

ORDINANCE

2019-09-19-0761

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

* * * * *

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

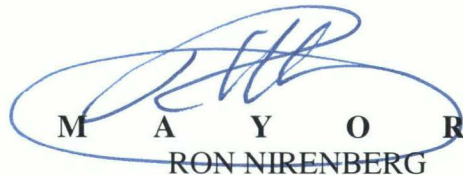
SECTION 4. Additional funding is contingent upon City Council approval of subsequent budgets within the term length of this contract.

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.

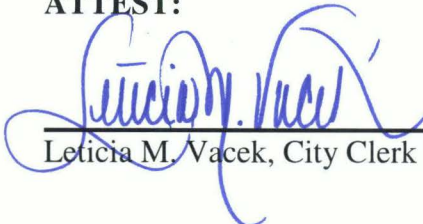
SECTION 6. The financial allocations in this Ordinance are subject to approval by the Deputy Chief Financial Officer, City of San Antonio. The Deputy Chief Financial Officer may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific Cost Centers, WBS 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 19th day of September, 2019.



M A Y O R
RON NIRENBERG

ATTEST:



Leticia M. Vacek, City Clerk

APPROVED AS TO FORM:



for Andrew Segovia, City Attorney

Agenda Item:	34 (in consent vote: 4, 5, 6, 7, 8, 9, 10, 11, 12, 13A, 13B, 15A, 15B, 15C, 16, 17, 18, 19, 20, 21, 22, 23, 24, 26, 28, 29, 30, 32, 33, 34, 35)						
Date:	09/19/2019						
Time:	09:38:36 AM						
Vote Type:	Motion to Approve						
Description:	Ordinance approving a contract with KGB Texas Marketing/Public Relations, Inc., dba KGB Texas Communications 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 an option to renew. [Roderick J. Sanchez, Assistant City Manager; David W. McCary, Director, Solid Waste Management]						
Result:	Passed						
Voter	Group	Not Present	Yea	Nay	Abstain	Motion	Second
Ron Nirenberg	Mayor		x				
Roberto C. Treviño	District 1		x				x
Jada Andrews-Sullivan	District 2		x				
Rebecca Viagran	District 3		x				
Adriana Rocha Garcia	District 4		x				
Shirley Gonzales	District 5		x				
Melissa Cabello Havrda	District 6		x				
Ana E. Sandoval	District 7		x				
Manny Pelaez	District 8		x				
John Courage	District 9		x			x	
Clayton H. Perry	District 10		x				

Attachment I

**AGREEMENT BETWEEN
THE CITY OF SAN ANTONIO
AND
KGB TEXAS MARKETING/PUBLIC RELATIONS INC.
DBA KGB TEXAS COMMUNICATIONS
FOR
CONCEPT DEVELOPMENT AND PRODUCTION OF
SOLID WASTE MANAGEMENT DEPARTMENT
MARKETING CAMPAIGNS (RFP 19-046; RFX 6100011205)**

**STATE OF TEXAS
COUNTY OF BEXAR**

This agreement (hereinafter referred to as the "Agreement"), made and entered into in San Antonio, Bexar County, Texas, between the City of San Antonio, a Municipal Corporation in the State of Texas acting by and through its City Manager (hereinafter referred to as "City"), and

KGB Texas Marketing/Public Relations, Inc.
d/b/a KGB Texas Communications
200 E. Grayson St., Suite 210
San Antonio, Texas 78215

a corporation chartered under the laws of the State of Texas, (hereinafter referred to as "KGB" or "CONTRACTOR"), said Agreement being executed by Katie G. Harvey, CEO, and pursuant to Ordinance No. 2019-09-19-_____, passed and approved by the City Council on September 19, 2019.

Terms and conditions for performance and compensation payment for this Agreement are set forth in the following contract documents, true and correct copies of which are attached and fully incorporated herein verbatim for all purposes:

1. Exhibit I, a Request for Proposals for Concept Development and Production of Solid Waste Management Department Marketing Campaigns (RFP 19-046; RFX 6100011205), issued by the City on April 11, 2019;
2. Exhibit II, Addendum I, dated May 7, 2019;
3. Exhibit III, RFP Attachment B, Price Schedule, submitted by KGB in the response to the RFP;
4. Exhibit IV, Copy of enabling Ordinance No. 2019-09-19-_____.

