



City of San Antonio

Agenda Memorandum

File Number:

Agenda Item Number: 40

Agenda Date: March 7, 2024

In Control: City Council A Session

DEPARTMENT: Office of Sustainability

DEPARTMENT HEAD: Douglas Melnick

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Agreement with Lustrous Public Relations LLC, to continue the development and implementation of the SA Climate Ready Public Engagement & Communications Initiative.

SUMMARY:

This ordinance authorizes an agreement with Lustrous Public Relations, LLC to continue development and implementation of the SA Climate Ready Public engagement & Communications Initiative. This contract has an initial three-year term with two, one-year renewal for a total contract value of \$700,000.00, or \$140,000 annually. Funding in the amount of \$140,000.00 is available from the Resiliency, Energy Efficiency, and Sustainability (REES) Fund FY 2024 Adopted Budget. Funding for future years is contingent upon City Council approval of the annual funds and budget.

BACKGROUND INFORMATION:

The SA Tomorrow Sustainability Plan, adopted on August 11, 2016, is a roadmap for enhancing our community's quality of life and overall resilience while balancing the impact of our expected

growth of 1.1 million people by 2040 with existing economic, environmental, and social resources. In 2017, the City of San Antonio (City) set a goal to become carbon neutral by 2050, and after extensive community input, the City Council passed the Climate Action and Adaptation Plan (CAAP) on October 17, 2019. Also in 2019, San Antonio was selected to join the American Cities Climate Challenge, a program to accelerate greenhouse gas reduction strategies in the building energy and transportation sectors.

On Friday, October 13, 2023, the City released the SA Climate Request for Qualifications Request for Proposal (RFP), to select a consultant to continue the implementation of 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.

Two (2) proposals were received and deemed eligible for review. The evaluation committee met to review and discuss responses on December 12, 2023. The evaluation committee representatives were, Douglas Melnick, CSO, Office of Sustainability, Julia Murphy, DCSO, Office of Sustainability, Esteban Jimenez, Fiscal Analyst, SWMD, Zabrina Rapozo, Asst. Marketing Manager, SWMD, and Marjorie Harrell, Fiscal Manager, SWMD. Proposals were evaluated and scored on Experience, Background, and Qualifications (35 points); Proposed Plan (40 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 recommended the two proposals for interviews and final evaluation scoring.

On January 12, 2024, the evaluation committee conducted interviews and completed final proposal evaluations. The final evaluation was based on the following criteria: Proposed Plan (40 points), the Local Preference Program (10 pts), and the Veteran-Owned Small Business Preference Program (5 points). The committee recommended awarding the contract to the highest-ranked respondent, Lustrous Public Relations LLC.

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.

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, and improving quality-of-life for all residents in San Antonio. To implement effectively and equitably, these commitments require significant changes in operations, behavior, and support

from the community.

Policies and programs that may be targeted for specific outreach include:

- Climate Change Education and Awareness
- Art & Cultural Education
- Urban Heat Island and Cool Pavement Implementation
- Inflation Reduction Act Campaign
- EV and Solar Ready Requirements for New Construction
- Electric Vehicles and Charging Infrastructure
- Renewable Energy Programs
- Property Assessed Clean Energy (PACE)
- CoSA Internal Municipal Sustainability and Climate Programs
- Community-Based Organization Resilience Hub Initiatives
- Community-Based Organization Grant Program Administration
- Federal grants

The initiative will focus on direct messaging and engagement with the general public and with specific key audiences (e.g., business and industry, neighborhood associations, chambers of commerce, vulnerable populations, etc.) and will utilize various media avenues including social media, radio, print, as well as public meetings, community events, and in person presentations. All communications are to be presented in both English, Spanish, and American Sign Language.

As the CAAP was developed with a foundation in climate equity, the following guiding principles should be followed throughout the planning and implementation of the SA Climate Ready Public Engagement & Communications Initiative:

- 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. Lustrous Public Relations LLC., 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 Lustrous Public Relations LLC., 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 and air quality policies, programs, and projects.

FISCAL IMPACT:

This ordinance authorizes an agreement with Lustrous Public Relations, LLC to continue development and implementation of the SA Climate Ready Public engagement & Communications Initiative. This contract has an initial three-year term with two, one-year renewal for a total contract value of \$700,000.00, or \$140,000.00 annually. Funding in the amount of \$140,000.00 is available from the Resiliency, Energy Efficiency, and Sustainability (REES) Fund FY 2024 Adopted Budget. Funding for future years is contingent upon City Council approval of the annual funds and budget.

RECOMMENDATION:

Staff recommends approval of an Ordinance approving an agreement with Lustrous Public Relations LLC., 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.