



CITY OF HOUSTON - CITY COUNCIL

Meeting Date:

ALL

Item Creation Date: 10/9/2024

WS1305543322 - Advertising and Design Services (Versa Creative Group, LLC) -
ORDINANCE

Agenda Item#:

Background:

P23-WS1305543322 - Approve an Ordinance authorizing a derivative agreement between the City of Houston and Versa Creative Group, LLC in the contract amount of \$815,000.00 for advertising and design services through the Choice Partners Cooperative Purchasing Program for a three-year term with two one-year options for Houston Public Works.

Specific Explanation:

The Chief Operating Officer of Houston Public Works (HPW) and the Chief Procurement Officer recommend that City Council approve an ordinance authorizing a derivative agreement for a **three-year term with two one-year options**, between the City of Houston and **Versa Creative Group, LLC** in the maximum contract amount of **\$815,000.00** for advertising and design services through the Choice Partners Cooperative Purchasing Program.

Houston Public Works is seeking to contract the advertising and design company Versa Creative Group, LLC, to provide services supporting HPW educational campaigns, including but not limited to campaign development and messaging, advertising, digital, print, marketing materials, and marketing implementation strategies. Campaigns supported in this contract include the development of visually appealing and impactful digital materials to effectively communicate and educate our community on vital ongoing water issues, such as water conservation practices for managing water demand, community awareness and preparedness for drought conditions and restrictions, protection of critical wastewater infrastructure, and increased awareness of stormwater management projects.

This recommendation is made pursuant to subsection 271.102(c) of the Texas Local Government Code, which provides that “a local government that purchases goods or services from a cooperative purchasing program or organization satisfies any state law requiring the local government to seek competitive bids for the purchase of the goods or services.”

MWBE Subcontracting:

This contract is awarded with a contract-specific, goal-oriented award of 2% MWBE participation level. Versa Creative Group, LLC has designated the company named below as its certified MWBE subcontractor.

VENDOR NAME	TYPE OF WORK	PERCENT
Alpha Company Marketing & Media	Marketing Services and Spanish Marketing Services	2%

Hire Houston First:

This procurement is exempt from the City’s Hire Houston First Ordinance because the department is utilizing an Interlocal or Cooperative Purchasing Agreement for this purchase.

Pay or Play Program:

The proposed contract requires compliance with the City’s “Pay or Play” ordinance regarding health benefits for employees of City contractors. In this case, Versa Creative Group, LLC has elected to pay into the Contractor Responsibility Fund and provide health benefits to eligible employees in compliance with City policy

Fiscal Note:

Funding for this item is included in the FY25 Adopted Budget. Therefore, no Fiscal Note is required as stated in the Financial Policies.

DocuSigned by:

Jedediah Greenfield, Chief Procurement Officer
Finance/Strategic Procurement Division

DocuSigned by:

Randall V. Macchi, Chief Operating Officer
Houston Public Works

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Estimated Spending Authority:			
Department	FY2025	Out Years	Total
Houston Public Works	\$179,000.00	\$636,000.00	\$815,000.00

Amount and Source of Funding:

\$770,000.00 Water & Sewer System Operating Fund (8300)

\$20,000.00 – Project Cost Recovery Fund (1001)

\$25,000.00 – Storm Water Fund (2302)

\$815,000.00 Total

Contact Information:

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Jedediah Greenfield, Chief Procurement Officer

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ATTACHMENTS:

Description

Type

Approved COOP Form

Backup Material

Derivative Agreement

Backup Material

Quote

Backup Material

Ownership Information Form

Backup Material

Tax Report

Backup Material

Conflict of Interest Form

Backup Material

POP 1 & POP 2

Backup Material

Approved MWBE Goal

Backup Material

Letter of Intent

Backup Material

Certification of Funds

Financial Information

Coversheet

Signed Cover sheet