
AGENDA ITEM BRIEFING

Commissioners Court –October 27, 2020

AI Number: 77982

Project Number: 2020-611

Information: [Requesting authority to authorize a discretionary exemption for Digital and Direct Mail advertisement *in order to assist with County actions to facilitate compliance with public health measures addressing the ongoing COVID 19 emergency.*]

Description of AI: Requesting authority for Digital and Direct Mail Advertisement

Funding Source: CARES Act Relief Fund

Acct. # 0-1287-441-42-115-096-0-540

Requested by: Carlos Sanchez

Department: Public Affairs

Prepared by: Tanya De Lira, Contract Specialist II

Department: Purchasing Department

BACKGROUND

On March 17, 2020, pursuant to the authority under Texas Government Code Section 418.108, Hidalgo County Judge Richard Cortez issued a Declaration of Local Disaster for Public Health Emergency due to the imminent threat arising from the Coronavirus (COVID-19). On March 22, 2020, in accordance with Texas Government Code Section 418.108(b), the Commissioners Court of Hidalgo County issued an Order of Continuance of Declaration of Local Disaster for Public Health Emergency that affirmed the activation of the Hidalgo County Emergency Management Plan and extends the Declaration of Local Disaster.

Hidalgo County Offices in response to the COVID-19 pandemic public health emergency has identified the need for Digital and Direct Mail advertisement.

The 2010 Census has indicated that Hidalgo County has a low to moderate income level of 54.75% and the Texas Department of State Health Services estimated Hidalgo County's population to be 1,005,539. The digital and direct mail advertisement will facilitate outreach to the public, COVID-19 health & safety measures and county orders.

COMPLIANCE

In compliance with the national preparedness goal under the Presidential Policy Directive (PPD-8), the Homeland Security Presidential Directives 5 (HSPD-5) and the Centers for Disease Control and Prevention, Public Health Emergency Preparedness and Response Capability 12 and pursuant to the Order of Continuance of Declaration of Local Disaster for Public health Emergency that affirmed the activation of the Hidalgo County Emergency Management Plan and extends the Declaration of Local Disaster, request the Court's approval for the necessary Public Service Announcements (PSAs) to address the ongoing COVID-19 pandemic public health emergency.

ADMINISTRATION

Approval of the item is consistent with Hidalgo County's response to COVID-19 while continuing to provide necessary services to mitigate, control and manage the spread of the virus.

AGENDA ITEM CAPTION

- A. Discussion, consideration, and action to approve a necessary CARES Act Relief Fund Expenditure to cover cost not accounted for in the current budget and cannot be lawfully funded by line item, allotment or allocation, for the [***COVID-19 digital and direct mail advertisement is needed in order to assist with County actions to facilitate compliance with public health measures and with provisions of economic support in connections with addressing the ongoing COVID emergency***], the Court having reviewed the Agenda Item Briefing, herein finds that such expenditure is reasonable and necessary for the intended use.
- B. Exemption from competitive bidding requirements, pursuant to Texas LGC 262.024(a)(1): an item that must be purchased in case of a public calamity if it is necessary to make the purchase promptly to relieve the necessity of the citizens; (2) an item necessary to preserve and protect the public health and safety of the citizens;
- C. Requesting authority for Digital and Direct Mail Advertisement with AIM Media Texas Operating, LLC, for the Public Affairs Department through requisition 422343 in the total amount of 95,224.85.

RECOMMENDATION

Approval of the items will allow Hidalgo County to continue to respond to the current public health emergency of COVID-19. As previously stated, with these large impoverished population and continued incurred case search; therefore, this is deemed a reasonable and necessary expenditure related to the County's COVID-19 Public Health Response. Expenditures will be charged to the Coronavirus Aid, Relief, and Economic Security (CARES) Act and/or other assistance available to address the COVID-19 public health emergency.

Attachments:
