

Pre-Solicitation Briefing for Citywide On-Call Marketing & Communications Services



Audit Committee

Date: May 13, 2025

Presented by: Alanna Reed, Director, Communications & Engagement



Project and Solicitation

The City seeks to establish multiple contracts with qualified firms to provide on-call services for marketing and communications. These services will support various initiatives across City departments ensuring all materials are accessible, translated into both English and Spanish, as necessary, and reflective of the City's brand.

The selected firm(s) will be expected to deliver high-quality, creative and effective services in advertising, marketing, engagement, public relations, graphic design and video production.

Solicitation Type

- Request for Proposals (RFP)

Proposed Term

- 3-years with 2, 1-year renewal options

Estimated Value

- \$4.6 million annually
- \$23 million total

Funding Source

- Various Funding Sources

Current Contract Status

- New Contract

Solicitation Overview



Outreach

- **NIGP Codes Identified**
 - 91876 – Marketing Consulting
 - 91501 – Advertising Agency Services
 - 91522 – Communications Marketing Services
- **Number of Vendors to be Notified**
 - Central Vendor Registry: 3,682
 - Veteran-Owned Small Business (SBA/SCTRCA): 76
 - Targeted Outreach: 24
- **Advertising**
 - TVSA Channel
 - COSA Bidding & Contracting Webpage
 - Hart Beat
 - SAePS

Evaluation Voting Members

- Jeff Coyle, Assistant City Manager, City Manager's Office
- Alanna Reed, Director, Communications & Engagement Department
- Catherine Hernandez, Director, Transportation Department
- Jesse Salame, Deputy Chief, San Antonio Police Department
- Sonia Gonzales, Public Health Administrator, San Antonio Metropolitan Health District
- Melanie Morales, Operations Strategist, Communications & Engagement Department
- Marcus Lee, Marketing Manager, Solid Waste Management Department
- Stacey Norton, Marketing, Film & Music Administrator, Department of Arts & Culture

Solicitation Requirements



Evaluation Criteria

- Experience, Background and Qualifications: 40 points
- Proposed Plan: 20 points
- Pricing: 15 points
- SBE Prime Contract Program: 5 points
- M/WBE Prime Contract Program: 5 points
- Local Preference Program: 10 points
- Veteran-Owned Small Business Preference Program: 5 points

Additional Requirements

- Prohibited Campaign Contributions: Beginning on the 10th business day after release through the 30th calendar day following City Council approval ("blackout" period)
- Restrictions on Communications: Applies to City officials regarding the proposal/bid from release until the contract is posted for consideration as an "A" session agenda item; City employees from release until the contract is approved at a City Council "A" session
- Audited Financial Statements: Not Required
- SBEDA Requirements: 12% M/WBE Subcontracting Goal

SBEDA Goal Setting Overview

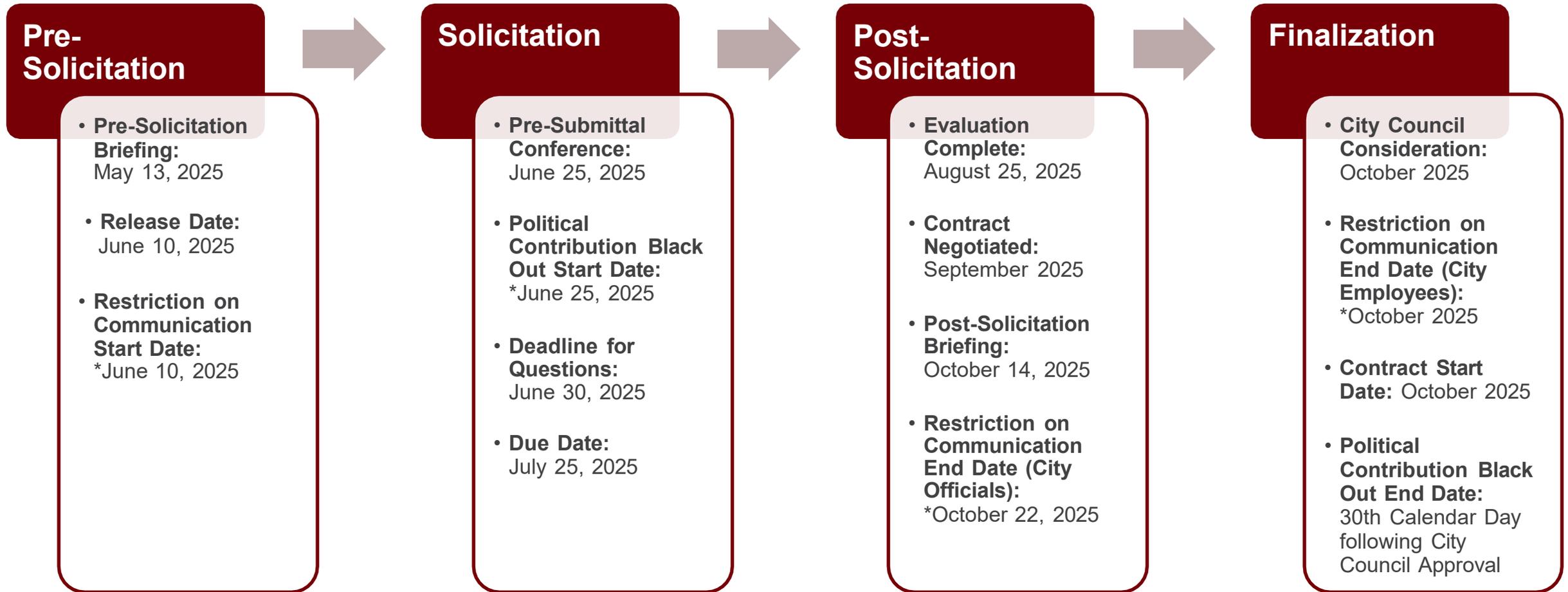


Availability Analysis

APIs are supported by the following analysis on a contract-by-contract basis:

- Opportunities for S/M/WBEs within the scope of work
- Percentage of S/M/WBEs available in the Central Vendor Registry
- Utilization of S/M/WBEs on historic projects similar in nature

Project Timeline



*Dates are subject to change dependent upon release date.

*Prohibited Campaign Contributions: start on the 10th business day after release through the 30th calendar day following City Council approval ("blackout" period) & Restrictions on Communications: City officials - release of solicitation until contract is posted on "A" session agenda; City employees - release of solicitation until contract is approved at City Council "A" session



Thank You

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