



### Recommendation for Council Action (Purchasing)

Austin City Council	Item ID:		Agenda Number	<ITEM_OUTLINE>
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Meeting Date:	October 18, 2012
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Department:	Purchasing
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#### Subject

Authorize award, negotiation, and execution of a 24-month requirements service agreement with SHERRY MATTHEWS ADVOCACY MARKETING, or one of the other qualified offerors to RFP No. SDC0006, to develop and implement a public education campaign to inform business establishments and citizens of the requirements of the City Ordinance regulating the use of single-use carryout bags for the Austin Resource Recovery Department, in an amount not to exceed \$1,750,000.

#### Amount and Source of Funding

Funding in the amount of \$1,000,000 is available in the Fiscal Year 2012-2013 Operating Budget of the Austin Resource Recovery Department. Funding for the remaining 12 months of the original contract period is contingent upon available funding in future budgets.

#### Fiscal Note

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

Purchasing Language:	Best evaluated proposal received.
Prior Council Action:	
For More Information:	Steve Cocke, Buyer II 974-2003
Boards and Commission Action:	To be reviewed by the Zero Waste Advisory Commission on October 10, 2012
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.
Related Items:	

#### Additional Backup Information

The Austin City Council adopted Ordinance No. 20120301-078 on March 1, 2012 to phase in the regulation of carryout bags within the City limits. Beginning March 1, 2013, a business establishment within the City limits must provide prominently displayed signage advising customers of the benefits of reducing, reusing and recycling and of the need to use reusable carryout bags, and may not provide single-use carryout bags to its customers or to any persons except for exemptions and/or special circumstances provided for by the ordinance.

This contract provides expertise and assistance in developing a creative media campaign and obtaining media placement

and purchasing of media through a variety of outlets to reach business establishments and citizens of Austin. Through an in-depth campaign aimed at educating the public about the harmful impacts on the environment and wildlife created by single-use carryout bags, and by promoting the use of reusable carryout bags, this broad-based campaign will work collaboratively with community, worksite, faith-based and business partners. The media campaign will be evidence based, have broad reach and use powerful, effective advertising messages to motivate and educate individuals who live and work in Austin. The successful reduction of single-use carryout bags entering the City's solid waste stream, combined with the integration of reusable bags and increased recycling and composting, will help the City achieve its goal of Zero Waste by 2040.

Costs are not to exceed \$1,000,000 during the first year of the contract and \$750,000 during the second year of the contract for a total contract amount of \$1,750,000. Estimated costs for the campaign are broken down as follows:

<u>Description</u>	<u>Reimbursable</u>	<u>Direct Payments</u>
Paid Media	\$765,703.80	
Research		\$87,030.00
Creative Concepts, Design & Production		\$315,450.00
Social Media & Website Design/Development		\$95,670.00
Public Relations/Outreach		\$168,930.00
Strategic Planning, Consultation & Account Management		\$142,216.20
10% Upon Final Acceptance	<u>\$111,391.20</u>	<u>\$63,608.80</u>
Total	\$877,095.00	\$872,905.00

Sherry Matthews Advocacy Marketing was deemed the best evaluated proposal based on their ability to meet all criteria outlined in the Request for Proposal. The evaluation criteria included high level media plan; past performance, qualification, and experience; local business presence; and financial compensation.

This request allows for the development of an agreement with a qualified offeror that Council selects. If the City is unsuccessful in negotiating a satisfactory agreement with the selected offeror, negotiations will cease with that provider. Staff will return to Council so that Council may select another qualified offeror and authorize contract negotiations with that provider.

MBE/WBE solicited: 16/17

MBE/WBE bid: 0/0

### **PRICE ANALYSIS**

- Adequate competition.
- One hundred sixteen notices were sent, including 16 MBE and 17 WBE firms. Seven responses received. No responses were received with from the MBE/WBEs.

### **APPROVAL JUSTIFICATION**

- Best evaluated proposal.
- The Purchasing Office concurs with Austin Resource Recovery Department's recommended award.
- Advertised in the Austin American-Statesman and on the Internet.