

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

ORDINANCE

SELECTING KGB TEXAS MARKETING/PUBLIC RELATIONS, INC., DBA KGB TEXAS COMMUNICATIONS, AND AWARDING A CONTRACT FOR CONSULTANT SERVICES RELATED TO CONCEPT DEVELOPMENT AND PRODUCTION OF ADVERTISING CAMPAIGNS FOR THE SOLID WASTE MANAGEMENT DEPARTMENT, IN AN AMOUNT NOT TO EXCEED \$250,000.00 PER YEAR, FOR AN INITIAL TERM OF TWO YEARS WITH THE OPTION OF TWO ADDITIONAL ONE-YEAR TERMS, UNDER THE SAME TERMS AND CONDITIONS

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WHEREAS, the City has a residential recycling goal of 60% by the year 2025; in order to meet that goal, the Solid Waste Management Department (SWMD) utilizes many outlets to communicate the recycling message to San Antonio residents; the advertising has been purchased in relatively small portions at a time; the messaging in these advertisements has been fragmented and has not had the impact that a larger, contiguous campaign would have; and

WHEREAS, on April 11, 2019, the City issued a Request for Proposals for Concept Development and Production of Solid Waste Management Department Marketing Campaigns (RFP 19-046; RFx 6100011205); four responses were received; the responses were evaluated and scored by a committee consisting of representatives from the SWMD and, based on the evaluations and rankings made in the selection process, staff recommends awarding a contract to KGB Texas Marketing/Public Relations, Inc., dba KGB Texas Communications, as the most qualified firm; and

WHEREAS, through this agreement, KGB Texas Marketing/Public Relations, Inc., dba KGB Texas Communications, will conceptually develop and produce a complete multimedia campaign for the Cart Downsizing and recycling and organics messages; this will be a tool to continue on the Pathway to Zero Waste and reach the City's 60% residential recycling rate by 2025; and

WHEREAS, this Ordinance authorizes the execution of an agreement with KGB Texas Marketing/Public Relations, Inc., dba KGB Texas Communications, to provide consulting services related to concept development and production of advertising campaigns for the SWMD in an amount not to exceed \$250,000.00 per year, for an initial term of two years with the option of two additional one-year terms, under the same terms and conditions; **NOW THEREFORE**,

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

SECTION 1. KGB Texas Marketing/Public Relations, Inc., dba KGB Texas Communications, is hereby selected to provide services in relation to "Concept Development and Production of Solid Waste Management Department Marketing Campaigns" (RFP 19-046; RFx

6100011205), for the City of San Antonio as the most qualified respondent to the Request for Proposals.

SECTION 2. The City Manager, or designee, or the Director, Solid Waste Management Department, or designee, is hereby authorized to take all actions necessary to negotiate and execute an Agreement with KGB Texas Marketing/Public Relations, Inc., dba KGB Texas Communications, in an amount not to exceed \$250,000.00 per year, for an initial term of two years, with the option of two additional one-year terms under the same terms and conditions, without further Council action. 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 from the effective date.

SECTION 3. Funding for this ordinance in the amount of \$250,000.00 is contingent upon approval of the Fiscal Year 2020 Budget per the table below:

Amount	Fund	Cost Center	General Ledger
\$250,000.00	55001000	5558010003	5203040

SECTION 4. Additional funding is contingent upon City Council approval of subsequent budgets within the term length of this contract.

SECTION 5. Payment not to exceed the budgeted amount is authorized to KGB Texas Marketing/Public Relations, Inc., dba KGB Texas Communications for consultant services related to concept development and production of advertising campaigns.

SECTION 6. 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 7. This ordinance shall be effective immediately upon passage by eight affirmative votes; otherwise it shall be effective on the tenth day after passage hereof.

PASSED and APPROVED this ____ day of September, 2019.

M A Y O R
RON NIRENBERG

ATTEST:

APPROVED AS TO FORM:

Leticia M. Vacek, City Clerk

Andrew Segovia, City Attorney