



Recommendation for Action

File #: 19-1723, **Agenda Item #:** 15.

5/9/2019

Posting Language

Authorize negotiation and execution of a multi-term contract with Emmis Austin Radio Broadcasting Company LP, D/B/A Incite, to provide tobacco prevention and chronic disease media services, for up to five years for a total contract amount not to exceed \$1,035,000.

(Note: This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program and subcontractor goals were applied to the solicitation. The subcontracting goals were met and the resulting contract will include 1.08% MBE and 1.56% WBE participation).

Lead Department

Purchasing Office.

Client Department(s)

Austin Public Health.

Fiscal Note

Funding in the amount of \$103,500 is available in the Fiscal Year 2018-2019 Operating of Austin Public Health. Funding for the remaining contract term is contingent upon available funding in future budgets.

Purchasing Language:

The Purchasing Office issued a Request for Proposals (RFP) 9100 LNH3005 for these services. The solicitation issued on December 3, 2018 and it closed on January 8, 2019. Of the six offers received, the recommended contractor submitted the best evaluated responsive offer. A complete solicitation package, including a log of offers received, is available for viewing on the City's Financial Services website, Austin Finance Online. Link: [Solicitation Documents](https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=128331)
<https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=128331>.

For More Information:

Inquiries should be directed to the City Manager's Agenda Office, at 512-974-2991 or

AgendaOffice@austintexas.gov <<mailto:AgendaOffice@austintexas.gov>>

NOTE: Respondents to this solicitation, and their representatives, shall continue to direct inquiries to the solicitation's Authorized Contact Person: Lynnette Hicks, at 512-974-3349 or Lynnette.Hicks@austintexas.gov <<mailto:Lynnette.Hicks@austintexas.gov>>.

Additional Backup Information:

The contract will provide numerous media campaigns which will build on the previous tobacco and chronic disease prevention campaigns with a focus on low-income populations and communities of color which face a disproportionate burden of chronic disease. The media campaigns will focus on lasting community changes, tobacco prevention and cessation, and chronic disease prevention and health promotion using radio, digital,

and social media.

Tobacco is the number one preventable cause of death, killing almost 13 people each week in Austin and Travis County. Chronic disease prevention aligns with the Austin Strategic Direction 2023 and the 2017 Austin/Travis County Community Health Improvement Plan. 56 percent of all deaths in Travis County are caused by chronic diseases such as cancer, heart disease, stroke, diabetes, or chronic obstructive pulmonary disease (COPD).

The Tobacco Prevention Campaign will promote tobacco-free living and will increase the number of young adult subscribers to the SmokefreeTXT program, a free text-based smoking cessation program. The Chronic Disease Prevention Campaign will promote healthy living, including reduction of sugar-sweetened beverages, which are a major contributor to the obesity epidemic, as well as increased enrollment in free diabetes classes offered by Austin Public Health with a specific focus on health disparate populations. The Community Change Campaign will promote healthy workplaces. These media campaigns aim to promote a healthy community by addressing the needs of vulnerable populations in Austin and Travis County 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, D/B/A Incite as the best to provide these services based on system concept and solutions proposed, demonstrated applicable experience, pricing, local business presence, and service-disabled veteran business enterprise certification.

This new contract replaces a previous contract which expired on April 12, 2019. The recommended contractor is the previous provider of these services. The requested authorization amount is based on historical spend and forecasting estimates for future needs.

Contract Detail:

<u>Contract Term</u>	<u>Length of Term</u>	<u>Contract Authorization</u>
Initial Term	1 yr.	\$ 207,000
Optional Extension 1	1 yr.	\$ 207,000
Optional Extension 2	1 yr.	\$ 207,000
Optional Extension 3	1 yr.	\$ 207,000
Optional Extension 4	1 yr.	\$ 207,000
TOTAL	5 yrs.	\$1,035,000

Note: Contract Authorization amounts are based on the City's estimated annual usage.