

A G E N D A



Recommendation for Council Action (Purchasing)

Austin City Council	Item ID:	11776	Agenda Number	50.
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Meeting Date:	January 12, 2012
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Department:	Purchasing
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Subject

Authorize award and execution of Amendment No. 1 to a requirements service contract with SHERRY MATTHEWS ADVOCACY MARKETING, Austin, TX for social marketing and media services for the Live-Tobacco Free Austin campaign in an estimated amount not to exceed \$1,000,000, for a revised total contract amount not to exceed \$3,842,594.

Amount and Source of Funding

Funding in the amount \$1,000,000 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.

Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

Purchasing Language:	Contract Amendment
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Prior Council Action:	August 26, 2010 - Approved 24-month requirements service contract.
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For More Information:	Erin Grace, Buyer I, 972-2017
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Boards and Commission Action:	
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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.
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Related Items:	
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Additional Backup Information

This contract amendment will provide additional advertising placements (media purchases) for the Live Tobacco-Free Austin campaign currently conducted by the Health and Human Services Department (HHSD). Live Tobacco-Free Austin is a grant-funded anti-tobacco initiative whose purpose is to decrease tobacco usage among targeted populations in Travis County that disproportionately experience tobacco-related disease. The original contract with Sherry Matthews Advocacy Marketing was approved by the City Council in August 2010. That contract provided for the creation of a comprehensive anti-tobacco social marketing and media campaign.

HHSD has recently identified de-obligated grant funds which can be used to purchase additional advertising placements for the Live Tobacco-Free Austin campaign. It is intended that these advertisements will run from January through March 2012. No City funds will be utilized to purchase these additional placements.

The creative materials to be used in these placements have already been developed or purchased by Sherry Matthews Advocacy Marketing under the original contract. For this contract amendment, Sherry Matthews Advocacy Marketing will be paid an agency fee of \$117,660 for their work in planning, negotiating, and placing the additional advertisements with local media outlets. Another \$48,915 will be used for art production, printing, talent usage fees, and distribution costs for television PSAs. The remaining \$833,425 of this contract amendment will be used to pay for actual media placements. For every dollar spent on advertising, Sherry Matthews Advocacy Media is able to provide the City with an equal amount of "free media" on a one-to-one value-added basis. Both English and Spanish advertisement placements will be purchased on following types of media:

- Radio ads (in English and Spanish)
- Television ads (in English and Spanish)
- Billboard ads (in English and Spanish)
- Transit ads on Capital Metro buses (in English and Spanish)
- Interactive/on-line advertising (text ads on Google, banner advertising on social networking sites including MySpace and Facebook)
- Point-of-Sale and other Alternative Media (convenience stores/pharmacies/grocery stores)

ACTION	DESCRIPTION	AMOUNT
Contract Award	Original 24-month contract	\$2,842,594.00
Proposed Amendment No. 1	Increase contract for additional media placements	\$1,000,000.00
Total Contract Amount		\$3,842,594.00