

THIS IS A PROPOSED DRAFT AND WILL BE REPLACED BY THE FINAL, SIGNED ORDINANCE OR RESOLUTION ADOPTED BY THE CITY COUNCIL.

ORDINANCE

AUTHORIZING THE EXECUTION OF AN AGREEMENT WITH GIANT NOISE: PUBLIC RELATIONS, SOCIAL MEDIA & EVENTS FOR A TOTAL AMOUNT NOT TO EXCEED \$160,040.00 FOR PROFESSIONAL SERVICES RELATED TO THE SAN ANTONIO METROPOLITAN HEALTH DISTRICT'S COVID-19 RESPONSE MARKETING PLAN FOR A TERM BEGINNING FEBRUARY 20, 2021 THROUGH JUNE 30, 2021.

* * * * *

WHEREAS, as the public health authority for Bexar County, the San Antonio Metropolitan Health District (Metro Health) actively addresses the public health functions of policy development, health assessment, and health assurance; and

WHEREAS, to carry out these responsibilities, Metro Health operates evidenced based programs in various settings throughout the County and provides programs to improve and protect the overall health of City residents and visitors; and

WHEREAS, through various funding streams, Metro Health provides preventive health services, community education, environmental monitoring, emergency preparedness, disease control, supplemental nutrition programs, dental health, and clinical services to prevent Metro Health staff have been instrumental in the local effort to address the COVID-19 pandemic for more than a year; and

WHEREAS, strategic advertising is one means to support the priorities and key strategies as listed in Metro Health's COVID-19 Response Plan; and

WHEREAS, in July of 2020, Government and Public Affairs (GPA) and Metro Health solicited bids from agencies to develop and implement an integrated marketing and communications campaign that is targeted to specific audiences that have been most impacted by COVID-19; and

WHEREAS, three agencies provided bids and ultimately the Giant Noise San Antonio Office, in partnership with MM Creative and C2G Strategies were selected; and

WHEREAS, the campaign, entitled *What Will it Take*, highlights key behaviors that the public can take to contain the spread of COVID-19, protect the most vulnerable populations and bring some sense of normalcy back, with adapted behaviors such as mask wearing and physical distancing; and

WHEREAS, the campaign also features advertisements that feature original songs from local musicians; and

WHEREAS, the campaign included direct mail, grassroots outreach, digital advertisement creation and placement, securing placement and support of digital influencers and other market specific tactics to communicate COVID-19 prevention messaging to the target audiences, which include Hispanics, Blacks, millennials and Generation Z; and

WHEREAS, the initial agreement with Giant Noise was funded by the CARES Act and ended on December 30, 2020; and

WHEREAS, Metro Health received additional grant funds to support marketing for the COVID-19 response; and

WHEREAS, this request for Council action will allow Metro Health to execute an agreement with Giant Noise for professional marketing services for the placement of strategic advertising during the second phase of the *What Will It Take* campaign, which will focus on vaccine information; **NOW THEREFORE:**

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. The City Manager or designee, or the Director of the San Antonio Metropolitan Health District or designee, is authorized to negotiate and execute an agreement with Giant Noise: Public Relations, Social Media & Events (Giant Noise) for a total amount not to exceed \$160,040.00 for professional services related to the San Antonio Metropolitan Health District’s COVID-19 response marketing campaign for a period beginning February 20, 2021 through June 30, 2021. A copy of the agreement in substantially final form is attached hereto and incorporated herein for all purposes as **Attachment I**. The execution authority granted by this Ordinance shall expire 60 days after the effective date.

SECTION 2. Fund 2103600005 entitled “Immunizations Round 2 COVID-19” Internal Order 136000001748 and General Ledger 5201040 are hereby designated for use in the accounting for the fiscal transaction in the execution of this contract up to an amount of \$65,000.00. Payment not to exceed the budgeted amount is authorized to Giant Noise upon issuance of a purchase order.

SECTION 3. Fund 2103600002 entitled “Health COVID-19 COAG Grant” Internal Order 136000001719 and General Ledger 5201040 are hereby designated for use in the accounting for the fiscal transaction in the execution of this contract up to an amount of \$50,040.00. Payment not to exceed the budgeted amount is authorized to Giant Noise upon issuance of a purchase order.

SECTION 4. Fund 2103600001 entitled “Health COVID-19 Grant” Internal Order 136000001723 and General Ledger 5201040 are hereby designated for use in the accounting for the fiscal transaction in the execution of this contract up to an amount of \$45,000.00. Payment not to exceed the budgeted amount is authorized to Giant Noise upon issuance of a purchase order.

SECTION 5. The financial allocations in this Ordinance are subject to approval by the Deputy Chief Financial Officer, City of San Antonio. The Deputy Chief Financial Officer may, subject to concurrence by the City Manager or the City Manager’s designee, correct allocations to specific Cost Centers, WBS Elements, Internal Orders, General Ledger Accounts, and Fund Numbers as necessary to carry out the purpose of this Ordinance.

SECTION 6. This Ordinance is effective immediately upon the receipt of eight affirmative votes; otherwise, it is effective ten days after passage.

PASSED AND APPROVED this ____ day of _____.

M A Y O R
Ron Nirenberg

ATTEST:

APPROVED AS TO FORM:

Tina J. Flores, City Clerk

Andrew Segovia, City Attorney