



CITY OF HOUSTON - CITY COUNCIL

Meeting Date: 11/19/2019

ALL

Item Creation Date: 8/28/2019

T28754.A1 - The "2020" Census Engagement Initiative - ORDINANCE

Agenda Item#: 32.

Summary:

Background:

S33-T28754.A1 - An Ordinance approving and authorizing a first amendment to Contract No. 4600015489 between the City of Houston and Lopez Negrete Communications, Inc. (approved by Ord. No. 2019-0350) to increase the contract amount by \$627,586.00, establish a maximum contract amount of \$1,277,586.00, and revise the fee schedule and scope of work for the "2020" Census Engagement Initiative for the Planning and Development Department.

Specific Explanation:

The Director of the Planning and Development Department and the Chief Procurement Officer recommend that City Council approve a first amendment to the contract between the City of Houston and Lopez Negrete Communications, Inc. to increase the contract amount by \$627,586.00, establish a maximum contract amount of \$1,277,586.00, and revise the fee schedule and scope of work for the "2020" Census Engagement Initiative for the Planning and Development Department.

The work was initially expected to cost \$1,622,586.00 but will now cost \$1,277,586.00. The reduction in amount is due primarily to increased collaboration with Harris County. Through this collaboration, we are reducing costs by eliminating redundancies and duplication of efforts between the City and the County.

The contract was broken into two phases and Phase I was awarded on May 8, 2019 for the total amount of \$650,000.00 by Ordinance No. 2019-0350 for the completion of Phase I of the Census "2020" Engagement Initiative. For the Phase I deliverables the Consultant conducted 10 focus group meetings with trusted voices from the non-Hispanic white, African American, Latino, Chinese and Vietnamese communities. Based on the results of these focus groups, the Consultant team developed the approach and the creative campaign that will be implemented throughout the next Phase. In addition, the Consultant team developed training programs for grass-roots organizations that the city will coordinate implementation with.

The first amendment of the contract contains revised terms and services to encompass the work to be completed in Phase II. Phase II will focus on the activation and deployment, measurement and optimization of various tasks including, but not limited to:

- building and training a network consisting of community-based groups and public entities that will canvass Houston neighborhoods and encourage Census response;
- building a student-led, student designed, peer-to-peer canvassing in high schools in Houston's Hard-to-Count areas;
- monitoring response rates to establish strategic deployment of additional resources to low-response areas; and
- providing overall management and coordination of Complete Count Committee and Sub-Committee activities.

The first amendment of the contract also contains a revised Contract Fee Schedule encompassing the additional services to be provided in Phase II. The contract will remain in effect until the Census "2020" Engagement Initiative is complete.

The scope of work requires the contractor to provide all supervision, labor, materials, necessary to develop a multi-level census campaign that will reach Houstonians of all socio-economic levels. The contractor will also coordinate with the Census Bureau to verify and ensure appropriate placement of media and advertising campaign materials.


MWBE Participation:

The contract was awarded with a 24% M/WBE participation level. Currently, Lopez Negrete Communications, Inc. is achieving 35.2%.

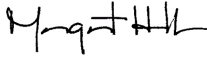
Fiscal Note:

Funding for this item is included in the FY 2020 Adopted Budget. Therefore, no Fiscal Note is required as stated in the Financial Policies.

11/13/2019

DocuSigned by:

 ODD350139A6F4C8...

**Jerry Adams, Chief Procurement Officer
Finance/Strategic Procurement Division**

DocuSigned by:

 7D2CF206075E4ED... 11/13/2019

Department Approval Authority

Estimated Spending Authority			
DEPARTMENT	FY2020	OUT YEARS	TOTAL
Planning & Development	\$627,586.00	\$0.00	\$627,586.00

Prior Council Action:

Ordinance 2019-0350, passed May 8, 2019

Amount of Funding:**\$627,586.00**

General Fund

Fund No.: 1000

Contact Information:

Candice Gambrell, Dep. Asst. Dir. FIN/SPD 3-9121

Conley Jackson, Sr. Proc. Specialist FIN/SPD 3-8733

Margaret Wallace-Brown, Director P&D 3-6588

ATTACHMENTS:**Description**

Affidavit of Ownership

Contract Submission

Form B

Tax

Previous RCA

Previous Ordinance

Current contract

Request to amend contract

MWBE Schedule of Participation

Phase 2 Deliverables

Revised Cert of Funds 10-4-2019

4600015489 - Lopez Negrete - MWBE Verification

Supplemental Information

CS1018_GeneralPoster_v1

RCA Funding Information

Lopez_Negrete_Certificate_of_Insurance_Declaration_and_Endorsements(03282019) Backup Material

Type

Backup Material

Backup Material

Backup Material

Backup Material

Backup Material

Backup Material

Backup Material

Backup Material

Backup Material

Backup Material

Financial Information

Backup Material

Backup Material

Other

Financial Information