



Agreement with KGBTexas Communications

Presented by: Claude A. Jacob, Health Director

Item #39

March 7, 2024

Background



- The agreement with KGBTexas Communications will:
 - Focus on providing creative developments specifically to promote public health, and the six SA Forward priority areas
 - Enable Metro Health to further enhance the public health brand in San Antonio
 - Work to effectively inform and educate people about the services provided by Metro Health and how they can improve their health

Background



- On November 30, 2022, Metro Health was awarded a one time - five-year grant for \$25.5M from the CDC through the Strengthening U.S. Public Health Infrastructure, Workforce, and Data Systems Grant
- CDC Grant has two components that including a Foundational Capabilities Component
- Grant funds will be used to strengthen public health infrastructure communications and marketing efforts

Fiscal Impact



- Agreement with KGBTexas Communications
 - Term: March 1, 2024, through February 28, 2025
 - Includes 3, 1-year renewal options
 - Initial Term Amount: \$247,893.00
 - Total Amount (inclusive of renewals): \$991,572.00
 - There is no fiscal impact on the General Fund

Recommendation



- Staff recommends approval.



Metro Health

Health