



City of San Antonio

Agenda Memorandum

File Number:17-3558

Agenda Item Number: 18.

Agenda Date: 9/7/2017

In Control: City Council A Session

DEPARTMENT: Transportation & Capital Improvements

DEPARTMENT HEAD: Mike Frisbie, P.E.

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Public Relations Consulting Professional Services Agreement for Vision Zero and Transportation Planning

SUMMARY:

An ordinance authorizing the execution of a professional services agreement for public relations consulting services with Komet Marketing Communications, Inc. for a term of one year with an option to renew the agreement for up to two, one-year extensions under the same terms and conditions in support of Vision Zero and Transportation Planning.

BACKGROUND INFORMATION:

The Transportation & Capital Improvements Department manages various transportation plans and initiatives which includes Vision Zero and the SA Tomorrow Multimodal Transportation Plan. Vision Zero is a worldwide initiative with the purpose of eliminating traffic fatalities and serious injuries, and is part of the SA Tomorrow Multimodal Transportation Plan. The Plan provides a comprehensive review of the current and projected mobility opportunities and challenges in the City through 2040, and shifts the current transportation mindset from moving cars to moving people.

In support of these initiatives, the services provided by the consultant will focus on educating and encouraging people to practice safe walking, biking and driving; and consider sustainable transportation options to improve roadway safety and reliability necessitated by the projected population growth. This will be accomplished through the following methods:

- Media Planning & Purchasing
- Social Media & Website Management
- Event Strategic Planning

The public relations campaign will also be used to publicize infrastructure improvements and technology advancements to instill public confidence in City efforts to provide the best transportation network.

Procurement of Services

On March 24, 2017, a Request for Proposals (RFP) was issued to solicit responses from qualified respondents interested in preparing and executing a public relations campaign.

The evaluation committee consisted of five Transportation & Capital Improvements staff members. The Procurement Division of the Finance Department assisted with ensuring compliance with City policies and procedures. Proposals were due by April 14, 2017 and three proposals were responded.

This agreement will be awarded in compliance with the Small Business Economic Development Advocacy (SBEDA) Program, which requires agreements to be reviewed by a Goal Setting Committee to establish a requirement and/or incentive unique to the particular agreement in an effort to maximize the amount of small, minority and woman-owned business participation under the agreement. The Goal Setting Committee applied the Small and Minority/Women-Owned Business Enterprise Prime Contract Program with 20 evaluation points awarded to Komet Marketing Communications, Inc. as they are certified SBE and M/WBE firms located within the San Antonio Metropolitan Statistical Area.

ISSUE:

This ordinance authorizes the execution of a professional services agreement for public relations consulting services with Komet Marketing Communications, Inc. for a term of one year with an option to renew the agreement for up to two, one-year extensions under the same terms and conditions in support of Vision Zero and Transportation Planning.

The utilization of the public relations services will be directed by Transportation & Capital Improvements staff. Komet Marketing Communications, Inc. services to be provided under this agreement may include, but are not limited to the following:

- Develop a comprehensive program to identify, prioritize, and plan purchased media
- Propose stories and schedule interviews for print, television, and radio media outlets
- Develop a comprehensive program to identify, prioritize, and plan key outreach events
- Plan and coordinate press conferences
- Create regularly scheduled postings for Facebook and Twitter
- Provide updates to www.VisionZeroSA.com, www.satransportationplan.com, and www.sanantonio.gov/tci websites
- Create and execute surveys to evaluate public awareness and brand identity of Vision Zero and Transportation Planning
- Provide reports on media coverage and outreach results

The focus of the public relations consultant will be to assist TCI with developing a comprehensive program to improve community awareness, support, and participation in Vision Zero and SA Tomorrow initiatives.

ALTERNATIVES:

City Council could choose not to approve this agreement for Vision Zero and Transportation Planning public relations. However, doing so would require staff to issue a second RFP to solicit firms to provide these services, which would delay the public relations work desired for implementation of Vision Zero and Transportation Planning.

FISCAL IMPACT:

This ordinance authorizes the execution of an agreement with Komet Marketing Communications, Inc. for a one-year period with the option to extend up to two additional, one-year periods in an amount not to exceed \$150,000.00 for the first year and a total agreement term not to exceed \$450,000.00. Funds are available from the FY 2017 Adopted Budget: A total of \$94,000.00 is available in the FY2017 Pedestrian Safety Vision Zero Improvements project and up to \$56,000.00 is available in the Strategic Transportation Multimodal Plan project through Transportation Planning. The optional agreement extension is contingent on future funding.

RECOMMENDATION:

Staff recommends the approval of an ordinance authorizing the execution of a professional services agreement for public relations consulting services with Komet Marketing Communications, Inc. for a term of one year with an option to renew the agreement up to two, one-year periods in the amount not to exceed \$150,000.00 annually in support of Vision Zero and Transportation Planning.