



Recommendation for Action

File #: 21-3807, **Agenda Item #:** 28.

1/27/2022

Posting Language

Ratify a contract with Staples Inc. d/b/a Staples Promotional Products to provide COVID-19 vaccine incentive gift cards, in the amount of \$554,150.

(Note: This contract is exempt from the City Code Chapter 2-9D Minority Owned and Women Owned Business Enterprise Procurement Program; therefore, no subcontracting goals were established).

Lead Department

Financial Services Department.

Client Department(s)

Austin Public Health.

Fiscal Note

Funding was available in the Fiscal Year 2021-2022 American Rescue Plan Budget of Austin Public Health.

Purchasing Language:

Ratification.

For More Information:

Inquiries should be directed to Claudia Rodriguez, at 512-974-2959 or ClaudiaR.Rodriguez@austintexas.gov <<mailto:ClaudiaR.Rodriguez@austintexas.gov>>.

Additional Backup Information:

The contract provided \$100 gift cards for Austin/Travis County citizens as an incentive to receive COVID-19 vaccines and visit Austin Public Health (APH) vaccination sites to receive their vaccines. This is in effort to vaccinate the county's population and target citizens in the county's eastern crescent of Dove Springs, Del Valle, as well as Northeast areas such as Colony Park and Pflugerville. Gift cards will only be distributed to citizens that are receiving their first and second doses of the vaccine. To enhance the incentive, APH will deploy outreach staff to educate individuals on the safety and efficacy of the vaccines, dispel myths and misinformation, and help people feel more comfortable with the decision to be vaccinated within communities across Travis County.

The purchase of the gift cards was submitted as a public health and safety request in order to protect the community and provide vaccinations to the "moveable middle" of the local population that continue to hold higher vaccine hesitancy.

This is a new contract, and the spend estimates are based on the initial need to purchase 5,000 gift cards; with the option to purchase additional gift cards in order to continue to impact communities with low-vaccination turnout.

The Sourcewell cooperative establishes competitively bid contracts that can be utilized by the State and other

government agencies through a cooperative agreement. This cooperative was used to purchase the gift cards in order to meet the timeline of this urgent request.

Strategic Outcome(s):

Health and Safety.