



City of San Antonio

Agenda Memorandum

File Number:17-2055

Agenda Item Number: 29.

Agenda Date: 3/30/2017

In Control: City Council A Session

DEPARTMENT: Office of Sustainability

DEPARTMENT HEAD: Douglas Melnick

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Air Quality Regional Education and Outreach Contract Award

SUMMARY:

An Ordinance selecting aMAEzing, LLC and awarding a contract for consultant services for a “Regional Community Education and Outreach for Non Attainment of Air Quality”, in an amount not to exceed \$75,000.00, for an initial term of one year, with one additional one year renewal option. Funding for this is included in the Office of Sustainability Solid Waste Fund within the FY 2017 Annual Budget.

BACKGROUND INFORMATION:

Project Background

In 2017, the Alamo Area Council of Governments and the City of San Antonio will release two high profile studies - “The Economic Cost of Non-Attainment” and the “Cost of Non-Attainment on Public Health”. The findings and data from these studies will be formulated into a plain language campaign to target neighborhoods, regional business and industry, and medical communities to encourage a call to action to incorporate pollution reduction measures within their daily lives and business operations. The information will be distributed via social media and print media with industry & stakeholder roundtables and events.

aMAEzing, LLC will develop an outreach campaign to include:

- Development of easy to understand actionable messaging in English and Spanish.
- Partnerships with the Chambers of Commerce, top 100 employers and major health systems to share campaign messages with their audiences and social media platforms.

- Coordination of roundtables and meetings to disseminate information to neighborhoods and homeowners associations.

Procurement of Services

A Request for Proposal (RFP) for a “Regional Community Education and Outreach for Non Attainment of Air Quality” (6100008516 (RFP 17-047)) was advertised in January 2017 on the City's website, in the San Antonio Express-News and distributed by email to a list of seven potential respondents identified by the Office of Sustainability and 103 vendors through the City’s Electronic Procurement System. Responses were due on February 1, 2017, and five firms responded to the RFP.

A selection committee consisting of representatives from the Office of Sustainability, Government and Public Affairs, San Antonio Metro Health and the Alamo Area Council of Governments evaluated the proposal submission. The evaluation was based on the published evaluation criteria in the RFP, which included: Background, Experience and Qualifications, Proposed Plan, Pricing, Small Business Enterprise (SBE) Prime Contract Program, Minority/Women Business Enterprise (M/WBE) Prime Contract Program, Local Preference Ordinance, and Veteran-Owned Small Business Preference Program.

aMAEzing, LLC demonstrated the skills and experience related to developing strategic marketing campaigns by their prior work with Pre-K for SA, Center City Development and Operations Department, Animal Care Services Department and Parks & Recreation Department. The consultant team includes a subcontract with Veronica Morales, CEO of the “The Social Being”. Ms. Morales is a Digital Strategist with expertise in using technology trends and research methods to create and maintain brand awareness for local businesses and non-profit organizations.

This contract will be awarded in compliance with the Small Business Economic Development Advocacy (SBEDA) Program, which requires contracts be reviewed by a Goal Setting Committee to establish a requirement and/or incentive unique to the particular contract in an effort to maximize the amount of small, minority, and women-owned business participation on the contract. The Goal Setting Committee applied the Small and Minority/ Women-Owned Business Enterprise Prime Contract Program with a total of twenty (20) evaluation preference points awarded to aMAEzing, LLC, as they are certified SBE and M/WBE firm located within the San Antonio Metropolitan Statistical Area.

ISSUE:

Office of Sustainability staff is requesting City Council approval of an ordinance selecting aMAEzing, LLC to award a contract for consultant services pertaining to the City’s “Regional Community Education and Outreach for Non Attainment of Air Quality” and authorizing the negotiation and execution of a professional services agreement in an amount not to exceed \$75,000.00, for an initial term of one year, with one additional one year renewal option.

Funding to develop the “Regional Community Education and Outreach for Non Attainment of Air Quality” was allocated and authorized by City Council within the Office of Sustainability Solid Waste Fund FY 2017 Annual Budget.

In accordance with the Local Preference Program, the recommended firm 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, this firm is not a veteran-owned small business.

ALTERNATIVES:

This request can be postponed or cancelled. However, the City will lose the opportunity to develop the “Regional Community Education and Outreach for Non Attainment of Air Quality” in coordination with the release of two high profile studies - “The Economic Cost of Non-Attainment” and the “Cost of Non-Attainment on Public Health”.

FISCAL IMPACT:

This Ordinance selects aMAEzing, LLC and awarding a contract for consultant services pertaining to the City’s “Regional Community Education and Outreach for Non Attainment of Air Quality” (RFP 17-047) and authorizing the negotiation and execution of a professional services agreement in an amount not to exceed \$75,000.00, for an initial term of one year, with one additional one year renewal option. Funding to develop the study was allocated and authorized by City Council within the Office of Sustainability Solid Waste Fund FY 2017 Annual Budget.

RECOMMENDATION:

Staff recommends the selection of, and award of a contract to, aMAEzing, LLC for consultant services pertaining to the City’s “Regional Community Education and Outreach for Non Attainment of Air Quality” (RFP 17-047), in an amount not to exceed \$75,000.00, for an initial term of one year, with one additional one year renewal option.