

CITY OF SAN ANTONIO

SAN ANTONIO METROPOLITAN HEALTH DISTRICT

INTERDEPARTMENTAL MEMORANDUM

TO: Mayor and City Council

FROM: Fernando A. Guerra, M.D., M.P.H., Director of Health

THROUGH Terry M. Brechtel, City Manager

COPIES TO: Frances A. Gonzalez, Assistant to the City Manager; City Attorney's Office; Finance Department; Office of Management and Budget, Risk Management Division; Economic Development; Asset Management; Convention and Visitors Bureau; Project; File

SUBJECT: MEDIA CONSULTATION AND TARGETED ADVERTISING SERVICES FOR THE RACIAL AND ETHNIC ADULT DISPARITIES IN IMMUNIZATION INITIATIVE (READII) PROJECT

DATE: November 21, 2002

SUMMARY AND RECOMMENDATIONS

This ordinance authorizes the City Manager to approve the selection of Cutting Edge Communications, Inc. to provide media consultation and targeted advertising services for the Racial and Ethnic Adult Disparities in Immunization Initiative (READII) project of the San Antonio Metropolitan Health District (SAMHD) for the period December 1, 2002 through March 31, 2003, authorize payments for services, and approve a renewal option contingent upon satisfactory performance and continued funding for the program.

Staff recommends approval.

Background

The City of San Antonio, through the San Antonio Metropolitan Health District (SAMHD), has provided influenza and pneumococcal immunization services to persons 65 years of age and older since 1988. In 1991, the Centers for Medicare and Medicaid Services (CMS), formerly known as the Health Care Financing Administration (HCFA), began providing full coverage of pneumococcal vaccine for all Medicare beneficiaries. Influenza vaccine was first covered by HCFA in 1993. Despite the availability of these covered benefits throughout the United States, influenza and pneumococcal immunization coverage rates for minorities 65 years of age and

older are disproportionately lower than that of their Anglo counterparts. To reduce the racial and ethnic disparities in influenza and pneumococcal vaccination coverage for this age group, the Department of Health and Human Services (DHHS) launched a two-year adult immunization initiative on July 31, 2002. The SAMHD was selected as one of five sites throughout the nation to engage in this demonstration project known as the Racial and Ethnic Adult Disparities in Immunization Initiative (READII). The San Antonio project will focus on reducing the disparities in immunization coverage for Hispanic adults aged 65 years or older using evidence-based methods, patient and provider education, and community participation.

A Request for Proposals (RFP) for media consultation and targeted advertising services was advertised in the San Antonio Express-News on October 6, 2002, which resulted in the receipt of six proposals for consideration. An evaluation committee representing the Departments of Health, Economic Development, Office of Management and Budget, Asset Management, Convention and Visitors Bureau and the City Attorney's Office recommended that Cutting Edge Communications, Inc. be awarded the contract with a renewal option. A matrix reflecting the evaluation criteria and scoring is attached. The highest score was received by Cutting Edge Communications, Inc. which staff recommends be awarded the contract.

POLICY ANALYSIS

This contract follows past City policy in outsourcing specialized services to entities that can provide them more efficiently.

FINANCIAL IMPACT

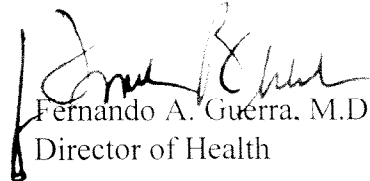
This ordinance authorizes payments on a pre-approved basis. The total annual cost for this service is budgeted not to exceed \$150,000.00.

COORDINATION

The City Attorney's Office and the Office of Management and Budget, Risk Management Division have reviewed the agreement with Cutting Edge Communications, Inc. The Finance Department has been apprised of this action. The Departments of Economic Development, Asset Management, and Convention and Visitors Bureau concur.


SUPPLEMENTARY COMMENTS

An authorized representative of Cutting Edge Communications, Inc. has completed the attached Discretionary Contracts Disclosure form as required by the City's Ethics Ordinance.


Fernando A. Guerra, M.D., M.P.H.
Director of Health


Frances A. Gonzalez
Assistant City Manager

APPROVED:


Terry M. Brechtel
City Manager

ATTACHMENT

Six (6) Proposals Received

* - Proposal deemed to be Non-Responsive

City of San Antonio
Discretionary Contracts Disclosure*

For use of this form, see City of San Antonio Ethics Code, Part D, Sections 1&2

Attach additional sheets if space provided is not sufficient.

State "Not Applicable" for questions that do not apply.

* This form is required to be supplemented in the event there is any change in the information under (1), (2), or (3) below, before the discretionary contract is the subject of Council action, and no later than five (5) business days after any change about which information is required to be filed.

Disclosure of Parties, Owners, and Closely Related Persons

For the purpose of assisting the city in the enforcement of provisions contained in the City Charter and the code of ethics, an individual or business entity seeking a discretionary contract from the city is required to disclose in connection with a proposal for a discretionary contract:

(1) the identity of any individual who would be a party to the discretionary contract;

Denise Herrera-Wieters, President

(1) the identity of any business entity that would be a party to the discretionary contract:
Cutting Edge Communications, Inc. and the name of:

(A) any individual or business entity that would be a subcontractor on the discretionary contract;

N/A - No subcontractors

(A) any individual or business entity that is known to be a partner, or a parent or subsidiary business entity, of any individual or business entity who would be a party to the discretionary contract;

N/A

(1) the identity of any lobbyist or public relations firm employed for purposes relating to the discretionary contract being sought by any individual or business entity who would be a party to the discretionary contract.

N/A

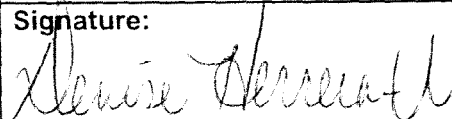
Political Contributions

Any individual or business entity seeking a discretionary contract from the city must disclose in connection with a proposal for a discretionary contract all political contributions totaling one hundred dollars (\$100) or more within the past twenty-four (24) months made directly or indirectly to any *current* or *former member* of City Council, any *candidate* for City Council, or to any *political action committee* that contributes to City Council elections, by any individual or business entity whose identity must be disclosed under (1), (2) or (3) above. Indirect contributions by an individual include, but are not limited to, contributions made by the individual's spouse, whether statutory or common-law. Indirect contributions by an entity include, but are not limited to, contributions made through the officers, owners, attorneys, or registered lobbyists of the entity.

To Whom Made:	Amount:	Date of Contribution:
N/A		

Disclosures in Proposals

Any individual or business entity seeking a discretionary contract with the city shall disclose any known facts which, reasonably understood, raise a question as to whether any city official or employee would violate Section 1 of Part B, Improper Economic Benefit, by participating in official action relating to the discretionary contract.

N/A		
Signature: 	Title: President Company: Cutting Edge Communications, Inc	Date: 10-18-02