

ORDINANCE 2020-06-18-0424

**APPROVING AN AMENDMENT TO A PROFESSIONAL SERVICES AGREEMENT FOR 2020 CENSUS SOCIAL MEDIA CONSULTING, EXTENDING THE INITIAL TERM OF THE AGREEMENT TO SEPTEMBER 30, 2020, FOR AN AMOUNT NOT TO EXCEED \$75,900.00.**

\* \* \* \* \*

**WHEREAS**, in December 2019 the City of San Antonio entered into a Professional Services Agreement with The DeBerry Group in an amount not to exceed \$49,900.00 with a termination date of July 1, 2020; and

**WHEREAS**, the COVID-19 crisis has caused the U.S. Census Bureau to alter the original timeline for performing door-to-door counts and the final reporting of the Census; and

**WHEREAS**, in response to the COVID-19 pandemic, the City's census efforts have pivoted from high-touch community-based outreach to high-media impact outreach, including social media platforms to reach historically undercounted populations; and

**WHEREAS**, this Ordinance authorizes an amendment to the Professional Service Agreement for 2020 Census Social Media Consulting Services to extend the initial term to September 30, 2020 and increase the total compensation by an additional \$26,000.00 for continued services provided by the DeBerry Group; **NOW THEREFORE:**

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

**SECTION 1.** The City Manager or designee or the Director of the Government and Public Affairs or designee is authorized to execute a contract amendment to the Professional Services Agreement for 2020 Census Social Media Consulting Services between the City and The DeBerry Group to extend the contract term for a period from July 2, 2020 through September 30, 2020 and increase funding to an amount not to exceed \$75,900.00. A copy of the Amendment, in substantially final form, is attached and incorporated as **Attachment I**.

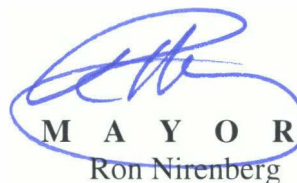
**SECTION 2.** Funding in the amount of \$26,000.00 for this ordinance is available in Fund 11001000, Cost Center 1201010004 and General Ledger Account 5201040 as part of the Fiscal Year 2019 Carry Forward Budget adopted by City Council. The total value of this contract due to the amendment shall not exceed \$75,900.00. \$49,900.00 was approved in accordance with the City's procurement policies.

**SECTION 3.** Payment is authorized to The DeBerry Group and should be encumbered with a purchase order.

**SECTION 4.** 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.

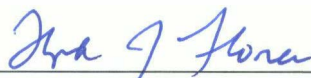
**SECTION 5.** This Ordinance is effective immediately upon passage by eight affirmative votes; otherwise it is effective on the tenth day after passage.

**PASSED AND APPROVED** this 18<sup>th</sup> day of June, 2020.




M A Y O R  
Ron Nirenberg

**ATTEST:**

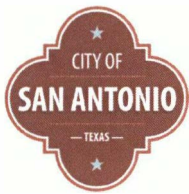


\_\_\_\_\_  
Tina Flores, Acting City Clerk

**APPROVED AS TO FORM:**



\_\_\_\_\_  
Andrew Segovia, City Attorney



## City of San Antonio

### City Council

June 18, 2020

**Item: 21**

**Enactment Number:**

**File Number: 20-3645**

**2020-06-18-0424**

Ordinance approving an amendment to a Professional Services Agreement with The DeBerry Group for 2020 Census Social Media Consulting, extending the initial term of the agreement to September 30, 2020, for an amount not to exceed \$75,900.00. Funding is available from the Government & Public Affairs FY 2020 General Fund budget. [Carlos Contreras, Assistant City Manager; Jeff Coyle, Director, Government & Public Affairs]

Councilmember John Courage made a motion to approve. Councilmember Clayton H. Perry seconded the motion. The motion passed by the following vote:

**Aye:** 8 Nirenberg, Treviño, Andrews-Sullivan, Viagran, Cabello Havrda,  
Sandoval, Courage and Perry

**Nay:** 2 Rocha Garcia and Gonzales

**Absent:** 1 Pelaez

# ATTACHMENT I

STATE OF TEXAS     §  
                                  §  
                                  §  
COUNTY OF BEXAR §

**FIRST AMENDMENT TO  
PROFESSIONAL SERVICES AGREEMENT  
FOR  
2020 CENSUS SOCIAL MEDIA CONSULTING  
SERVICES**

This First Amendment of the Agreement for social media consulting services related to the local Census 2020 is entered into by and between the City of San Antonio, a Texas Municipal Corporation (“City”), acting by and through its Assistant City Manager, Carlos Contreras, and The DeBerry Group, acting by and through its President/CEO Trish DeBerry (“Consultant”), both of which may be referred to collectively as the “Parties”.

**WHEREAS**, effective December 9, 2019, the Parties entered into an Agreement for social media consulting services on behalf of the City’s 2020 Census outreach efforts, with a termination date of July 1, 2020; and

**WHEREAS**, in accordance with Article XV. Amendments of the Agreement, the Parties would like to amend the Agreement to extend the term for an additional 90 days thereby increasing the total compensation by an additional \$26,000 for continued services provided by Consultant; and

**NOW THEREFORE**, the Parties agree as follows:

**ARTICLE I.  
PURPOSE AND EFFECTIVE DATE**

The purpose of this Amendment is to amend the Professional Services Agreement for 2020 Census Social Media Consulting Services to extend the term through September 30, 2020 and compensation amount to be paid by the City to Consultant for continued services as set out in the Agreement, incorporated in its entirety in this Amendment for all purposes.

**ARTICLE II.  
AMENDMENTS**

2.01 Article II, “Term” is amended as follows:

2.1 By agreement of the Parties, the Agreement between the Parties that began on December 9, 2019 and ending July 1, 2020, is extended for the period from July 2, 2020 through September 30, 2020.

2.02 Article IV, “Compensation to Consultant” is amended as follows:

4.1 In consideration of Consultant’s satisfactory and efficient performance, as determined solely by Director, of all services and activities set forth in this Agreement, City agrees to pay Consultant a total amount not to exceed \$75,900 as total compensation to be paid to Consultant in the manner set forth in Section 4.2.

- 4.1.1 For the period beginning July 2, 2020 through September 30, 2020, City agrees to pay Consultant a total amount of \$26,000.00 for the continued provision of services set forth in Article III, "Scope of Services". The calculation of compensation shall be as set forth in Article IV of the Agreement.

**ARTICLE III.  
TERMS AND CONDITIONS**

All other terms and conditions of the Agreement remain in full force and effect.

**EXECUTED** and **AGREED** to this the \_\_\_\_ day of \_\_\_\_\_, 2020.

**CITY OF SAN ANTONIO:**

**CONSULTANT:**


\_\_\_\_\_  
Carlos Contreras  
Assistant City Manager

\_\_\_\_\_  
Trish DeBerry  
President/CEO, The DeBerry Group

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

**APPROVED AS TO FORM**

  
\_\_\_\_\_  
City Attorney