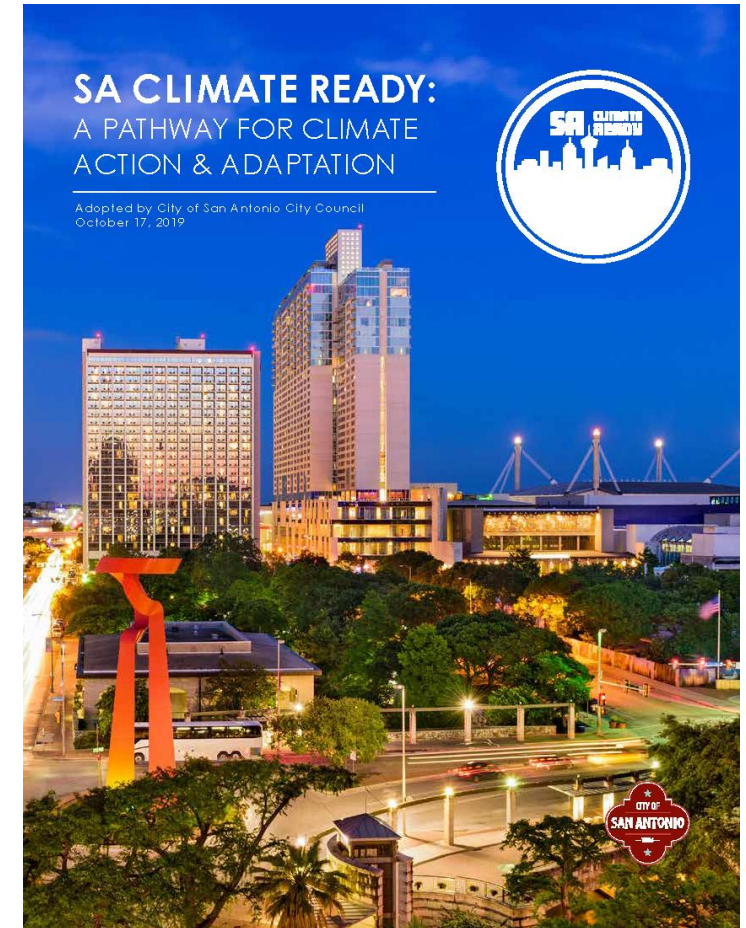
Public Engagement & Communications Initiative



1. Engaging residents & business community

2. Equity is a core theme of implementation

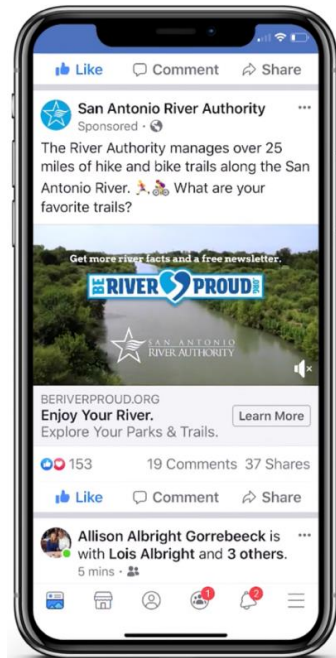
- ✓ Emphasis on communication channels that give all residents opportunities to be heard;
- ✓ Ensuring that efforts reach all residents, particularly frontline communities and those that have been historically under-represented;
- ✓ Promoting meaningful community participation;
- ✓ Tracking demographics and continually assess, monitor, and consult to ensure progress, amend tactics as needed;
- ✓ Utilizing the International Association for Public Participation (IAP2) Spectrum of Public Participation as a guide; and,
- ✓ All communications to be presented in English and Spanish.



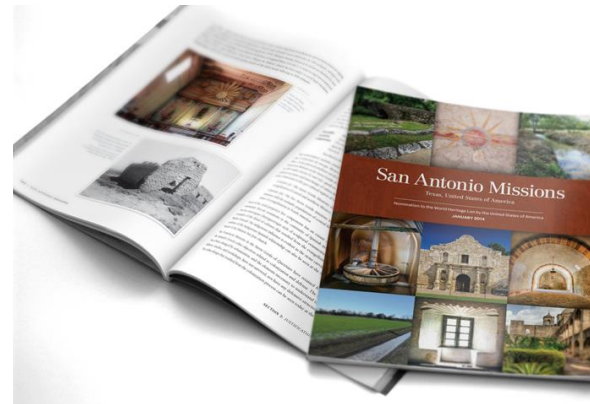
Sample TCX Clients and Campaigns



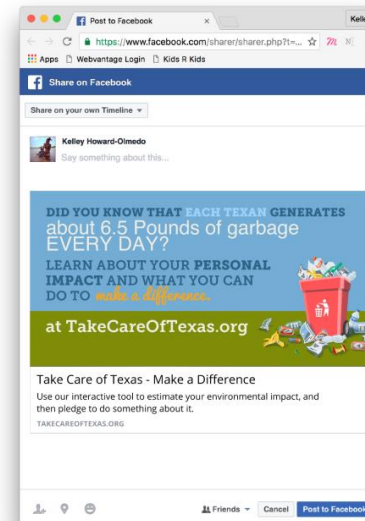
SARA: Be River Proud



Mission Heritage Partners



TCEQ: Take Care of Texas & Back the Bay



Sample TCX Clients and Campaigns



Family Tapestry



¿Tienes lo que se necesita para ser un padre temporal?

Aprende más en familytapestry

Goodwill San Antonio

Texas DMV