

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

**AN ORDINANCE**

**AUTHORIZING THE EXECUTION OF A PROFESSIONAL  
SERVICES AGREEMENT FOR PUBLIC RELATIONS  
CONSULTING SERVICES WITH KOMET MARKETING  
COMMUNICATIONS, INC., FOR A TERM OF ONE YEAR,  
WITH AN OPTION TO RENEW THE AGREEMENT FOR UP TO  
TWO ONE-YEAR PERIODS, IN AN AMMOUNT NOT TO  
EXCEED \$150,000.00 ANNUALLY IN SUPPORT OF VISION  
ZERO AND TRANSPORTATION PLANNING.**

\* \* \* \* \*

**WHEREAS**, on March 24, 2017, a Request for Proposals (RFP) was issued to solicit responses from qualified Respondents for a full-service bilingual advertising and marketing agency to collaborate with the Transportation & Capital Improvements Department (TCI) on a public relations campaign for Vision Zero and transportation planning; and

**WHEREAS**, Vision Zero is a worldwide initiative with the purpose of eliminating traffic fatalities and serious injuries, and is a part of the SA Tomorrow Multimodal Transportation Plan; and

**WHEREAS**, the RFP closed on April 14, 2017 and three proposals were responsive; and

**WHEREAS**, the agreement will be awarded in compliance with the Small Business Economic Development Advocacy (SBEDA) Program which requires agreements to be reviewed by a Goal Setting Committee to establish a requirement and/or incentive unique to the particular agreement in an effort to maximize the amount of small, minority and woman-owned business participation under the agreement. The Goal Setting Committee applied the Small and Minority/Women-Owned Business Enterprise Prime Contract Program with 20 evaluation points awarded to Komet Marketing Communications, Inc. as they are certified SBE and M/WBE firms located within the San Antonio Metropolitan Statistical Area; and

**WHEREAS**, based on the proposal submission staff recommends entering into an Agreement with Komet Marketing Communications, Inc., to provide public relations consulting services to TCI; **NOW THEREFORE:**

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

**SECTION 1.** The City Manager and her designee, severally, are authorized to execute a contract with Komet Marketing Communications, Inc., to provide public relations consulting services to TCI in the amount of up to \$150,000.00 per fiscal year, with a total value of up to \$450,000.00 with the option to renew two one-year terms contingent on future funding. A copy of the Agreement, in substantially final form, is attached hereto and incorporated herein for all purposes as **Attachment I**.

**SECTION 2.** Payment in the amount not to exceed \$94,000.00 in SAP Fund 29660000, Special Project Funds, SAP Project Definition 23-01544, Pedestrian Safety Vision Zero Improvement, is authorized to be encumbered and made payable to Komet Marketing Communications, Inc., for professional services.

**SECTION 3.** Payment in the amount not to exceed \$56,000.00 in SAP Fund 46099000, Grants Other Project, SAP Project Definition 40-00459, Strategic Transportation Multi-Modal Plan, is authorized to be encumbered and made payable to Komet Marketing Communications, Inc., for professional services.

**SECTION 4.** Payment not to exceed the budgeted amount is authorized to Komet Marketing Communications, Inc., and should be encumbered with a purchase order. All expenditures will comply with the approved operating budget for current and future fiscal years.

**SECTION 5.** The financial allocations in this Ordinance are subject to approval by the Director of Finance, City of San Antonio. The Director of Finance may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific SAP Fund Numbers, SAP Project Definitions, SAP WBS Elements, SAP Internal Orders, SAP Fund Centers, SAP Cost Centers, SAP Functional Areas, SAP Funds Reservation Document Numbers, and SAP GL Accounts as necessary to carry out the purpose of this Ordinance.

**SECTION 6.** This Ordinance shall be effective immediately upon passage by eight or more affirmative votes; otherwise, it shall be effective on the tenth day after passage.

**PASSED AND APPROVED** this \_\_\_\_ day of \_\_\_\_\_, 2017.

JH  
0/0/2017  
Item No.

**M     A     Y     O     R**  
Ron Nirenberg

**Attest:**

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Leticia M. Vacek, City Clerk

**Approved As To Form:**

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Andrew Segovia, City Attorney