



Recommendation for Action

File #: 20-3103, **Agenda Item #:** 53.

9/17/2020

Posting Language

Authorize award of a multi-term contract with MEA Promos, to provide marketing collateral products, for up to five years for a total contract amount not to exceed \$3,957,800.

(Note: This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9D Minority Owned and Women Owned Business Enterprise Procurement Program. For the goods required for this solicitation, there were no subcontracting opportunities; therefore, no subcontracting goals were established).

Lead Department

Purchasing Office.

Client Department(s)

All City departments.

Fiscal Note

Funding in the amount of \$65,817 is available in the Fiscal Year 2019-2020 Operating Budget of various City departments. Funding for the remaining contract term is contingent upon available funding in future budgets.

Purchasing Language:

The Purchasing Office issued an Invitation for Bids (IFB) 8300 APC1003REBID for these goods. The solicitation issued on May 18, 2020 and it closed on June 11, 2020. Of the nine offers received, the recommended contractor submitted the lowest responsive offer. A complete solicitation package, including a tabulation of the bids 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=134419)
<https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=134419>.

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: Annie Atwood, at 512-974-2670 or Annie.Atwood@austintexas.gov <<mailto:Annie.Atwood@austintexas.gov>>.

Council Committee, Boards and Commission Action:

August 10, 2020 - Recommended by the Electric Utility Commission on a 9-0 vote, with Commissioner Wray absent and one vacancy.

Additional Backup Information:

The contract will provide marketing collateral specialty products to various City departments. Marketing

products are used by various City departments to promote and educate the public during events such as community or health outreach events. Examples of programs that utilize these products include the City's Zero Waste Goal initiative, Austin Fire Department safety and public education events, community outreach events, and City career fairs.

This contract is needed to provide for the best pricing and availability on promotional and marketing items as well as ensuring quality and consistency of the City's marketing, logos and materials.

If the City is unable to secure a contract, the departments will be forced to procure these marketing items on an as needed basis which may result in higher prices and delays in production.

Contract Detail:

<u>Contract Term</u>	<u>Length of Term</u>	<u>Contract Authorization</u>
Initial Term	3 yrs.	\$2,373,800
Optional Extension 1	1 yr.	\$ 792,000
Optional Extension 2	1 yr.	\$ 792,000
TOTALS	5 yrs.	\$3,957,800

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

Strategic Outcome(s):

Government that Works for All; Safety; Health and Environment.