



## Recommendation for Action

**File #:** 22-1545, **Agenda Item #:** 22.

4/7/2022

### Posting Language

Authorize negotiation and execution of a contract with Sherry Matthews, Inc. to provide marketing and public relations for COVID-19 response, for a term of five years in an amount not to exceed \$15,000,000.

(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. For the services required for this solicitation, there were no subcontracting opportunities therefore, no subcontracting goals were established).

### Lead Department

Financial Services Department.

### Client Department(s)

Austin Public Health.

### Fiscal Note

Funding in the amount of \$1,750,000 is available in the Fiscal Year 2022 U.S. Department of Treasury, American Rescue Plan Act (ARPA). Funding for the remaining contract term is contingent upon available funding in future budgets.

### Purchasing Language:

The Financial Services Department issued a Request for Proposals (RFP) 9100 JTH3015 for these services. The solicitation was issued on October 25, 2021, and it closed on November 15, 2021. Of the eight 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://financeonline.austintexas.gov/afo/account_services/solicitation/solicitation_details.cfm?sid=135857)  
<[https://financeonline.austintexas.gov/afo/account\\_services/solicitation/solicitation\\_details.cfm?sid=135857](https://financeonline.austintexas.gov/afo/account_services/solicitation/solicitation_details.cfm?sid=135857)>.

### For More Information:

Respondents to this solicitation, and their representatives, shall continue to direct inquiries to the solicitation's Authorized Contact Person: Jim Howard, at 512-974-2031 or [jim.howard@austintexas.gov](mailto:jim.howard@austintexas.gov)  
<<mailto:jim.howard@austintexas.gov>>.

### Additional Backup Information:

The contract will provide advertising and marketing to drive results of important health messaging to the public and particularly the communities deemed as priority.

There has been a strong focus on getting the most important messaging out to media and leaders in non-profit organizations who work with specific demographics. Advertising campaign messaging has been urgent and reactive in nature and has centered on the COVID-19 response. Previously, the City used Austin Public Health's joint information system for advertising to build relationships with 27+ media outlets, leveraging print,

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radio, television, social media, email, and additional creative platforms from each media partner. This helped to ensure that Austin residents have had multiple opportunities to hear health-related messaging, in multiple languages.

The contractor shall provide message creation, graphic design, campaign planning, reporting on key performances and in-depth analysis. The contractor will monitor results and provide analysis of the effectiveness of advertising buys and invoice management. This will allow Austin Public Health to focus on core competencies and other high-level functions, while making sure the messaging and communications are delivered to the public, particularly the communities deemed as priority.

An evaluation team with expertise in this area evaluated the offers and scored the above-listed contractor, as the best to provide these services based on proposed advertising and marketing campaign, contractor qualifications and related experience, and price. The contractor is state HUB certified.

**Strategic Outcome(s):**

Health and Environment, Government that Works for All.