



# City of San Antonio

## Agenda Memorandum

**File Number:**  
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**Agenda Item Number:** 8

**Agenda Date:** September 10, 2024

**In Control:** Audit Committee

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**DEPARTMENT:** Transportation Department

**DEPARTMENT HEAD:** Catherine Hernandez

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Post-Solicitation High Profile Item for On-Call Professional Consulting Services for Marketing and Communication

**SUMMARY:**

The Transportation Department issued a solicitation for firms to provide on-call professional consulting services for marketing, communications, and other programmatic areas. The scope of services includes, but is not limited to, on-call analysis, public engagement, marketing, data collection/survey and communication, graphic design services, and staff augmentation for multiple projects to be delivered through various programs and funding sources.

**BACKGROUND INFORMATION:**

On May 15, 2024, a Request for Proposals (RFP) was released for On-Call Professional Consulting Services for Marketing and Communication. The estimated contract value is \$2,450,000 for an

initial contract term of 3 years with 2, 1-year options to renew.

On July 12, 2024, four proposals were received and deemed responsive for evaluation. The evaluation committee representatives were John Peterek, Interim City Manager, City Manager's Office; Catherine Hernandez, Director, Transportation Department; Joe Conger, Public Relations Manager, Transportation Department; Melanie Morales, Creative Services Manager, Community & Engagement Department; Siboney Diaz, Community Engagement Administrator, Neighborhood & Housing Services Department; Claudia Balarin, Community Action Team Member, Animal Care Services Department; and Brady Burns, Special Projects Manager, Development Services Department.

The evaluation committee met to discuss and score all four responsive proposals on August 16, 2024. The committee recommended awarding contracts to the top two highest-ranked respondents.

This item is scheduled for Council consideration on October 3, 2024.

**ISSUE:**

For briefing purposes only

**FISCAL IMPACT:**

**For briefing purposes only**

**ALTERNATIVES:**

For briefing purposes only

**RECOMMENDATION:**

Staff recommends approval to proceed with scheduling two contracts for City Council consideration to provide the Transportation Department with on-call professional consulting services for marketing and communication in the estimated total value of \$2,450,000 for 3 years with 2, 1-year options to renew.