Referenced Documents: Further, KGB's response to the RFP and its addendum are also fully incorporated by reference, verbatim, for all purposes. All the documents attached hereto and those incorporated by reference constitute the contract documents for this Agreement.

Conflict: The RFP and its addendum govern KGB's response; this Integration Agreement governs both the RFP and response; the Enabling Ordinance governs all in case of conflict.

This agreement supersedes any previous agreement or understanding of the parties, whether written or oral.

Compensation: In consideration of Contractor's performance in a satisfactory and efficient manner, as determined solely by the Director, Solid Waste Management Department (hereinafter "Director"), of all services and activities set forth in this Agreement, City agrees to pay Contractor the fees as provided in the RFP 19-046 in an amount not to exceed \$500,000.00 over the two year term of the contract, as total compensation for all fees and expenses.

No additional fees or expenses of Contractor shall be charged by Contractor nor be payable by City. The parties hereby agree that all compensable expenses of Contractor have been provided for in the total payment to Contractor as specified in the Price Schedule. Total payments to Contractor cannot exceed that amount set forth in the Price Schedule above without prior approval and agreement of all parties, evidenced in writing.

If funding for the entire Agreement is not appropriated at the time this Agreement is entered into, City retains the right to terminate this Agreement at the expiration of each of City's budget periods, and any subsequent contract period is subject to and contingent upon such appropriation.

It is understood and agreed by the Parties that the City does not guarantee any minimum amount of compensation, and that Contractor will be paid only for actual work performed and for allowable expenses, provided that Contractor shall present City with an invoice for all expenses and services monthly within 14 days of the end of the month. Payment shall be made no more than 30 calendar days following receipt and approval of each invoice. This is not an exclusive contract.

Final acceptance of work products and services require written approval by City. The approval official shall be Director. Payment will be made to Contractor following written approval of the final work products and services by Director. City shall not be obligated or liable under this Agreement to any party, other than Contractor, for the payment of any monies or the provision of any goods or services.

Work Start Date: Work shall start immediately upon instruction to KGB from the Director, Solid Waste Management Department or his designee, but no sooner than September 19, 2019, for performance of various City projects described in the RFP's scope of services or the contract documents identified above.

Term of Performance and Termination Date: The term of this agreement is for two years and shall commence, after approval by the City Council as signified by the passage of an Ordinance, on the date recited in the Enabling Ordinance, after execution by the City, and terminate on September 30, 2021. At the City's sole option, the Agreement may be renewed for two (2) additional one (1) year terms, under the same terms and conditions.

Notice: Except where the terms of this Agreement expressly provide otherwise, any election, notice or communication required or permitted to be given under this Agreement shall be in writing and deemed to have been duly given if and when delivered personally (with receipt

acknowledged), or three (3) days after depositing same in the U.S. mail, first class, with proper postage prepaid, or upon receipt if sending the same by certified mail, return receipt requested, or upon receipt when sent by a commercial courier service (such as Federal Express or DHL Worldwide Express) for expedited delivery to be confirmed in writing by such courier, at the addresses set forth below or to such other address as either party may from time to time designate in writing.

If intended for City, to:

City of San Antonio
Attn: Solid Waste Management Department
P.O. Box 839966
San Antonio, Texas 78283-3966

If intended for Contractor, to:

KGB Texas Marketing/Public Relations, Inc.
200 E. Grayson St., Suite 210
San Antonio, Texas 78215

Assignment and Subcontracting: Contractor shall supply qualified personnel as may be necessary to complete the work to be performed under this Agreement. Persons retained to perform work pursuant to this Agreement shall be the employees or subcontractors of Contractor. Contractor, its employees or its subcontractors shall perform all necessary work.

It is City's understanding, and this Agreement is made in reliance thereon, that Contractor intends to use the following subcontractors in the performance of this Agreement: NONE. Any deviation from this subcontractor list, whether in the form of deletions, additions or substitutions shall be approved by the Director, prior to the provision of any services by said subcontractor.

