



# City of San Antonio

## Agenda Memorandum

**File Number:**18-3077

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**Agenda Item Number:** 19.

**Agenda Date:** 5/17/2018

**In Control:** City Council A Session

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**DEPARTMENT:** Health

**DEPARTMENT HEAD:** Colleen M. Bridger MPH, PhD

**COUNCIL DISTRICTS IMPACTED:** Citywide

### **SUBJECT:**

Authorization of an Agreement with aMAEzing Marketing Group for the Air Quality Program

### **SUMMARY:**

This ordinance authorizes a Professional Services Agreement with aMAEzing Marketing Group for media and outreach efforts for the San Antonio Metropolitan Health District's Air Quality Program in an amount up to \$105,000 for a term beginning upon execution and ending September 30, 2018 with options to renew for one (1), one-year term.

### **BACKGROUND INFORMATION:**

The U.S. Environmental Protection Agency (EPA) released a more stringent "health-based" air pollution (ozone) standard on October 1, 2015, potentially impacting San Antonio's air quality attainment status. Air quality is a significant priority for the Alamo Region, as it has an impact on our community's public and economic health. The goal of Metro Health is to create awareness about sources of ozone pollution and accountability by reaching the general public and the business community. The overall goal will align with the City's SA Tomorrow long-range plan through 2040 and the San Antonio Metropolitan Health District's (Metro Health) Strategic Plan.

Through a professional services contract with aMAEzing Marketing Group for the development of a messaging

campaign for implementation across the general public, neighborhood associations, businesses with air emissions, and industry. The campaign will utilize various media outlets including social media, print media, public meetings, industry round tables and in-person presentations. The results will be measured by achieving a large number of residents across a wide array of media outlets.

On January 17, 2018, a Request for Proposals (RFP) was issued to solicit responses from qualified Respondents for an outreach awareness media campaign. The RFP was advertised in the San Antonio Express-News, the City's SAePS portal, City website, TVSA, and outreach notices were sent notifying potential respondents of the RFP and how to apply. A pre-submittal conference was held on January 23, 2018 to answer questions from potential Respondents.

The RFP closed on February 16, 2018 and four (4) responses were received and submitted to the Evaluation Committee for scoring. The four-member evaluation Committee included representatives from Metro Health. The Evaluation Committee met on February 28th and recommended award to aMAEzing Marketing Group.

Respondents were evaluated based on the firm's qualifications, experience, quality of service, previous performance, reference review, proposed plan and price schedule. The evaluation of each proposal is based on a total of 100 points; 25 points allotted for experience, background, qualifications; 35 points allotted for the proposed plan and 15 points allotted for the respondent's price schedule. Ten preference points were allotted for the Small Business Economic Development Advocacy (SBEDA) program, in addition to 10 points allotted for Local Preference Program and 5 points for the Veteran-Owned Small Business Preference Program.

Based on the proposal submission, staff recommends entering into an agreement with aMAEzing Marketing Group to develop and implement an outreach awareness media campaign for Metro Health's Air Quality Program.

## **ISSUE:**

Metro Health is requesting Council authorization to execute a Professional Services Agreement with aMAEzing Marketing Group in an amount up to \$105,000 for media and outreach efforts to select target audiences for the San Antonio Metropolitan Health District's Air Quality Program. Media outreach efforts will include TV, Radio, Outdoor Billboards, Print, Digital and Social Media Placements, the design and print of collateral materials, management and coordination of public meetings and awareness.

This contract will be awarded in compliance with the Small Business Economic Development Advocacy (SBEDA) Program. aMAEzing Marketing Group is an emerging small, minority, women-owned firm that received ten evaluation preference points as they are located within the San Antonio Metropolitan Statistical Area.

In accordance with Local Preference Program, the recommended Respondent received 10 points for being headquartered within the incorporated San Antonio city limits.

There were no proposals submitted by veteran-owned small businesses for this contract, therefore, the Veteran-Owned Small Business Preference Program was not applied.

## **ALTERNATIVES:**

If this agreement is not authorized, Metro Health will need to identify an alternative mechanism for which to conduct media and outreach efforts to address high ozone levels as well as the adverse health effects of high ozone levels on the environment and public health.

**FISCAL IMPACT:**

This ordinance will provide for the funding requirement for the Professional Services Agreement with aMAEzing Marketing Group in an amount up to \$105,000 is for a term beginning upon execution to September 30, 2018, and provides the opportunity to renew the agreement for one (1), one-year term contingent upon available funding. Funding for this agreement is included in the FY18 General Fund Budget.

**RECOMMENDATION:**

Staff recommends approval of an ordinance authorizing an agreement with aMAEzing Marketing Group in an amount up to \$105,000 for media and outreach efforts for the San Antonio Metropolitan Health District's Air Quality Program.

This contract is procured by means of Request for Proposals and the Contract Disclosure Form is attached.