



City of San Antonio

Agenda Memorandum

File Number:

Agenda Item Number: 50

Agenda Date: October 31, 2024

In Control: City Council A Session

DEPARTMENT: Police Department

DEPARTMENT HEAD: William McManus, Chief of Police

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

SAPD Recruitment Advertising and Website Services

SUMMARY:

This ordinance authorizes a Professional Service Agreement between Sensis, Inc. (Sensis) and the San Antonio Police Department (SAPD). The purpose of this agreement is to develop and implement a public relations and media advertising campaign to recruit diverse qualified applicants to SAPD for an initial term upon contract award for three (3) years, with two (2), one (1) year renewals at the City's option in a total amount not to exceed \$450,000. Funding from the first year of the contract is available from the General Fund FY 2025 Adopted Budget. Funding for subsequent years is contingent upon City Council approval of the annual budget.

BACKGROUND INFORMATION:

Since 2010, the SAPD 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. The services needed to recruit police officer positions include developing a public relations campaign, hosting a website for the department, and implementing a media advertising plan created specifically to recruit qualified applicants.

Sensis will create a public relations and media advertising campaign to recruit diverse qualified applicants to SAPD, by utilizing proven advertising channels including social media (Facebook and Instagram) and the SAPD website. Other recruiting tools will include television, radio/podcasts, T-shirts, street banners (application drive), bumper stickers on marked vehicles, billboards, and posters.

SAPD also periodically participates in Career Job Fairs and other events to promote SAPD careers such as Women in Policing events, Physical Readiness Workouts (weekly), SWAT workouts, Application Drives (monthly), and Information Sessions (weekly). Sensis will assist in promoting these events and increase the number of qualified applicants for the SAPD. The services will include, but are not limited to:

- Developing a public relations and media advertising campaign plan.
- Hosting a standalone independent SAPD careers website (not on the City server).
- Implementing a media advertising campaign plan to recruit and increase the number of diverse qualified applicants for San Antonio Police Cadets.

The City issued a Request for Proposals (RFP) for “SAPD Recruitment Advertising” (RFP 24-059, 6100017689) on February 28, 2024, with a submission deadline of April 11, 2024. The RFP was advertised in the HartBeat, TVSA channel, the City’s Bidding & Contracting Opportunities website, the San Antonio e-Procurement System and an email notification was released to a list of potential Respondents. Two proposals were received, and both proposals were deemed responsive for evaluation.

The evaluation committee consisted of representatives from the San Antonio Police Department. The Finance Department, Procurement Division assisted by ensuring compliance with City procurement policies and procedures. The evaluation of each proposal was based on a total of 100 points: 35 points were allotted for experience, background and qualifications; 25 points were allotted for proposed plan; 15 points were allotted for respondent’s price; 5 points were allotted for the Emerging Small Business Enterprise (ESBE) Prime Contract Program; 5 points were allotted for the Minority/ Women-Owned Business Enterprise (M/WBE) Prime Contract Program; 10 points were allotted for the Local Preference Program (LPP) and 5 points were allotted for the Veteran-Owned Small Business Preference Program (VOSBPP). Additional categories of consideration included references and financial qualifications.

Prior to evaluation, a Best and Final Offer (BAFO) was issued to request each firm’s most competitive pricing and allow both vendors the opportunity to clarify hourly rates. BAFO responses were secured, and pricing evaluation was finalized. Thereafter, the committee met on July 3, 2024, to finalize discussions and submit their scores. After a recommendation for award was agreed upon by the evaluation committee, the pricing scores were revealed. The top ranked firm was Sensis Inc. and is recommended for award.

The initial term of the agreement will begin upon City Council approval and will be in effect for

three (3) years, with options to renew for two (2), one (1)-year terms.

ISSUE:

This ordinance will authorize a Professional Service Agreement between Sensis and SAPD for an initial three (3)-year term with a City option for two (2), one (1)-year renewals. Approving the agreement with Sensis will provide development and implementation of an advertising campaign intended to recruit and increase the number of diverse qualified applicants to the SAPD. The campaign will be developed in consultation with the department and may not be implemented without the department's written approval. The advertising campaign will be consistent with the SAPD's mission and values.

This contract will be awarded in compliance with the Small Business Economic Development Advocacy (SBEDA) Program. However, the recommended vendor is not ESBE or M/WBE certified.

The Local Preference Program applied to this contract; however, the recommended vendor is not a local business.

The Veteran-Owned Small Business Preference Program applied to this contract; however, the recommended vendor is not a veteran-owned small business.

ALTERNATIVES:

Should this contract not be approved, the SAPD recruitment unit would seek alternative means of recruitment and advertising, resulting in additional time and work for current staff who may not have the ability or experience needed to create this public relations and media campaign.

FISCAL IMPACT:

This ordinance authorizes a Professional Service Agreement between Sensis, Inc. (Sensis) and the San Antonio Police Department (SAPD) for an initial term upon contract award for three years, with two, one-year renewals at the City's option in a total amount not to exceed \$450,000. Funding for first year of the contract is available from the General Fund FY 2025 Adopted Budget. Funding for subsequent years is contingent upon City Council approval of the annual budget.

RECOMMENDATION:

Staff recommends the approval of this ordinance.

