



City of San Antonio

Agenda Memorandum

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Agenda Date: 6/11/2020

In Control: City Council A Session

DEPARTMENT: Office of Sustainability

DEPARTMENT HEAD: Douglas R. Melnick, AICP, ISSP-SA, CNU-A

COUNCIL DISTRICTS IMPACTED: All

SUBJECT:

City Council consideration of an Ordinance approving an agreement with TXC Texas Creative, Ltd., to develop and implement the SA Climate Ready Public Engagement & Communications Initiative.

SUMMARY:

The City of San Antonio solicited proposals from qualified respondents to implement the SA Climate Ready Public Engagement & Communications Initiative, which will inform the greater San Antonio community about the benefits of climate action and adaptation activities with goals to achieve reduced energy use and utility costs, reduced greenhouse gases and criteria air pollutants, and improved quality-of-life and equity for all residents. Equity themes, as defined in the SA Climate Ready, Climate Action & Adaptation Plan, include access and accessibility; affordability; cultural preservation; health; and, safety and security. The objective of this initiative is to continue education, awareness and conversation in order to ensure cross-sector involvement and buy-in for implementation of climate mitigation and air quality policies, programs and projects. To accomplish this objective, the initiative will focus on direct messaging and engagement with the general public and with specific key audiences and will utilize various media avenues. The annual budget for this initiative is \$195,000.00 for the first year, with two one-year renewal options. Funding for this agreement is available in the FY 2020 Budget for the Office of Sustainability.

BACKGROUND INFORMATION:

City Council adopted the SA Tomorrow Sustainability Plan on August 11, 2016, to guide the City toward smart, sustainable growth as it prepares for a million more people by 2040. The plan incorporates the objectives of the Mission Verde Plan and provided the foundation for future climate action planning. On June 22, 2017, City Council passed a resolution in support of the Paris Climate Agreement, directing city staff to develop a plan to help San Antonio meet the objectives of this agreement. On October 17, 2019, Council adopted the SA Climate Ready Climate Action and Adaptation Plan (CAAP) with a main goal of achieving carbon neutrality by 2050. The CAAP is the current guiding document for climate action in the city.

A Request for Qualifications (RFQ) was issued January 10, 2020 to select a consultant to develop and implement the SA Climate Ready Public Engagement & Communications Initiative, a comprehensive community engagement, education, and outreach campaign addressing general climate action and adaptation education and awareness, as well as for high priority sustainability initiatives from CAAP. The main objective of this initiative is to continue education, awareness, and engagement in order to ensure cross-sector involvement and buy-in for implementation of climate mitigation and air quality policies, programs, and projects.

The RFQ was advertised in the San Antonio Express-News, TVSA channel, the City's Bidding & Contracting Opportunities website, the San Antonio e-Procurement System (SAEPS) and an email notification was released to a list of potential Respondents. Responses were due on February 26, 2020 and a total of six firms responded to the RFQ and were deemed eligible for review. On May 4, 2020, the proposals were reviewed by the evaluation committee which included representatives from the Office of Sustainability, Government & Public Affairs Department, and the Solid Waste Management Department. Proposals were evaluated and scored on Experience, Background, and Qualifications (30 points); Proposed Plan (45 points); SBE Prime Contract Program and M/WBE Contract Program (10 points); Local Preference Program (10 points); Veteran-Owned Small Business Preference Program (5 points). After initial scoring, the evaluation committee selected four respondents for interviews and final evaluation, which were conducted virtually. TXC Texas Creative, Ltd., received the top score.

Due diligence conducted for the respondents to the above solicitation included a search of federal and state debarment lists, prohibited political contributions, conflicts of interest, delinquent City/County taxes, outstanding payments to the City, payment of state franchise fees as well as a search of the internet for pertinent business information. No material findings were noted that would prevent the City from awarding to the selected vendor.

ISSUE:

The SA Climate Ready Public Engagement & Communications Initiative will inform the community about the benefits of climate action and adaptation activities with the goals of achieving reduced energy use and utility costs, reducing greenhouse gases and criteria air pollutants, and improving quality-of-life for all residents in San Antonio. To implement effectively and equitably, these commitments require significant changes in operations, behavior, and support from the community.

Specific policies and programs that may be targeted for specific outreach include:

- Climate Change Education and Awareness
- Building Benchmarking and Disclosure Programs for Commercial and Multi-Family Buildings
- Electric Vehicle and Solar Ready Requirements for New Construction
- Electric Vehicles and Charging Infrastructure
- Renewable Energy Programs
- Property Assessed Clean Energy (PACE)
- City of San Antonio Internal Municipal Sustainability and Climate Programs

The initiative will focus on direct messaging and engagement with the general public and with specific key audiences (e.g., business and industry, neighborhood associations, chambers of commerce, vulnerable

populations, etc.) and will utilize various media avenues including social media, radio, print, as well as public meetings, community events, and in person presentations. All communications are to be presented in both English and Spanish.

As the CAAP was developed with a foundation in climate equity, the following guiding principles should be followed throughout the planning and implementation of the SA Climate Ready Public Engagement & Communications Initiative:

- Develop communication channels that will give all residents opportunities to be heard.
- Ensure that communication, outreach, and engagement efforts reach all residents, particularly frontline communities and those that have been historically under-represented.
- Promote meaningful community participation in decisions that affect the community.
- Track demographics and continually assess, monitor, and consult to ensure progress, amend tactics as needed.
- Utilize the International Association for Public Participation (IAP2) Spectrum of Public Participation as a guide regarding engagement and decision-making.

This contract will be awarded in compliance with the Small Business Economic Development Advocacy (SBEDA) Program. TXC Texas Creative, Ltd., is a small, women-owned firm that received ten (10) evaluation preference points as they are located within the San Antonio Metropolitan Statistical Area and will be self-performing the 10% Minority and/ or Women-Owned Business Enterprise (M/WBE) subcontracting goal.

In accordance with Local Preference Program, the recommended respondent received 10 points for being headquartered within the incorporated San Antonio city limits. The Veteran-Owned Small Business Preference Program was applied in the evaluation of responses received for this contract; however, the top ranked firm is not a veteran-owned small business.

ALTERNATIVES:

City Council could choose not to approve the ordinance and agreement with TXC Texas Creative, Ltd., which could adversely impact the level of climate-related education, awareness, and engagement residents and stakeholders receive, potentially decreasing the level of buy-in for implementation of climate mitigation and air quality policies, programs, and projects.

FISCAL IMPACT:

The fiscal impact of this agreement is \$195,000.00 with two one-year renewal options at a cost of \$195,000.00 per term for a total compensation value not to exceed \$585,000.00. The initial contract amount of \$195,000.00 is available in the Office of Sustainability FY 2020 budget. If the contract is renewed, additional amounts will be appropriated in the budgets for FY 2021 and FY 2022.

RECOMMENDATION:

Staff recommends approval of an Ordinance approving an agreement with TXC Texas Creative, Ltd., for the development and implementation of the SA Climate Ready Public Engagement & Communications Initiative.

This contract was procured by means of a Request of Qualifications and a Contract Disclosure Form is attached.