Any work or services approved for subcontracting hereunder shall be subcontracted only by written contract and, unless specific waiver is granted in writing by the City, shall be subject by its terms to each and every provision of this Agreement. Compliance by subcontractors with this Agreement shall be the responsibility of Contractor. City shall in no event be obligated to any third party, including any subcontractor of Contractor, for performance of services or payment of fees. Any references in this Agreement to an assignee, transferee, or subcontractor, indicate only such an entity as has been approved by the Director.

Except as otherwise stated herein, Contractor may not sell, assign, pledge, transfer or convey any interest in this Agreement, nor delegate the performance of any duties hereunder, by transfer, by subcontracting or any other means, without the consent of the Director. As a condition of such consent, if such consent is granted, Contractor shall remain liable for completion of the services outlined in this Agreement in the event of default by the successor Contractor, assignee, transferee or subcontractor.

Any attempt to transfer, pledge or otherwise assign this Agreement without said written approval, shall be void ab initio and shall confer no rights upon any third person. Should Contractor assign, transfer, convey, delegate, or otherwise dispose of any part of all or any part of its right, title or interest in this Agreement, City may, at its option, cancel this Agreement and all rights, titles and interest of Contractor shall thereupon cease and terminate, in accordance

with the termination provisions above, notwithstanding any other remedy available to City under this Agreement. The violation of this provision by Contractor shall in no event release Contractor from any obligation under the terms of this Agreement, nor shall it relieve or release Contractor from the payment of any damages to City, which City sustains as a result of such violation.

Nonwaiver of Performance: Unless otherwise specifically provided for in this Agreement, a waiver by either Party of a breach of any of the terms, conditions, covenants or guarantees of this Agreement shall not be construed or held to be a waiver of any succeeding or preceding breach of the same or any other term, condition, covenant or guarantee herein contained. Further, any failure of either Party to insist in any one or more cases upon the strict performance of any of the covenants of this Agreement, or to exercise any option herein contained, shall in no event be construed as a waiver or relinquishment for the future of such covenant or option. In fact, no waiver, change, modification or discharge by either party hereto of any provision of this Agreement shall be deemed to have been made or shall be effective unless expressed in writing and signed by the party to be charged. In case of City, such changes must be approved by the Director. No act or omission by a Party shall in any manner impair or prejudice any right, power, privilege, or remedy available to that Party hereunder or by law or in equity, such rights, powers, privileges, or remedies to be always specifically preserved hereby.

Independent Contractor: Contractor covenants and agrees that he or she is an independent contractor and not an officer, agent, servant or employee of City; that Contractor shall have exclusive control of and exclusive right to control the details of the work performed hereunder and all persons performing same, and shall be responsible for the acts and omissions of its officers, agents, employees, contractors, subcontractors and Contractors; that the doctrine of respondent superior shall not apply as between City and Contractor, its officers, agents, employees, contractors, subcontractors and Contractors, and nothing herein shall be construed as creating the relationship of employer-employee, principal-agent, partners or joint venturers between City and Contractor. The parties hereto understand and agree that the City shall not be liable for any claims which may be asserted by any third party occurring in connection with the services to be performed by the Contractor under this Agreement and that the Contractor has no authority to bind the City.

Termination: For purposes of this Agreement, "termination" of this Agreement shall mean termination by expiration of the Agreement term as stated above, or earlier termination pursuant to any of the provisions hereof. This Agreement may be terminated without cause by City upon 30 calendar days written notice. Upon written notice City may terminate this Agreement as of the date provided in the notice, in whole or in part, upon the occurrence of the sale, transfer, pledge, conveyance or assignment of this Agreement without prior approval, as provided above in Assignment and Subcontracting, which shall constitute an Event for Cause under this Agreement.

Defaults With Opportunity for Cure. Should Contractor default in the performance of this Agreement in a manner stated in this section below, same shall be considered an event of default. City shall deliver written notice of said default specifying such matter(s) in default. Contractor shall have fifteen (15) calendar days after receipt of the written notice to cure such default. If Contractor fails to cure the default within such fifteen-day cure period, City shall have the right,

without further notice, to terminate this Agreement in whole or in part as City deems appropriate, and to contract with another Contractor to complete the work required in this Agreement. City shall also have the right to offset the cost of said new Agreement with a new Contractor against Contractor's future or unpaid invoice(s), subject to the duty on the part of City to mitigate its losses to the extent required by law.

