



City of Austin

Recommendation for Action

File #: 24-6105, Agenda Item #: 49.

11/21/2024

Posting Language

Authorize negotiation and execution of a contract for outreach, education, and marketing services to support public health and safety initiatives for Austin Public Health with Sherry Matthews Inc., for an initial term of three years with two one-year extension options for a total contract amount not to exceed \$9,000,000. Funding: \$1,060,000 is available in the Fiscal Year 2024-2025 Operating Budget of Austin Public Health. Funding for the remaining contract term is contingent upon available funding in future budgets.

Lead Department

Financial Services Department.

Client Department(s)

Austin Public Health.

Fiscal Note

Funding in the amount of \$1,060,000 is available in the Fiscal Year 2024-2025 Operating Budget of Austin Public Health.

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 RGW3000 for these services. The solicitation was issued on July 1, 2024, and closed on July 30, 2024. Of the 17 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 website. This information can currently be found at https://financeonline.austintexas.gov/afo/account_services/solicitation/solicitation_details.cfm?sid=140775.

MBE/WBE:

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.

For More Information:

Direct questions regarding this Recommendation for Council Action to the Financial Services Department - Central Procurement at 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:

The contract will provide outreach, education and marketing services to support public health and safety initiatives across a wide range of programs, including Austin Healthy Adolescent, Austin Youth Development,

Chronic Disease & Injury Prevention, Community Health Worker Hub, Community Youth Development, Early Childhood Development, Environmental Health Services, Family Connects, GoATX Truancy Prevention, HIV/STI Planning and Services, Human Resources, Immunizations, Maternal Infant Outreach Program, Mental Health Awareness, Mom's Place, Neighborhood Services Unit, Office of Violence Prevention, Post High School Readiness, Public Health Emergency Preparedness, Public Health Infrastructure, Public Health Pipeline, Refugee Program, Sexual Health Clinic, Substance Abuse and Opioid Awareness, and Women Infants and Children/Supplemental Nutrition Assistance Program. The contract will also assist with community health event coordination for historically underserved community events such as My AAPI (Asian American Pacific Islander), Fiesta de Salud (Hispanic), and Take A Loved One (African American/Black).

These programs align with the City of Austin's strategic goals to promote health safety, enhance public health infrastructure, and engage underserved communities in both health and safety efforts. Performance measures will include community engagement, behavior change indicators, and public awareness improvements focused on health and safety education, tracked through digital and traditional media platforms. Much of this effort is funded by public health grants, with a lasting impact expected beyond the grant period as safety and health education continue to benefit the community.

This is a new contract. The requested authorization amount was determined by departmental estimates, historical spending, potential grants and forecasted usage. Authorization is included to account for unforeseen circumstances such as outbreaks, disasters, emergency declarations, etc. The recommended contractor holds relevant City/State certifications and has a proven track record in delivering successful outreach campaigns for diverse and underserved populations, with a strong focus on public health and safety.

An evaluation team with expertise in this area evaluated the offers and scored Sherry Matthews Inc as the best to provide these services based on price, small business preference, local business preference, project concept and strategy, and company and offeror experience.

If the City is unable to secure a contract, health and safety messaging for programs such as immunizations, maternal and infant health, mental health awareness, gun violence prevention and chronic disease prevention could be impacted, affecting the City's ability to respond to misinformation and public health and safety needs.