



City of San Antonio

Agenda Memorandum

File Number:19-6567

Agenda Item Number: 34.

Agenda Date: 9/19/2019

In Control: City Council A Session

DEPARTMENT: Solid Waste Management Department

DEPARTMENT HEAD: David W. McCary, CPM Director

COUNCIL DISTRICTS IMPACTED: City Wide

SUBJECT:

Request for Proposals for Concept Development and Production of Solid Waste Management Department Marketing Campaigns

SUMMARY:

An ordinance selecting KGB Texas Marketing/Public Relations, Inc., dba KGB Texas Communications and awarding a contract for consultant services related to concept development and production of advertising campaigns for the Solid Waste Management Department (SWMD), in an amount not to exceed \$250,000.00 per year, for an initial term of two years with the option of two additional one-year terms, under the same terms and conditions. In addition to the specified campaigns of Cart Downsizing and Contamination, the selected company will provide other video production services including but not limited to filming, editing and animating on an as needed basis, and related multi-media.

BACKGROUND INFORMATION:

The City has a residential recycling goal of 60% by the year 2025. In order to meet that goal, SWMD utilizes many outlets to communicate the recycling message to San Antonio residents. Over the past several years, advertising has been purchased through local TV and radio in both English and Spanish, outdoor billboards, social media, and in theater advertising on screen and in lobbies of all San Antonio movie complexes. The advertising has been purchased in relatively small portions at a time. Because of this, each portion of time has had its own message and concept, which has its limitations. The messaging in these advertisements has been fragmented and has not had the impact that a larger, contiguous campaign would have.

Through this contract, SWMD will engage full-service video production company to conceptually develop and produce a complete multimedia campaign for the Cart Downsizing and recycling and organics messages. These concepts are expected to have a two-year life span, and will include many elements under the same overarching concept. For example, the company would produce a series of commercials that could run sequentially or in simultaneous rotation. From these commercials, portions could be lifted and would still have the same look and feel as the original piece.

On April 11, 2019, the Solid Waste Management Department released a Request for Proposal (RFP) for Concept Development and Production of Solid Waste Management Department Marketing Campaigns. The RFP was advertised in the San Antonio Express-News on April 12, 2019. A pre-submittal conference was held on April 19, 2019 to allow for Respondent questions and clarification to the RFP. Four responsive responses were received by the May 17, 2019 deadline. The evaluation team consisted of representatives from the Solid Waste Management Department.

The evaluation of each proposal was based on a total of 100 points: 30 points allotted for experience, background, qualifications; 30 points allotted for proposed plan; 15 points allotted for price; in addition, 10 points were allotted for the Small Business Economic Development Advocacy (SBEDA) Program; 10 points were allotted for the Local Preference Program (LPP); and 5 points for the Veteran-Owned Small Business Preference Program (VOSB). A summary of the RFP scoring is attached.

On July 8, 2019, the Evaluation Committee conducted interviews of all of the responsive firms with evaluation and scoring immediately after. The Evaluation Committee recommended KGB Texas Marketing/Public Relations, Inc., dba KGB Texas Communications for award as the firm receiving the highest collective score from the evaluation categories.

Recommended Award is in accordance with the Local Preference Program. In accordance with Local Preference Program, the recommended respondent received ten (10) points for being headquartered within the incorporated San Antonio city limits.

Recommended Award is in accordance with the Veteran-Owned Small Business (VOSB) Preference Program. The VOSB program was applied in the evaluation of responses received for this contract; however, the highest ranked firm is not a VOSB eligible firm.

The Small Business Economic Development Advocacy (SBEDA) Program was applied to this evaluation process. The highest ranked firm was eligible for all points allotted.

ISSUE:

This ordinance authorizes the execution of an agreement with KGB Texas Marketing/Public Relations, Inc., dba KGB Texas Communications to provide consulting services related to concept development and production of advertising campaigns for the Solid Waste Management Department. This agreement will be a tool to continue on the Pathway to Zero Waste, and reach the City's 60% residential recycling rate by 2025.

ALTERNATIVES:

City Council could choose not to enter into an agreement with the selected vendor, and the City could re-issue the RFP and solicit proposals from additional vendors. This action would delay offering consulting services to the related to the Solid Waste Management Department (SWMD) Concept Development and Production of Advertising Campaigns to promote customer educational messages.

FISCAL IMPACT:

An ordinance selecting KGB Texas Marketing/Public Relations, Inc., dba KGB Texas Communications and awarding a contract for consultant services related to concept development and production of advertising campaigns for the Solid Waste Management Department (SWMD), in an amount not to exceed \$250,000.00 per year, for an initial term of two years with the option of two additional one-year terms, under the same terms and conditions.

Funding for the first year of the contract is available in the Solid Waste Management Department FY 2020 Adopted Budget. Funding for future years of the contract is subject to City Council approval of the annual Budget.

RECOMMENDATION:

Staff recommends the execution of an agreement with KGB Texas Marketing/Public Relations, Inc., dba KGB Texas Communications to provide consulting services related to the Solid Waste Management Department Concept Development and Production of Advertising Campaigns to promote customer educational messages. This contract is procured by means of Request for Proposals and Discretionary Contract Disclosure Form is attached.