

AGENDA



Thursday, August 26, 2010

Purchasing Office
RECOMMENDATION FOR COUNCIL ACTION

Item No. 37

Subject: Authorize award, negotiation, and execution of a 24-month requirements service contract with SHERRY MATTHEWS ADVOCACY MARKETING, Austin, TX for social marketing and media services in an estimated amount not to exceed \$2,842,594.

Amount and Source of Funding: Funding in the amount \$2,067,594 is available in the Fiscal Year 2010 Special Revenue Fund through the Centers for Disease Control (CDC), American Recovery and Reinvestment Act (ARRA), Tobacco Prevention and Control Grant. Funding in the amount of \$275,000 is available in the Fiscal Year 2009 Special Revenue Fund through the Texas Department of Transportation, Austin Safe Routes to School Non-Infrastructure Grant. Additional funding sources would be provided by additional grants and would not be allocated until a need to expend funds was provided. It is anticipated these services will be required by future grants. No City of Austin funds are anticipated to be spent on this contract.

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 evaluated proposal of five proposals 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: Reviewed by the Minority-Owned and Women-Owned Business Enterprise and Small Business Council Subcommittee. Recommended by the Public Health and Human Services Subcommittee.

This contract will provide advertising, social marketing and media services for various grant-funded initiatives in the Health and Human Services Department (HHSD). It is anticipated that 75% of the total contract will be used to purchase direct advertising. For every dollar spent on advertising, Sherry Matthews Advocacy Media will provide the City with an equal amount of free media, commonly referred to as earned media on a one-to-one value add.

Communities Putting Prevention to Work (CPPW) is a grant-funded anti-tobacco initiative aimed at decreasing tobacco usage. This initiative requires the creation of a comprehensive social marketing and media campaign to work collaboratively with community groups, employers, faith-based organizations, and healthcare partners. This anti-tobacco campaign will target the populations in Travis County that disproportionately experience tobacco-related disease. Sherry Mathews Advocacy Marketing will create a social marketing and media campaign that is evidence-based, has broad appeal, and uses powerful advertising messages to promote tobacco prevention and control.

Activities to be provided under the initial scope of work include the following:

- Develop a communication and marketing campaign plan
- Develop campaign messages and advertising materials

- Conduct market research on campaign messages and advertising materials
- Develop a media-buy strategy and purchase advertising
- Coordinate media-buy strategy with the Centers for Disease Control and Prevention and the Texas Department of State Health Services tobacco media contractors
- Coordinate specific media-related benchmarks for community projects
- Develop media relations and coordinate all earned-media events
- Develop Internet strategies, materials and resources including public/partner websites and interactive social media efforts such as online social networking
- Provide quarterly report of campaign measures
- Develop media evaluation plan.

Advertising Services to be provided under the initial scope of work include the following:

- Radio ads
- Television ads
- Billboard ads
- Transit ads on Capital Metro buses
- Interactive/on-line advertising (text ads on Google, banner advertising on social networking sites including MySpace and Facebook)
- Alternative Media including Venuetainment Bar TV Network ads and distribution of Smoker's Lung Coasters

Safe Routes to School (SRTS) is a grant-funded initiative intended to encourage children, including those with disabilities, to walk or bicycle to school safely. SRTS activities increase physical activity, reduce traffic congestion, and reduce fuel consumption and air pollution in the vicinity of the targeted elementary and middle schools. For the SRTS initiative, Sherry Mathews Advocacy Marketing will purchase placements for media campaign messages already owned by the City. These messages will be run on television and radio, in both English and Spanish.

The school neighborhoods targeted by the SRTS initiative are Houston Elementary, Langford Elementary, Palm Elementary, Widen Elementary, Blackshear Elementary, Oak Springs Elementary, Wooten Elementary, Andrews Elementary, Zavala Elementary, Martin Middle, Kealing Middle, Bedichek Middle, Odom Elementary, St. Elmo Elementary, Pickle Elementary, and Wooldridge Elementary.

Contingent upon available funding in future federal and state grants, additional services may be provided under this contract to address other significant public health and safety issues such as HIV/AIDS, diabetes and obesity prevention, tobacco prevention, and child safety. These services would include social marketing program enhancements or developments, media campaigns to stress awareness, outreach, testing, education, health care referrals, and other public health related services.

MBE/WBE solicited: 50/36 MBE/WBE bid: 0/2

PRICE ANALYSIS

- a. Adequate competition.
- b. Five hundred eighty-six notices were sent, including 50 MBEs and 36 WBEs. Five proposals were received, including two WBEs.

APPROVAL JUSTIFICATION

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