

**Item #48**  
**Housing Affordability**  
**Public Information Campaign**  
City Council A Session  
August 8, 2024



# Summary

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An Ordinance authorizing a contract with KGBTexas Marketing/Public Relations, Inc. dba KGBTexas Communications, to provide the Neighborhood and Housing Services Department with a public information campaign in the amount of \$120,000, for the term July 15, 2024 through July 15, 2025, with up to two, one-year extensions for a total amount of up to \$360,000.00, inclusive of renewals.

# Background

## Strategic Housing Implementation Plan Ensuring Accountability to the Public (EAP) 2: Implement Public Information Campaigns on Housing

### FY24 Budget:

- \$120,000 made available through a Request for Proposals (RFP) to select consultant to develop an Affordable Housing Public Information Campaign
- RentWise SA underway to focus on renters' rights and responsibilities

### Goals:

- **Increase** participation and access to housing and related services
- **Increase support** for housing programs and initiatives
- **Decrease misconceptions** and **misinformation** about housing affordability and residents (NIMBY)
- **Strengthen the connection** between **housing and homelessness**

### RFP Timeline:

- Released March 1, 2024
- Closed April 5, 2024



**Jeff and Sabrina are full-time college students and live near campus.** Jeff works as a childcare specialist at a children's center, and Sabrina has a work-study position.

**\$27.24 HOURLY**

**\$1,089 WEEKLY**

**\$56,650 ANNUALLY**

**Affordable rent is \$1,416 a month or less.**



## RentWise SA

### Know Your Rights and Responsibilities

#### 2024 Renter Informational Sessions

Come to a free public information session, available in both English and Spanish, on the essential rights, responsibilities, and resources for renters in San Antonio including existing local, state, and federal fair housing policies and laws.

Sign-in begins 15 minutes prior to meeting start time. Each session will begin with a presentation followed by time for follow-up questions. The Neighborhood and Housing Services Department and Fair Housing Council of South Texas representatives will be present to answer your individual questions and refer you to other housing services.

# RFP SCORE MATRIX: Public Information Campaign

## EVALUATION COMMITTEE SCORING MEMBERS

1. **Robert Abraham**, Housing Commissioner
2. **Laura Mayes**, Assistant Director, Communications and Engagement Department
3. **Patrick Steck**, Assistant Director, Department of Human Services
4. **Ian Benavidez**, Deputy Director, Neighborhood and Housing Services Department
5. **Jane Paccione**, Managing Director of Collective Impact, San Antonio Area Foundation

## NON-SCORING COMMITTEE MEMBERS

1. **Mark Carmona**, Chief Housing Officer
2. **Nikki Johnson**, Housing Commissioner
3. **Siboney Diaz-Sanchez**, Community Engagement Administrator, Neighborhood and Housing Services Department

FINAL SCORE MATRIX

RFP for Development of Public Information Campaign (24-063; 6100017706)  Score Summary FINAL EVALUATION May 10, 2024	Maximum Points	KGBTexas Marketing/Public Relations, Inc. dba KGBTexas Communications 825 E. Locust St. San Antonio, TX 78212	Sammis & Ochoa, LLC 719 South Saint Mary's San Antonio, TX 78205
A - Experience, Background and Qualifications	15	14.40	13.60
B - Proposed Plan	50	42.40	37.40
A - B Sub-Total	65	56.80	51.00
C - Price	10	9.18	9.57
D - SBEDA - ESBE Prime Contract Program	5	0.00	0.00
D - SBEDA - M/WBE Prime Contract Program	5	5.00	0.00
E - Local Preference Program	10	10.00	10.00
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00
TOTAL SCORE	100	80.98	70.57
RANK BASED ON TOTAL SCORE		1	2

# Public Information Campaign Development Phases

1



## Discovery + Listening

Sept. – Nov.

### Perform:

Communications Audit  
Media Scan  
Community Listening  
Neighborhood Meetings  
Stakeholder Interviews  
Focus Groups

2



## Strategy Development

Dec. – Feb.

### Clarify:

Specific positioning,  
strategies and priorities  
from **Discovery +  
Listening** to create  
narrative change and  
engagement strategies

3



## Messaging + Design

March. – May

### Create:

Messaging and long-  
term road map with and  
for community groups  
around goals  
established in **Strategy  
Development.**

# Fiscal Impact



Funding in the amount of \$120,000.00 is available from the General Fund FY 2024 Adopted Budget. Funding for subsequent years is contingent upon City Council approval of the annual budget.

# Recommendation



Approval of Ordinance authorizing a contract with KGBTexas Marketing/Public Relations, Inc. dba KGBTexas Communications, to provide the Neighborhood and Housing Services Department with a public information campaign in the amount of \$120,000, for the term July 15, 2024 through July 15, 2025, with up to two, one-year extensions for a total amount of up to \$360,000.00, inclusive of renewals.

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