



# City of San Antonio

## Agenda Memorandum

**File Number:**

---

**Agenda Item Number:** 48

**Agenda Date:** August 8, 2024

**In Control:** City Council A Session

---

**DEPARTMENT:** Neighborhood and Housing Services

**DEPARTMENT HEAD:** Veronica Garcia, Director

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Development of Public Information Campaign

**SUMMARY:**

This ordinance authorizes a contract with KGBTexas Marketing/Public Relations, Inc. dba KGBTexas Communications for the development of a Housing Affordability Public Information Campaign for a total cost of \$120,000.00. Funding in the amount of \$120,000.00 is available from the General Fund FY 2024 Adopted Budget.

**BACKGROUND INFORMATION:**

The City issued a Request for Proposals (RFP) for “Public Information Campaign” (RFP 24-063; RFX 6100017706) on March 1, 2024, with a submission deadline of April 5, 2024. The RFP was advertised in the HartBeat, TVSA Channel, the City’s Bidding & Contracting Opportunities website, the San Antonio e-Procurement System and an email notification was released to a list of potential Respondents. Three proposals were received, and all three proposals were deemed responsive for evaluation.

The evaluation committee consisted of representatives from the Neighborhood and Housing Services Department, Department of Human Services, Communications and Engagement

Department, the City Manager's Office and the Housing Commission. The evaluation of each proposal response was based on a total of 100 points: 15 points allotted for Experience, Background and Qualifications; 50 points allotted for Proposed Plan; 10 points allotted for respondent's Price Schedule; 5 points allotted for the Emerging Small Business Enterprise (ESBE) Prime Contract Program and 5 points allotted for the Minority/Women-Owned Business Prime Contract Program; 10 points allotted for the Local Preference Program; and 5 points allotted for the Veteran-Owned Small Business Preference Program.

The evaluation committee met to score the three responsive proposals on April 23, 2024, and reconvened for interviews with the top two highest-ranked firms on May 10, 2024. Upon presentation of aggregate scores, based on the interviews and stated criteria, a recommendation was agreed upon to award KGBTexas Marketing/Public Relations, Inc. dba KGBTexas Communications the contract.

The contract will require KGBTexas to assist with the development of a Citywide Public Information Campaign as part of the City's Strategic Housing Implementation Plan (SHIP). The plan outlines the need for a public information campaign to increase citywide public awareness of housing affordability and fair housing. The goal is to create citywide narrative change around housing access, choice, affordability, quality and economic impacts of housing access and transportation. The phases of the RFP award scope will focus on centering community concerns about housing affordability and address and reduce misconceptions about housing access, stability and homelessness.

The initial term of the agreement will be upon award by City Council through May 15, 2025. The ordinance will authorize up to two additional, one-year renewals at the City's option, with an additional contract amount of up to \$120,000.00 per renewal.

#### **ISSUE:**

This contract will provide for the development of a Housing Affordability Public Information Campaign for a total cost of \$120,000.00.

The Strategic Housing Implementation Plan (SHIP) includes a strategy to "Implement Public Campaigns on Housing" in San Antonio. This contract will allow for NHSD to work in collaboration with SHIP partners (Opportunity Home San Antonio, The San Antonio Housing Trust, Bexar County) and the Housing Commission.

This contract will provide citywide affordable housing narrative change and strategic planning through community engagement and communications data. Services will include, but are not limited to, communications / media audit, graphic design, strategy consulting, community meeting facilitation, as well as interpretation and translation services.

This contract will be awarded in compliance with the Small Business Economic Development Advocacy (SBEDA) Program. KGBTexas Marketing/Public Relations, Inc. dba KGBTexas Communications is a certified Minority/Women-Owned Small Business that received 5 points for the M/WBE Prime Contract Program.

The Local Preference Program applied to this contract and the recommended firm is a local business. The Veteran-Owned Small Business Preference Program applied to this contract; however, the recommended firm is not a Veteran-Owned Small Business.

**ALTERNATIVES:**

Should this contract not be approved, the Neighborhood and Housing Services Department would not be able to fully implement the development of a public information campaign as outlined in the Strategic Housing Implementation Plan (SHIP).

**FISCAL IMPACT:**

This ordinance authorizes a contract with KGBTexas Marketing/Public Relations, Inc. dba KGBTexas Communications, to provide the Neighborhood and Housing Services Department with a public information campaign with a cost of \$120,000.00 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.

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:**

Staff recommends approval of this ordinance.

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