



Austin/Travis County Health & Human Services Department



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MEMORANDUM

TO: Mayor and City Council

FROM: Carlos Rivera, Director
Health and Human Services Department

DATE: November 18, 2014

SUBJECT: City Council Agenda Item #47

CR

At the November 20, 2014 Council meeting, the Health and Human Services Department (HHSD) is requesting City Council to approve a ratification of advertising expenditures to support 1115 Medicaid Waiver Tobacco Prevention and Cessation required milestones in the amount of \$136,342.

The City Health and Human Services Department has an approved 1115 Medicaid Waiver project to implement an evidence-based comprehensive tobacco prevention and cessation intervention to reduce tobacco use among the 18-24 year old population. As a result of the cable advertising purchase the program identified a 30% increase in utilization of tobacco cessation services among the target population as compared to other strategies that were previously employed.

HHSD seeks Council ratification to pay for these services that went over the Council purchasing limit in FY14. The original advertising services were thought to be eligible for a General Accounting Expenditure (GAX) transaction. HHSD staff felt they had to authority to move forward with the advertising services under the GAX document requirements. However, HHSD staff was notified from Purchasing that these services did not fall under the exception and Council approval would be needed in order to move forward with paying for the services rendered. These services were provided within the months of July, August and September 2014. A citywide RCA for a contract will come before Council in December from Purchasing to remedy this issue in the future.

Should you have any questions, please contact Dr. Philip Huang at 512-972-5408.

Cc: Marc A. Ott, City Manager
Bert Lumbreras, Assistant City Manager