Bankruptcy or selling substantially all of company's assets.
Failing to perform or failing to comply with any covenant herein required.
Performing unsatisfactorily.

Termination By Law. If any state or federal law or regulation is enacted or promulgated which prohibits the performance of any of the duties herein, or, if any law is interpreted to prohibit such performance, this Agreement shall automatically terminate as of the effective date of such prohibition.

Regardless of how this Agreement is terminated, Contractor shall affect an orderly transfer to City or to such person(s) or firm(s) as the City may designate, at no additional cost to City, all completed or partially completed documents, papers, records, charts, reports, and any other materials or information produced as a result of or pertaining to the services rendered by Contractor, or provided to Contractor, hereunder, regardless of storage medium, if so requested by City, or shall otherwise be retained by Contractor in accordance with records retention requirements. Any record transfer shall be completed within thirty (30) calendar days of a written request by City and shall be completed at Contractor's sole cost and expense. Payment of compensation due or to become due to Contractor is conditioned upon delivery of all such documents, if requested.

Within forty-five (45) calendar days of the effective date of completion, or termination or expiration of this Agreement, Contractor shall submit to City its claims, in detail, for the monies owed by City for services performed under this Agreement through the effective date of termination. Failure by Contractor to submit its claims within said forty-five (45) calendar days shall negate any liability on the part of City and constitute a **Waiver** by Contractor of any and all right or claims to collect moneys that Contractor may rightfully be otherwise entitled to for services performed pursuant to this Agreement.

Upon the effective date of expiration or termination of this Agreement, Contractor shall cease all operations of work being performed by Contractor or any of its subcontractors pursuant to this Agreement.

Termination not sole remedy. In no event shall City's action of terminating this Agreement, whether for cause or otherwise, be deemed an election of City's remedies, nor shall such termination limit, in any way, at law or at equity, City's right to seek damages from or otherwise pursue Contractor for any default hereunder or other action.

Amendments: Except where the terms of this Agreement expressly provide otherwise, any alterations, additions, or deletions to the terms hereof, shall be effected by amendment, in

writing, executed by both City and Contractor, and signed by the Director. Substantive changes shall require City Council approval.

THIS AGREEMENT SHALL BE CONSTRUED UNDER AND IN ACCORDANCE WITH THE LAWS OF THE STATE OF TEXAS AND ALL OBLIGATIONS OF THE PARTIES CREATED HEREUNDER ARE PERFORMABLE IN BEXAR COUNTY, TEXAS.

ANY LEGAL ACTION OR PROCEEDING BROUGHT OR MAINTAINED, DIRECTLY OR INDIRECTLY, AS A RESULT OF THIS AGREEMENT SHALL BE HEARD AND DETERMINED IN THE CITY OF SAN ANTONIO, BEXAR COUNTY, TEXAS.

Entire Agreement: This Agreement, together with its exhibits, as listed above, constitute the final and entire agreement between the parties hereto and contain all of the terms and conditions agreed upon. No other agreements, oral or otherwise, regarding the subject matter of this Agreement shall be deemed to exist or to bind the parties hereto, unless same be in writing, dated subsequent to the date hereto, and duly executed by the parties.

Agreed, Consented to, and Executed this _____ day of September, 2019.

CITY OF SAN ANTONIO	KGB Texas Marketing/Public Relations, Inc., d/b/a KGB Texas Communications
BY: _____	
Printed name: _____	Katie G. Harvey
Title: _____	CEO
CITY MANAGER, or her Designee	

APPROVED AS TO FORM:

Office of the City Attorney
Andrew Segovia, City Attorney

By: _____
Assistant City Attorney

Exhibit I. Request for Proposals for Concept Development and Production of Solid Waste Management Department Marketing Campaigns (RFP 19-046; RFx 6100011205), issued by the City on April 11, 2019;

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Exhibit IV. Copy of enabling Ordinance No. 2019-09-19-_____.