



# City of San Antonio

## Agenda Memorandum

**File Number:**20-7467

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**Agenda Item Number:** 21.

**Agenda Date:** 2/11/2021

**In Control:** City Council A Session

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**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 with 20% of contract funding dedicated to grassroots organizations for targeted equity outreach.

**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. 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 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. 80% of the contracted amount, or \$156,000, will be utilized for the development and implementation of the SA Climate Ready Public Engagement & Communications Initiative. The remaining 20%, or \$39,000, will be made available through sub-contracts to grassroots organizations experienced working with neighborhoods and communities that have been traditionally underserved, considered “hard to reach,” and that will be most impacted by climate change. To provide flexibility to respond to the needs of the community, as informed by the experiences during the prior year, the Parties agree to negotiate, before the exercise of the renewal options by the City, any adjustments that will be required to reallocate the contract amount, not to exceed 40%, to increase the participation of the grassroots organizations and increase the level of engagement to the traditionally underserved communities and neighborhoods during the renewal terms of the Agreement. The grassroots organizations will be evaluated and selected by the Office of Sustainability with consultation by the Office of

Equity, at the end of each contract term, they will be re-evaluated for effectiveness and are not guaranteed participation in subsequent terms. Funding for this agreement is available in the FY 2021 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. 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 meets 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.

On January 28, 2021, the contract was presented to and approved by the Community Health and Equity Committee.

## **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, increasing economic competitiveness, and improving overall community resilience and quality-of-life for all residents in San Antonio. Moreover, CAAP objectives support the COVID-19 and economic recession responses, and campaign objectives will be aligned to support these current priorities. To implement effectively and equitably, CAAP commitments require

significant changes in operations, behavior, and support from the community.

The initiative will focus on direct messaging and engagement with the general public and with specific key audiences and will utilize various media avenues including social media, radio, print, as well as public meetings, community events, and when possible, in person presentations and events. All communications are to be presented in both English and Spanish. Specific activities include developing a SA Climate Ready Communications and Engagement Campaign, graphic design services, stakeholder engagement, and tracking performance indicators.

In addition, to ensure equitable implementation of the CAAP, sub-contracts will be awarded to grassroots organizations experienced working with neighborhoods and communities that have been traditionally underserved, considered “hard to reach”, and that will be most impacted by climate change. Sub-contractors will work with TX Creative to ensure that campaign objectives and activities are brought directly to target neighborhood and communities and provide an essential avenue for public awareness and feedback. This approach is consistent with the CAAP, and as it was developed with a foundation in climate equity, and with the following guiding principles:

- 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, climate equity, and community resilience 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 2021 budget. If the contract is renewed, additional amounts will be appropriated in the budgets for FY 2022 and FY 2023.

**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.