

## AGENDA



Thursday, January 10, 2008

**Purchasing Office**  
**RECOMMENDATION FOR COUNCIL ACTION**
**Item No. 41**

**Subject:** Authorize award and execution of a contract with TKO ADVERTISING, INC., Austin, TX, to provide marketing services for the Austin Water Utility's Water Conservation Division in an amount of \$88,000.

**Amount and Source of Funding:** Funding is available in the Fiscal Year 2007–2008 Operating Budget of the Austin Water Utility.

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

**For More Information:** Steve Aden, Supervising Sr. Buyer, 974-2021.

**Purchasing Language:** Best evaluated 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.

**Boards and Commission Action:** Recommended by Water and Wastewater Commission and Resource Management Commission.

This contract is to provide marketing services for water conservation awareness for the Austin Water Utility. Austin Water Utility (AWU), is charged with providing effective management of water resources for the community to protect public health and the environment. One of the ways AWU works to ensure long-term water supplies is by encouraging water conservation. In late 2006, the Water Conservation Task Force developed a list of recommended water conservation measures that are estimated to reduce peak water demand by 32 million gallons per day over the next ten years. The City Council concurred with these recommendations in May 2007, and recommended the development of a comprehensive marketing campaign to support those measures and boost public awareness of water conservation efforts.

Under this contract TKO Advertising Inc. will provide the following services:

- Develop a messaging campaign for water conservation efforts in Austin;
- Develop a "brand identity" with a cohesive look and feel for the campaign;
- Develop a strategic plan for media advertising and community outreach;
- Create a state of collateral materials for existing and new programs; and
- Create and produce television and radio advertisements.

MBE/WBE solicited: 11/15      MBE/WBE bid: 0/0

**PRICE ANALYSIS**

- a. Adequate competition.
- b. One hundred and forty-one notices were sent, including 11 MBEs and 15 WBEs. Two bids were received, with no response from the MBE/WBEs. One "No Bid" was received.

c. This is the first purchase of its type; therefore, there is no pricing history available.

#### APPROVAL JUSTIFICATION

- a. Lowest/best evaluated bid received.
- b. The Purchasing Office concurs with the Austin Water Utility's recommended award.
- c. Advertised in the Austin American-Statesman and the Internet.