

A G E N D A



Recommendation for Council Action (Purchasing)

Austin City Council	Item ID:	57082	Agenda Number	17.
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Meeting Date:	May 5, 2016
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Department:	Purchasing
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Subject

Authorize negotiation and execution of a 5-month contract with EMMIS AUSTIN RADIO BROADCASTING COMPANY, LP DBA INCITE IMPACT, or one of the other qualified offerors to Request For Proposal CRR0101, to provide tobacco prevention and chronic disease media services in an amount not to exceed \$300,000, with two 12-month extension options in an amount not to exceed \$300,000 per extension option, for a total contract amount not to exceed \$900,000.

Amount and Source of Funding

Funding in the amount of \$49,000 is available in the Fiscal Year 2015-2016 Operating Budget of Health and Human Services Department. Funding in the amount of \$251,000 is available in the Fiscal Year 2015-2016 1115 Delivery System Reform Incentive Payment grant of the Health and Human Services Department. Funding for the remaining extension options are contingent upon available funding in future budgets.

Fiscal Note

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

Purchasing Language:	The Purchasing Office issued a Request for Proposal (RFP) CRR0101 for these goods and services on December 21, 2015 and it closed on February 4, 2016 with nine offers received. The recommended offer is the best evaluated offer submitted by a responsible offeror. Additional information on the solicitation is included below the line.
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Prior Council Action:	
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For More Information:	Claudia Rodriquez, Senior Buyer, 512-974-3092
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Boards and Commission Action:	
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Related Items:	
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MBE / WBE:	This contract will be awarded in compliance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program by meeting the goals with 4.6% MBE and 4.26% WBE participation.
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Additional Backup Information

The contract will develop media campaigns that focus on lasting community changes, tobacco prevention and cessation, and chronic disease prevention and health promotion. These campaigns will utilize local celebrity radio endorsements, print advertising, digital and mobile advertising, and social media. The contract will build on the previous Delivery System Reform Incentive Payment 1115 Waiver Tobacco Prevention, Waiver Diabetes Prevention, and other chronic disease prevention campaigns. The campaigns will focus on low-income and ethnic minorities with a disproportionate numbers of citizens burdened by chronic diseases.

The Community Change Campaign will promote healthy cultures and environments. The Tobacco Prevention Campaign will promote tobacco-free living and push to increase the number of young adult subscribers to the SmokefreeTXT program. The smoking cessation intervention will be accomplished through the use of local celebrity endorsements, commercials on Spotify, digital and mobile advertising, social media, public events, and bar outreach. The Chronic Disease Prevention Campaign will promote healthy living and increased enrollment in the free diabetes classes offered in Austin/Travis County, with a specific focus on health disparate populations through local celebrity endorsements, print advertising, social media, and events. These media campaigns aim to promote a healthy community by addressing the needs of vulnerable populations in Austin/Travis County households and improving overall quality of life.

An evaluation team with expertise in this area evaluated the offers and scored Emmis Austin Radio Broadcasting Company, LP as the best to provide these services based on evaluation criteria and local business presence.

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

If the City is unable to award the contract, it will adversely impact the community due to a lack of awareness of smoking cessation and chronic disease programs available. In addition to this, the Health and Human Services Department will be required to make spot purchases for marketing and media services required to achieve the department's goal of healthy cultures and environments.

A complete solicitation package, including a response list, is on file in the City's Purchasing Office and is available on the City's Financial Services Austin Finance Online website. Link: [Solicitation Documents](#)