



# City of San Antonio

## Agenda Memorandum

**File Number:** 18-3579

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**Agenda Item Number:** 29.

**Agenda Date:** 6/14/2018

**In Control:** City Council A Session

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**DEPARTMENT:** Human Resources

**DEPARTMENT HEAD:** Lori Steward

**COUNCIL DISTRICTS IMPACTED:** City-wide

**SUBJECT:**

Communication Services for City of San Antonio Employee Benefit Programs

**SUMMARY:**

This ordinance authorizes the City Manager or her designee to execute a contract with GuideSpark, Inc to provide innovative communication methods to educate benefit-eligible civilian and uniformed Police employees regarding the City's benefit plans in order to assist employees in making the appropriate benefit plan choice for themselves and their covered dependents. The term of the contract is three (3) years beginning July 1, 2018 and ending June 30, 2021, with the option to renew for two additional one year periods. The contract cost is \$50,000 annually plus a one-time \$4,000 setup expense, for a total amount of \$254,000 with future year funding subject to and contingent upon funding by City Council.

**BACKGROUND INFORMATION:**

In January 2018, staff initiated a process to solicit proposals for a firm to provide innovative ideas to communicate and educate benefit eligible civilian and uniformed Police employees about the City's benefit plans.

A Request for Proposal (RFP) was issued on February 9, 2018, seeking proposals from qualified firms in response to the scope outlined within the RFP.

The RFP deadline was March 9, 2018 and the City received seven responsive proposals. An initial Evaluation was conducted on April 18, 2018 and four firms were selected for interviews. Interviews and Evaluation were conducted on May 11 and May 16, 2018. The evaluation committee members included:

- Lori Steward, Human Resources Director, City of San Antonio
- Wanda Heard, Human Resources Assistant Director, City of San Antonio

- Jim Thomas, Human Resources Employee Benefits Administrator, City of San Antonio
- Karen Koppers-Alvizo, Employee Management Committee Representative, City of San Antonio

The evaluation of each proposal was based on a total of 100 points: (25) twenty five points were allotted for experience, background, qualifications; (40) forty points were allotted for the proposed plan; (20) twenty points were allotted for Price; Local Preference (LLP) Ordinance (up to 10) up to ten points and (5) five points for Veteran-Owned Small Business Preference Program. A summary of the RFP scoring is attached.

The Local Preference Ordinance and Veteran-Owned Small Business Preference Program were applied in the evaluation of responses received for this contract.

Based upon the evaluation conducted by members of the evaluation committee, GuideSpark, Inc. received the top score. The term of this contract is for three (3) years, July 1, 2018 and ending June 30, 2021, with the option to renew for two additional one-year periods, subject to and contingent upon funding by City Council.

**ISSUE:**

Execution of this contract with GuideSpark, Inc. will allow for the development of written communications to include educational videos to be used during annual Open Enrollment and for newly hired employees to provide consistent messaging and education about the City's sponsored benefit programs and to help them make informed choices regarding benefits plans that best meet their needs and the needs of their families.

**ALTERNATIVES:**

Should this contract not be approved, the Employee Benefits division comprised of seven individuals will be required to meet at thirty-two (32) City departments during open enrollment to provide face-to-face meetings to employees on the City's benefit plans. The small number of staff is insufficient to meet the demand. Studies show that many decisions for enrollment in insurance plans are made by the employee's spouse. The availability of this type of educational video content will ensure that all those involved in the decision-making process have access to information related to choosing a benefit plan.

**FISCAL IMPACT:**

Funds are available for the first year of the contract in the FY 2018 Employee Benefits Insurance Fund Budget. Subsequent funding will be subject to and contingent upon funding by City Council.

**RECOMMENDATION:**

Staff recommends approval of this ordinance to execute a professional services agreement for communication services for employee benefit programs for a term beginning July 1, 2018 and ending on June 30, 2021 with an option to extend the contract up to two additional one-year extensions, subject to and contingent upon funding by City Council.