



CITY OF HOUSTON - CITY COUNCIL

Meeting Date: 10/7/2025

Item Creation Date:

SR1670957709 - Services Relating to Creating and Executing Social Marketing Services (Gilbreath Communications, Inc.) - MOTION

Agenda Item#: 36.

Background:

S19-SR1670957709 – Approve spending authority in the amount not to exceed \$1,124,620.00 for all services relating to creating and executing social marketing services through the HGACBuy cooperative vendor Gilbreath Communications, Inc. for the Houston Health Department.

Specific Explanation:

The Interim Director of the Houston Health Department and the Chief Procurement Officer recommend that City Council approve spending authority in the amount not to exceed **\$1,124,620.00** for all services related to creating and executing social marketing services through the HGACBuy vendor **Gilbreath Communications, Inc.**, through July 1, 2026 for the Houston Health Department.

Since 2020, Houston and Harris County have experienced a steady increase in new HIV diagnoses. While cases briefly declined in 2020, likely due to disruptions in clinical care, patient hesitancy, and shortages of HIV testing materials, the past four years have seen a concerning rise of over 42%. Biomedical interventions, including PrEP and treatment as prevention (TasP), have been scientifically proven to reduce HIV transmission. Expanding access to HIV testing and medical care is critical in protecting Houstonians, particularly high-burden populations. The Houston Health Department (HHD) requests support in engaging Gilbreath Communications through the HGAC Cooperative contract to execute targeted media buys. These efforts will enhance awareness of HIV screening and prevention strategies, including PrEP, among vulnerable communities and their sexual partners. Early identification and treatment of HIV are essential to reducing morbidity and mortality in our region.

The scope of work requires the contractor to provide all labor, personnel, supervision, management, materials, supplies, facilities, and insurance to provide a full suite of marketing and advertising services, including strategy development, market research, campaign execution, negotiation and media buying, as well as television, radio, and print advertising. Additional services will encompass social marketing, digital media, banners, billboards, signage, focus groups, marketing communications, photography, illustrations, editing, web development and hosting, brochures, documentaries, and visual coordination. These efforts will support HHD’s mission to reduce HIV rates in Houston and Harris County while aligning with the social marketing strategies endorsed by the Centers for Disease Control (CDC).

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 Participation

The HGACBuy agreement does not have a MWBE subcontracting component; however, Gilbreath Communications, Inc. has agreed to subcontract 12.50% of the work to a certified City of Houston M/WBE firms and has designated the following companies as its certified M/WBE contractors.

Name	Type of Work	Dollar Amount	Percentage
Gilbreath Communications, Inc.	Consulting, Strategy, Managing, Media Buying, Graphics, Web Maintenance Services	\$ 67,477.20	6%
VPG, LLC	Video/Audio Production, Film, Talent, Scripts	\$ 73,100.30	6.50%
TOTALS		\$140,577.50	12.5%

Pay or Play Program:

This procurement is exempt from the City’s ‘Pay or Play’ Program because the department is utilizing a purchasing cooperative for this purchase.

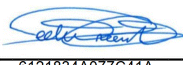
Hire Houston First:

This procurement is exempt from the City’s Hire Houston First Ordinance. Bids/proposals were not solicited because the City is utilizing

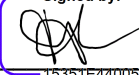
The procurement is exempt from the City's Procurement Ordinance. Bids/proposals were not solicited because the City is utilizing a purchasing cooperative for this purchase.

Fiscal Note:

Funding for this item is included in the FY2026 Adopted Budget. Therefore, no Fiscal Note is required as stated in the Financial Policies.

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Jedediah Greenfield,
Chief Procurement Officer
Finance/Strategic Procurement Division

Signed by:


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Department Approval Authority Signature

ESTIMATED SPENDING AUTHORITY

Department	FY26	Out-Years	Total Amount
Houston Health Department	\$ 100,000.00	\$1,024,620.00	\$1,124,620.00

Amount and Source of Funding:

\$1,124,620.00 – Community Health and Assessment Special Revenue Fund (2020)

Contact Information:

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ATTACHMENTS:

Description	Type
Ownership Information Form	Backup Material
Tax Clearance Report	Backup Material
Conflict of Interest Questionnaire	Backup Material
Certificate of Interested Parties	Backup Material
Cooperative Agreement	Contract/Exhibit
Price Proposal	Backup Material
Secretary of State (SOS)	Backup Material
Funding	Financial Information
MWBE Goal	Backup Material
MWBE Participation Plan	Backup Material
MWBE LOI - Gilbreath Communications	Backup Material
MWBE - LOI - VPG	Backup Material
COI and Endorsements	Backup Material
No Auto Letter	Backup Material
AM Best Ratings	Backup Material
Drug Policy Form	Backup Material