



# City of Austin

## Recommendation for Action

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**File #: 24-4541, Agenda Item #: 41.**

**5/2/2024**

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### **Posting Language**

Authorize negotiation and execution of two contracts for City of Austin brand strategy and development with Pentagram Design Inc. and TKO Advertising Inc., each for a term of one year in amounts not to exceed \$564,000, divided between the contractors.

[This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9B (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. However, one of the recommended contractors identified subcontracting opportunities].

### **Lead Department**

Financial Services Department.

### **Client Department(s)**

Communications and Public Information.

### **Fiscal Note**

Funding in the amount of \$350,000 is available in the Fiscal Year 2023-2024 Operating Budget of Communications and Public Information.

Funding for the remaining contract term is contingent upon available funding in future budgets.

### **Purchasing Language:**

The Financial Services Department issued a Request for Qualifications Statements (RFQS) 5900 AVB4006 for these services. The solicitation was issued on September 25, 2023, and closed on November 8, 2023. Of the 17 offers received, the recommended contractors submitted the best evaluated responsive offers. A complete solicitation package, including a log of offers received, is available for viewing on the City's Financial Services website, Austin Finance Online. This information can currently be found at [https://financeonline.austintexas.gov/afo/account\\_services/solicitation/solicitation\\_details.cfm?sid=139273](https://financeonline.austintexas.gov/afo/account_services/solicitation/solicitation_details.cfm?sid=139273).

### **For More Information:**

Direct questions regarding this Recommendation for Council Action to the Financial Services Department - Central Procurement at: [FSDCentralProcurementRCAs@austintexas.gov](mailto:FSDCentralProcurementRCAs@austintexas.gov) or 512-974-2500. Respondents to the solicitation and their Agents should direct all questions to the Authorized Contact Person identified in the solicitation.

### **Additional Backup Information:**

This contract will establish a consistent and clear City of Austin brand to improve communication, engagement, participation, and pride with residents, businesses, visitors, and employees. A cohesive City brand is an adopted Council strategic priority. Rigorous research, including internal assessments, executive interviews, market studies, community surveys, and focus groups, has underscored the need for a compelling and

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consistent brand. By fostering civic pride and improving recognition of City services, this branding effort could lead to cost savings through more effective and widespread marketing strategies.

This is a new contract. The requested authorization for this contract is based on departmental need. TKO Advertising Inc. is an MBE certified contractor.

An evaluation team with expertise in this area evaluated the offers and scored Pentagram Design, Inc., and TKO Advertising Inc., as the best contractors to provide these services based on vendor qualifications and experience developing brand strategies; sample work product that demonstrates previous experience with large and matrixed government, public sector, or enterprise clients; vendor qualifications and experience developing brand strategies and systems for large and matrixed clients; local presence and understanding of the City of Austin; vendor experience in brand discovery, training and implementation; vendor qualifications and experience for government or public sector clients; and expertise of individual staff members assigned to the project and their experience with the development of brand strategies and systems for large and matrixed clients and large government or enterprise clients.

A delay in contract approval will impact the Communication and Public Information Office's ability to develop and implement a cohesive City brand prolonging a pattern of inefficiency and lack of clear brand standards.