

AGENDA



Thursday, June 7, 2007

**Purchasing Office
RECOMMENDATION FOR COUNCIL ACTION****Item No. 51**

Subject: Authorize award and execution of a two-month requirements service contract with SUMA/ORCHARD SOCIAL MARKETING, INC., Austin, TX for marketing services for pandemic flu awareness in an estimated amount not to exceed \$63,500, with two 12-month extension options in an estimated amount not to exceed \$100,000 per extension option, for a total estimated contract amount not to exceed \$263,500.

Amount and Source of Funding: Funding in the amount of \$63,500 is available in the Fiscal Year 2006-2007 Operating Budget of the Health & Human Services Department Special Revenue Fund through a special federal grant for pandemic influenza preparedness. Funding for the extension options is contingent upon available funding in future budgets.

Fiscal Note: There is no unanticipated fiscal impact. A fiscal note is not required.

For More Information: Wilbur Jones, Buyer I, 972-4013

Purchasing Language: Best value bid of two bids received.

MBE/WBE: This contract will be awarded in compliance with Chapter 2-9C of the City Code (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.

During FY 2006, the United States Congress appropriated emergency supplemental grant funds for pandemic influenza preparedness activities. The emergency supplemental funds are administered by the Texas Department of State Health Services and are specifically intended to foster developing and exercising pandemic influenza plans. Local health departments receive these supplemental funds through an existing Public Health Emergency Preparedness cooperative agreement. In FY07, Health and Human Services Department received \$529,882 in supplemental pandemic influenza preparedness funds. Funds were to be used to create, develop, implement and exercise pandemic influenza response plans, including risk communication interventions.

This contract is for the creation and development of a social marketing media campaign regarding pandemic influenza. As part of the risk communication strategy, this social marketing media campaign has two goals: 1. to create public awareness and understanding of "pandemic flu" and 2. to teach the public how to be prepared for a pandemic flu event, should one occur. This project will target hard-to-reach and vulnerable populations with messages that also resonate with the general public.

This grant-funded project will be conducted in two phases:

Phase 1 -- Marketing Campaign Development (July-August 2007)

This phase includes the development of the marketing campaign, plus design and testing of all media materials. The estimated contract amount for these services is \$63,500.

Phase 2 -- Media Placement (beginning in October 2007)

This phase, contingent upon the availability of future federal and state pandemic preparedness funds, includes the purchase of media placements, to be made during the actual 2007-2008 flu season and beyond. The estimated contract amount for these services is \$100,000 per year for up to two years.

MBE/WBE Solicited: 21/25

MBE/WBE Bid: 1/0

PRICE ANALYSIS

- a. Adequate competition
- b. Two Hundred Ninety-three notices were sent including 21 MBEs and 25 WBEs. Two bids were received, including one MBE. One "No Bid" was received.
- c. This is the first purchase of its type; therefore, there is no pricing history available.

APPROVAL JUSTIFICATION

- a. Best evaluated bid received.
- b. The Purchasing Office concurs with the Health and Human Services Department's recommended award.
- c. Advertised in the Austin American-Statesman and on the Internet.