



**Purchasing Service Agreement
CITY OF AUSTIN
RECOMMENDATION FOR COUNCIL ACTION**

**AGENDA ITEM NO.: 40
AGENDA DATE: Thu 01/13/2005
PAGE: 1 of 2**

SUBJECT: Authorize negotiation and execution of a 9-month service agreement with TKO ADVERTISING, INC., Austin, TX, for services to market the Steps to a Healthier Austin Initiative to target audiences in a specified geographic area in an amount not to exceed \$230,000, with three 12-month extension options in an amount not to exceed \$306,667 per extension option, for a total agreement amount not to exceed \$1,150,001.

AMOUNT & SOURCE OF FUNDING: Funding in the amount of \$230,000 is available in the Fiscal Year 2004-2005 Approved Operating Budget of the Austin/Travis County Health and Human Services Special Revenue Fund from the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC) Steps to a Healthier U.S. grant program. Funding for the extension options is contingent upon available funding in future budgets.

FISCAL NOTE: There is no unanticipated fiscal impact. A fiscal note is not required.

REQUESTING Purchasing **DIRECTOR'S**
DEPARTMENT:for Health and Human **AUTHORIZATION:** Vickie Schubert
Services;

FOR MORE INFORMATION CONTACT: Vikie DeLuyck, MSW, Buyer II/974-2003

PRIOR COUNCIL ACTION: N/A

BOARD AND COMMISSION ACTION: N/A

PURCHASING: Best proposal of seven proposals received.

MBE / WBE: This contract will be awarded in compliance with Chapter 2-9 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 service agreement will provide social marketing services for the Austin/Travis County Health and Human Services Department's Steps to a Healthier Austin Initiative (SHA). Marketing services are essential to successfully engage target audiences to improve their health behaviors. The target area is a 20 zip code contiguous-geographic area that encompasses the eastern half of the City of Austin and Travis County with high numbers of Hispanic and African American populations.

SHA is multi-intervention project designed to reduce the burden of diabetes, asthma, and obesity through improved nutrition, increased physical activity, and decreased usage of tobacco products. Funding for SHA is from the Centers for Disease Control and Prevention (and is in the second year of the five year program.) SHA is part of the national *Steps to a HealthierUS* Initiative, which is a new initiative developed by the U.S. Department of Health and Human Services.

The TKO Advertising team will work with key stakeholders in the development of the SHA brand and messaging campaign. They will work with the SHA staff to establish an identifiable Austin SHA logo with positive messages (brand), instill brand awareness among the target populations, and convey specific messages aimed at engaging target audiences in healthier life-style choices.



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On November 1, 2004, an RFP was issued to solicit proposals from qualified communications and advertising firms that have experience developing social marketing campaigns targeting minority and low-income populations. The proposals were reviewed and scored by a panel consisting of the Health Authority and three SHA Program staff members.

MBEs/WBEs solicited: 29/14

MBEs/WBEs responded: 0/0

PROPOSAL ANALYSIS

- a. Adequate competition.
- b. Two hundred and seventeen notices were sent including twenty-nine MBEs, and fourteen WBEs. Fourteen solicitation packages were issued including no MBEs or WBEs. Seven proposals were received. Two "no offer responses" were received.

APPROVAL JUSTIFICATION

- a. The proposal meets the requirements of the RFP.
- b. The Austin/Travis County Health and Human Services Department concurs with the recommended award.
- c. The RFP was advertised in the Austin American-Statesman and on the Internet.