

City of San Antonio

KGB Texas Marketing Contract

City Council A Session – Item #34
September 19, 2019

Presented by: David W. McCary
Director, SWMD



CITY OF SAN ANTONIO
**SOLID WASTE MANAGEMENT
DEPARTMENT**



KGB Marketing Contract

- The City has a residential recycling goal of 60% by 2025.
- SWMD will engage KGB to conceptually develop and produce a complete multimedia campaign for Cart Downsizing, recycling and organic program messaging.





KGB Marketing Contract

- Contract terms: 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.
- Staff recommends approval.



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