

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

AN ORDINANCE

**APPROVING AN AGREEMENT WITH LUSTROUS PUBLIC RELATIONS LLC, TO
CONTINUE DEVELOPMENT AND IMPLEMENTATION OF THE SA CLIMATE
READY PUBLIC ENGAGEMENT & COMMUNICATIONS INITIATIVE FOR A
THREE-YEAR TERM WITH TWO ONE-YEAR RENEWAL OPTIONS.**

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WHEREAS, 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: and

WHEREAS, the City of San Antonio, through the Office of Sustainability, is seeking to implement the SA Climate Ready Public Engagement & Communications Initiative, which will inform the greater San Antonio community about the benefits of climate action and adaptation activities with goals to achieve reduced energy use and utility costs, reduced greenhouse gases and criteria air pollutants, and improved quality-of-life and equity for all residents. Equity themes, as defined in the SA Climate Ready, Climate Action & Adaptation Plan, include access and accessibility; affordability; cultural preservation; health; and safety and security; and

WHEREAS, the objective of this initiative is to continue education, awareness and conversation in order to ensure cross-sector involvement and buy-in for implementation of climate mitigation and air quality policies, programs and projects. To accomplish this objective, the initiative will focus on direct messaging and engagement with the general public and with specific key audiences and will utilize various media avenues. This agreement has an initial three-year term with two, one-year renewal, options at a cost of \$140,000.00 annually. Funding for this agreement is available in the FY 2024 Adopted Budget for the Office of Sustainability within the REES Fund; and

WHEREAS, on October 13, 2023, the City released the SA Climate Request for Qualifications (RFQ), (RFQ 24-010; RFx6100017467) 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; and

WHEREAS, two (2) proposals were received and deemed eligible for review. The evaluation committee met to review and discuss responses on December 12, 2023. 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 committee recommended awarding the contract to the highest-ranked respondent, Lustrous Public Relations LLC; and

WHEREAS, This ordinance authorizes approving the execution of an agreement with Lustrous Public Relations, LLC for SA Climate Ready Public Engagement & Communications Initiative for the San Antonio Office of Sustainability in an annual amount up to \$140,000 for a term ending February 28, 2027, with the option to renew for two, one-year terms, for a cumulative amount up to \$700,000. Funding is available in the FY 2024 Resiliency, Energy Efficiency, and Sustainability (REES) Fund, Office of Sustainability adopted budget. if the contract is renewed, additional amounts will be appropriated in the budgets for FY 2025 and FY 2026; **now THEREFORE**,

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

SECTION 1: The City Manager or designee is hereby authorized to execute an agreement with Lustrous Public Relations, LLC for SA Climate Ready Public Engagement & Communications Initiative for the San Antonio Office of Sustainability in an annual amount up to \$140,000.00 for a term ending February 28, 2027, with the option to renew for two, one-year terms, for a cumulative amount up to \$700,000.00.

SECTION 2: The City Manager or designee is further authorized to execute any and all necessary documents to effectuate said agreement.

SECTION 3: Funding in the amount of \$140,000.00 for this ordinance is available in Fund 11001009, Cost Center 8055070001 and General Ledger 5201040 as part of the Fiscal Year 2024 Adopted Budget approved by City Council.

SECTION 4: Additional funding is contingent upon City Council approval of the Fiscal Year 2025 and subsequent budgets that fall within the contract terms of this ordinance.

SECTION 5: Payment in the amount of \$700,000.00 is authorized to Lustrous Public Relations, LLC and should be encumbered with a purchase order.

SECTION 6: 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 Cost Centers, WBS Elements, Internal Orders, General Ledger Accounts, and Fund Numbers as necessary to carry out the purpose of this Ordinance.

SECTION 7: This ordinance shall be effective immediately upon passage by eight affirmative votes; otherwise, it shall be effective on the tenth day after passage hereof.

PASSED and APPROVED this 29th day of February 2024.

M A Y O R
RON NIRENBERG

ATTEST:

APPROVED AS TO FORM:

Debbie Racca-Sittre, City Clerk

Andrew Segovia, City Attorney