



# City of San Antonio

## Agenda Memorandum

**File Number:**

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**Agenda Item Number:** 39

**Agenda Date:** March 7, 2024

**In Control:** City Council A Session

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**DEPARTMENT:** Health Department

**DEPARTMENT HEAD:** Claude Jacob

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Approving an agreement with KGBTexas Marketing/Public Relations Inc. dba KGBTexas Communications for communications and marketing campaign services

**SUMMARY:**

This ordinance authorizes the execution of an agreement with KGBTexas Marketing/Public Relations Inc. dba KGBTexas Communications for the San Antonio Metropolitan Health District (Metro Health) in an amount up to \$247,893.00 for a term commencing March 1, 2024 and ending February 28, 2025, with the option to renew for three, one-year terms, for a cumulative amount up to \$991,572.00 for communications and marketing campaign services. The agreement is funded by the Centers for Disease Control and Prevention (CDC) Strengthening U.S. Public Health Infrastructure, Workforce, and Data Systems Grant, under the Foundational Capabilities Component.

This ordinance authorizes the City Manager or designee to execute an amendment in the following circumstances: (A) an increase in contract funding in an amount not exceeding (a) twenty-five percent (25%) of the total amount of this contract or (b) \$25,000.00 annually, whichever is lesser amount; provided, however, that the cumulative total of all amendments increasing funding and executed without City Council approval pursuant to this subsection during the term of this contract shall not exceed the foregoing amount; (B) no cost extensions up to two years; (C) budget

adjustments authorized by the funding agency so long as the total dollar amount of the budget remains unchanged; (D) modifications to the Scope of Work due to the adjustment described in subsection (A) of this Section or for any other reason, so long as the terms of the amendment are reasonably within the parameters set forth in the original Scope of Work; and (E) changes in state or federal regulations mandated by the funding agency.

## **BACKGROUND INFORMATION:**

On November 30, 2022, Metro Health was awarded a five-year grant from the CDC through the Strengthening U.S. Public Health Infrastructure, Workforce, and Data Systems Grant.

The Finance Department on behalf of Metro Health released a Request for Proposals (RFP) on August 4, 2023, seeking proposals for a qualified vendor for a Public Health Infrastructure Communications Campaign. The RFP was advertised in the Hart Beat, TVSA channel, the City's Bidding & Contracting Opportunities website, the San Antonio eProcurement System (SAePS), and an email notification was released to a list of potential Respondents. Responses were due on September 12, 2023, and a total of five (5) firms responded to the RFP. One firm was deemed non-responsive for failing to meet the Small Business Economic Development Advocacy (SBEDA) Program subcontracting goals established as part of the RFP. The remaining four (4) proposals were deemed eligible for review. On November 7, 2023, the responsive proposals were reviewed by the evaluation committee which included representatives from Metro Health. The Finance Department, Procurement Division, assisted by ensuring compliance with City procurement policies and procedures. The proposals were evaluated and scored on Experience, Background, and Qualifications, Proposed Plan, Price, the Small Business Economic Development Advocacy Program, and the Veteran-Owned Small Business Preference Program. After committee review and evaluation, KGBTexas Marketing/Public Relations Inc. dba KGBTexas Communications is recommended for contract award based on the City's standard RFP evaluation process.

Metro Health actively addresses the public health functions of policy development, health assessment, and health assurance. Strategic marketing, advertising and communications are critical means to support these public health functions as well as priorities and key strategies as listed in Metro Health's annual Communication Plan. The agreement with KGBTexas Communications will enable Metro Health to develop marketing campaigns to effectively inform and educate people about their health. The agreement will also enable Metro Health to further enhance the public health brand in San Antonio. The contractor will focus on providing creative developments specifically to promote public health, nutrition and the six SA Forward priority areas. Metro Health's Marketing and Communications Section will provide oversight to the services provided by KGBTexas Communications and continue to develop campaigns for remaining Metro Health programs. The combined marketing campaigns will work to effectively inform and educate people about the services provided by Metro Health and factors that influence their health and how to improve it.

**ISSUE:**

Metro Health requests City Council authorize the execution of an agreement with KGBTexas Marketing/Public Relations Inc. dba KGBTexas Communications in an amount up to \$247,893.00 for a term commencing March 1, 2024 through February 28, 2025, with the option to renew for three, one-year terms, for a cumulative amount up to \$991,572.00, inclusive of renewals. The funding for this agreement is available through the CDC Strengthening U.S. Public Health Infrastructure, Workforce, and Data Systems Grant.

This contract will be awarded in compliance with the Small Business Economic Development Advocacy (SBEDA) Program, which requires contracts be reviewed by a Goal Setting Committee to establish a requirement and/or incentive unique to the particular contract in an effort to maximize the amount of small, minority, and women-owned business participation on the contract. The Goal Setting Committee applied the Small Business Enterprise (SBE) Prime Contract Program with ten (10) evaluation preference points, these will be awarded to a SBEDA eligible Prime Contractor if they are a certified SBE and M/WBE firm, located within the San Antonio Metropolitan Statistical Area. Additionally, Goal Setting Committee also set a thirteen percent (13%) Minority/ Women-Owned Business Enterprise (M/WBE) subcontracting goal. The Prime Contractor needs to commit to meeting the goals or ensure M/WBE subcontractor participation.

The Local Preference Program was not applicable to this contract, as the grant does not expressly mandate or encourages geographic preference.

The Veteran-Owned Small Business Preference Program was applied in the evaluation of the responses received for the contract; however, the recommended firm is not a veteran-owned small business.

**ALTERNATIVES:**

Should City Council choose not to approve this ordinance, the department will need to seek an alternate means to fund public health infrastructure communications and marketing efforts. The department will also need to request approval from the CDC to reallocate the funds to other areas within the grant budget.

**FISCAL IMPACT:**

This ordinance approves the execution of an agreement with KGBTexas Marketing/Public Relations Inc. dba KGBTexas Communications in an amount up to \$247,893.00 for a term commencing March 1, 2024, through February 28, 2025, with the option to renew for three, one-year terms, for a cumulative amount up to \$991,572.00. Funding is from the CDC Strengthening U.S. Public Health Infrastructure, Workforce, and Data Systems Grant.

There is no impact to the General Fund.

**RECOMMENDATION:**

Staff recommends approval.

This contract was procured by means of Request for Proposal and a Contracts Disclosure Form is attached.