

**THIS IS A DRAFT AND WILL BE REPLACED BY THE FINAL, SIGNED
ORDINANCE OR RESOLUTION ADOPTED BY THE CITY COUNCIL.**

ORDINANCE

**AUTHORIZING THE EXECUTION OF AN AGREEMENT WITH
KGBTEXAS MARKETING/PUBLIC RELATIONS INC. DBA
KGBTEXAS COMMUNICATIONS FOR COMMUNICATIONS AND
MARKETING CAMPAIGN SERVICES FOR THE SAN ANTONIO
METROPOLITAN HEALTH DISTRICT IN AN AMOUNT UP TO
\$247,893.00 FOR A TERM ENDING FEBRUARY 28, 2025, WITH THE
OPTION TO RENEW FOR THREE, ONE-YEAR TERMS, FOR A
CUMULATIVE AMOUNT UP TO \$991,572.00.**

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WHEREAS, on November 30, 2022, the San Antonio Metropolitan Health District (Metro Health) was awarded a five-year grant from the Centers for Disease Control and Prevention through the Strengthening U.S. Public Health Infrastructure, Workforce, and Data Systems Grant; and

WHEREAS, 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; and

WHEREAS, on November 7, 2023, the responsive proposals were reviewed by the evaluation committee which included representatives from Metro Health; and

WHEREAS, 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; and

WHEREAS, Metro Health actively addresses the public health functions of policy development, health assessment, and health assurance; and

WHEREAS, 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; and

WHEREAS, the agreement with KGBTexas Communications will enable Metro Health to develop marketing campaigns to effectively inform and educate people about their health; and

WHEREAS, the agreement will also enable Metro Health to further enhance the public health brand in San Antonio; and

WHEREAS, the contractor will focus on providing creative developments specifically to promote public health, nutrition and the six SA Forward priority areas; **NOW THEREFORE**;

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. The City Manager or designee, or the Director of the San Antonio Metropolitan Health District or designee, is authorized to execute an agreement with KGBTexas Marketing/Public Relations Inc. dba KGBTexas Communications to provide communications and marketing campaign services in an amount up to \$247,893.00 for the term ending February 28, 2025, with the option to renew for three, one-year terms for a total amount of \$991,572.00, inclusive of renewals. A copy of the agreement in substantially final form is attached hereto and incorporated herein for all purposes as **Attachment I**.

SECTION 2. Current funding is available from General Ledger 5201040, Internal Order Number 136000001855 and Fund 2103600024 entitled "PH Infrastructure", for a total amount up to \$247,893.00. Payment not to exceed the budgeted amount is authorized to KGBTexas Communications upon issuance of a purchase order.

SECTION 3. This Ordinance authorizes the City Manager or designee, or the Director of the San Antonio Metropolitan Health District 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, 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.

SECTION 4. The financial allocations in this Ordinance are subject to approval by the Deputy Chief Financial Officer, City of San Antonio. The Deputy Chief Financial Officer may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific SAP Fund Numbers, SAP Project Definitions, SAP WBS Elements, SAP Internal Orders, SAP Fund Centers, SAP Cost Centers, SAP Functional Areas, SAP Funds Reservation Document Numbers, and SAP GL Accounts as necessary to carry out the purpose of this Ordinance.

SECTION 5. This Ordinance is effective immediately upon the receipt of eight affirmative votes; otherwise, it is effective ten days after passage.

PASSED AND APPROVED this _____ day of March 2024.

M A Y O R
Ron Nirenberg

ATTEST:

APPROVED AS TO FORM:

Debbie Racca-Sittre, City Clerk

Andrew Segovia, City Attorney