

AGENDA



Thursday, August 6, 2009

**Purchasing Office
RECOMMENDATION FOR COUNCIL ACTION****Item No. 24**

Subject: Authorize award and execution of a contract with ENVIROMEDIA SOCIAL MARKETING, Austin, TX for media services associated with tobacco prevention and control campaign in an estimated amount not to exceed \$109,129, with two 12-month extension options in an estimated amount not to exceed \$150,000 per extension option, for a total estimated contract amount not to exceed \$409,129.

Amount and Source of Funding: Funding in the amount of \$109,129 is available in the Fiscal Year 2008-2009 Health & Human Services Department Tobacco Prevention and Control grant. Funding for the remaining 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: Professional Services.

MBE/WBE: This contract will be awarded in compliance with Chapter 2-9B 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.

This contract is for the development of a tobacco cessation media campaign that will target 17 contiguous zip codes in central Austin during the month of August 2009. The media spots to be featured in this campaign were developed by Enviromedia Social Marketing under a contract with the Texas Department of State Health Services to develop and implement the State's tobacco prevention and control program. These media spots are the sole property of Enviromedia Social Marketing who will arrange for the placement of these spots with local media outlets.

Enviromedia Social Marketing will negotiate and purchase the placement of these spots on local radio, cable and network television stations, as well as banner ads on KXAN and KVUE television station websites and the Austin American-Statesman. These media spots will provide information and assistance related to tobacco prevention and cessation.