



CITY OF HOUSTON - CITY COUNCIL

Meeting Date: 11/28/2017
District B, District E, District I
Item Creation Date: 11/14/2017

HAS - On-Call Comprehensive Communications Contract with Gilbreath Communications, Inc.

Agenda Item#: 27.

Summary:

Background:

RECOMMENDATION:

Enact an ordinance approving and authorizing a contract for the administration of On-Call Comprehensive Communications Services between the City and Gilbreath Communications, Inc. and providing funding for the cost of these services.

SPECIFIC EXPLANATION:

On May 12, 2017, the Houston Airport System (HAS) issued a Request for Proposals (RFP) for on-call comprehensive communications services, and five firms submitted proposals. After reviewing and scoring the written proposals based on the stated criteria, two firms, including Gilbreath Communications, Inc. (Gilbreath), were invited to provide oral presentations/interviews. Following the oral presentations/interviews, the evaluation committee unanimously recommended Gilbreath for contract award.

It is now requested that City Council adopt an ordinance approving a three-year contract with Gilbreath Communications, Inc. for on-call comprehensive communication services.

The pertinent terms of the contract are as follows:

Scope:

The scope of work requires the contractor to provide prompt and efficient public relations support services designed to increase business development at the airports, increase travel using the airports, and promote public and industry awareness of the airports' facilities and services.

Duties to be performed include: produce innovative and creative collateral material such as invitations, event programs, annual reports, and presentations; provide remarks/speeches for use by airport senior staff at various speaking engagements; enhance and improve social media strategy to elevate online communications with growing passenger volumes; and enhance communications with the media during a crisis or major incident to effectively communicate HAS's position that remains in line with its mission and vision.

Term and Termination:

The contract term is three years, and it may be terminated for convenience by the City with 30 days written notice.

Pay or Play:

The proposed contract requires compliance with the City's "Pay or Play" ordinance regarding health benefits for employees of City contractors. Gilbreath will comply with City policy using the "Play" option, providing health benefits to covered employees.

Funding:

Department	FY 2018	Out Years	Total
Houston Airport System	\$100,000	\$425,000	\$525,000

M/WBE Participation:

The M/WBE participation goal for this project is 30%. Gilbreath submitted its participation plan (below) of 30%, which has been reviewed and approved by the HAS Office of Business Opportunity.

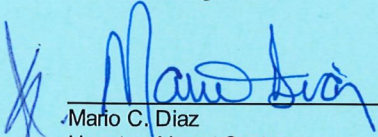
Certified Firm	Type of Work	Percentage
Sylvia Cavazos Public Relations/Public Affairs, LLC	Speech writing, writing, crisis communications	19% M/WBE
Twice Media Productions, LLC	Video Production & Photography	6% MBE

Bayside Printing	Printing	5% M/WBE
	TOTAL	30% M/WBE

Fiscal Note:

Funding for this item is included in the FY18 adopted budget. Therefore, no fiscal note is required as stated in Financial Policy Ord. 2014-1078. See Attachment A.

Director's Signature:



Mario C. Diaz
Houston Airport System

Amount of Funding:

\$ 525,000 Total – HAS Revenue Fund (8001)

Contact Information:

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ATTACHMENTS:

Description	Type
Affidavit of Ownership	Backup Material
Fair Campaign Form A	Backup Material
Delinquent Tax Report	Backup Material