

**THIS IS A DRAFT AND WILL BE REPLACED BY THE FINAL, SIGNED
ORDINANCE OR RESOLUTION ADOPTED BY THE CITY COUNCIL.**

ORDINANCE

**APPROVING A PROFESSIONAL SERVICE AGREEMENT
WITH SENSIS, INC. FOR A THREE-YEAR TERM TO
DEVELOP AND IMPLEMENT A PUBLIC RELATIONS AND
MEDIA ADVERTISING CAMPAIGN TO RECRUIT
DIVERSE QUALIFIED APPLICANTS TO THE SAN
ANTONIO POLICE DEPARTMENT FOR AN ESTIMATED
ANNUAL COST OF \$90,000.00 OR A TOTAL COST NOT TO
EXCEED \$450,000.00 OVER THE TERM OF THE
AGREEMENT, INCLUDING TWO ONE-YEAR RENEWALS
AT THE CITY'S OPTION.**

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WHEREAS, beginning in 2010 the San Antonio Police Department has contracted with qualified advertising professionals to develop and implement recruitment advertising and services to assist the department in attracting applicants for a career in law enforcement; and

WHEREAS, the services needed to recruit diverse qualified applicants include developing a public relations campaign, hosting a website for the department, and implementing a media advertising campaign; and

WHEREAS, the City issued a Request for Proposals and two proposals were received, and following the evaluation process Sensis, Inc. was recommended for the award by the evaluation committee; and

WHEREAS, the services provided under these contracts are professional in nature and require specialized or advanced skills, knowledge, qualifications, and/or certifications; **NOW THEREFORE:**

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. The San Antonio Chief of Police, or designee, are hereby authorized to execute a professional services contract with Sensis, Inc. for a three-year term to develop and implement a public relations and media advertising campaign to recruit diverse and qualified applicants to the SAPD, beginning on the date of full execution, subject to and contingent upon the deposit of all required insurance certificates and endorsements. A copy of the contract is attached hereto and incorporated herein for all purposes as **Exhibit A**.

SECTION 2. The Chief of Police or designee are also hereby authorized to renew the agreement on the same terms and conditions for two additional one-year periods without further action by City Council. The estimated annual cost is \$90,000.00, or a total amount not to exceed \$450,000.00 over the full term of the agreement, including two renewals. Additional funding is

contingent upon City Council approval of the Fiscal Year 2026 and subsequent budgets that fall within the contract terms of this ordinance.

SECTION 3. Funding in the amount of \$90,000.00 for this ordinance is available in Fund 11001000, Cost Center 1703030001 and General Ledger 5203040 as part of the Fiscal Year 2025 Adopted Budget approved by City Council.

SECTION 4: Payment in the amount of \$90,000.00 is authorized to Sensis, Inc. and should be encumbered with a purchase order. Additional payments are contingent upon if the contract is renewed per the terms of this ordinance.

SECTION 5: The financial allocations in this Ordinance are subject to approval by the Deputy Chief Financial Officer, City of San Antonio. The Deputy Chief Financial Officer may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific Cost Centers, WBS Elements, Internal Orders, General Ledger Accounts, and Fund Numbers as necessary to carry out the purpose of this Ordinance.

SECTION 6. This ordinance is effective immediately upon passage by eight affirmative votes; otherwise it is effective on the tenth day after passage.

PASSED AND APPROVED this 31st day of October, 2024.

M A Y O R
Ron Nirenberg

ATTEST:

APPROVED AS TO FORM:

Debbie Racca-Sittre, City Clerk

Andrew Segovia, City Attorney

EXHIBIT A

DRAFT