



CITY OF SAN ANTONIO
METROPOLITAN HEALTH DISTRICT

An Agreement with aMAEzing Marketing
for Air Quality Education Campaign

Presented by: Dr. Colleen M. Bridger, Director

Agenda Item #19

May 17, 2018



Background



Air Quality impacts our community's public and economic health

Air quality is an important Public Health concern





Background



- Metro Health requests City Council approve an agreement with aMAEzing Marketing for an air quality education campaign





Background



BREATHE TODAY Air Quality Campaign

- To create awareness on the public health impact by reaching the general public and the business community.
- Utilize various media outlets including social media, print media, public meetings, industry round tables and in-person presentations.





Fiscal Impact

- Metro Health is requesting City Council authorization to execute a Professional Services Agreement with aMAEzing Marketing Group in an amount of \$105,000.00
- Agreement will start upon execution and run through September 30, 2018, with an option to renew for one (1) one-year term
- Funding for this agreement is provided through Metro Health's FY18 General Fund Budget



Recommendation

Staff recommends approval of an ordinance authorizing an agreement with aMAEzing Marketing Group in an amount up to \$105,000 for media outreach efforts for the Metro Health's Air Quality Program

