

## AGENDA ITEM BRIEFING

**Commissioners Court – November 30, 2021**

**AI Number: 83487**

**Project Number: 2021-0911**

**Project Name: COVID-19 Media Campaign**

**Description of AI: Media Campaign - ARPA Funding**

**Funding Source: American Rescue Plan Fund (TBD)**

**Requested by: Carlos Sanchez**

**Department: County Judge's Office**

**Prepared by: Jireh Lira**

**Department: Purchasing Department**

### BACKGROUND

In an effort to comply with COVID-19 health and safety guidelines, the recent County Judge's Office requires a COVID-19 Media Campaign in order to relay communication effectively and efficiently. On May 10, 2021 the U. S. Department of the Treasury announced the launch of the Coronavirus State and Local Fiscal Recovery Funds, established by the American Rescue Plan Act of 2021, to provide \$350 billion in emergency funding for state, local, territorial, and Tribal governments. It allows recipients to use funds for revenue replacement due to reduction in revenue as a result of COVID-19.

### COMPLIANCE

The Purchasing Department followed compliance with Texas Local Government Code 262.024(2), Discretionary Exemption, which allows the County to procure goods and services as necessary without the requirement of a competitive solicitation process. Services were also made utilizing the County's adopted procurement process, such as utilization of competitive quotes and purchasing cooperatives. Expenditures exceeding a threshold were also subject to price verification and the procurement of services complies with 2 CFR 200 requirements.

### ADMINISTRATION

Approval of the item is consistent with Hidalgo County's intended purpose to mitigate the spread of COVID-19. The goal is to provide efficient and effective delivery of services in light of change in technology, the public's expectations and the area's population and economy.

### AGENDA ITEM CAPTION

A. "Discussion, consideration and action to approve a necessary ARPA 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 Media/Strategy Campaign through various media platforms', in order to assist with County actions to facilitate compliance with public health measures mitigating the spread of the virus along with provisions of economic assistance and

support in connection with addressing the ongoing COVID-19 emergency; the Court having reviewed the Agenda Item Briefing, herein finds that such expenditure is necessary for the intended use."; B. Requesting exemption for competitive bidding requirement under Texas Local Government Code 262.024 (a)(1): an item that must be purchased in case of a public calamity; (2) an item necessary to preserve or protect the public health and safety of the citizens of the county; C. Requesting authority to enter into four (4) media contracts with the following; Entravision, Telemundo, KRGV and KVEO 23/4 with authority for County Judge or assignee to sign required documents if needed and subject to compliance with Form 1295 and legal's approval of terms, conditions and form for each; with authority for County Judge or designee to sign any required documents

#### **RECOMMENDATIONS:**

Recommending that Commissioners Court authorize the exemption for said goods/services as stated as they are reasonable and necessary expenditures related to the County's COVID-19 immediate Public Health Response. Approval of the items will allow the Hidalgo County IT Department proceed with immediately addressing the COVID-19 public health emergency. Expenditures will be charged to the American Rescue Plan Act Fund.