

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

**ORDINANCE**

**APPROVING CONTRACTS WITH KGBTEXAS MARKETING/PUBLIC  
RELATIONS, INC. DBA KGBTEXAS COMMUNICATIONS AND FOR  
POSITIONING ONLY, LLC FOR ON-CALL PROFESSIONAL CONSULTING  
SERVICES FOR MARKETING AND COMMUNICATIONS FOR THE  
TRANSPORTATION DEPARTMENT BEGINNING UPON AWARD BY CITY  
COUNCIL FOR AN INITIAL TERM OF THREE YEARS WITH TWO  
ADDITIONAL ONE-YEAR RENEWALS FOR A TOTAL COST OF \$2,450,000.  
FUNDING IS AVAILABLE FROM THE ADVANCED TRANSPORTATION  
DISTRICT FUND, GENERAL FUND, AND SAFE STREETS & ROAD FOR ALL  
(SS4A) GRANT**

**\* \* \* \* \***

**WHEREAS**, the City of San Antonio (the “City”) desires to communicate with and engage residents about projects that will have an impact on them; and

**WHEREAS**, the Transportation Department manages projects that affect the City’s system of transportation, including safe streets for all users; and

**WHEREAS**, the Transportation Department desires to accelerate the delivery of its projects through communications, marketing, advertising, public relations, and digital strategy, including outreach via social media; and

**WHEREAS**, the Transportation Department seeks professional services to attain its desired outcome, including analysis, public engagement, marketing, the collection of data, graphic design, and the augmentation of staff; and

**WHEREAS**, on May 15, 2024, the Transportation Department issued a Request for Proposals (RFPs) due by July 12, 2024, in the Hart Beat, on TVSA, the City’s Bidding and Contracting Opportunities webpage, the San Antonio Electronic Procurement System (SAePS) and received four (4) proposals, which were all responsive; and

**WHEREAS**, KGBTexas and FPO Marketing & Advertising submitted the RFPs with the highest scores, and the Transportation Department recommended them for the City Council’s approval;  
**NOW THEREFORE**

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

**SECTION 1.** The City Manager or their designee, or the Director of the Transportation Department or their designee, is authorized to execute contracts with KGBTexas Marketing/Public Relations, Inc. dba KGBTexas Communications and For Positioning Only, LLC for On-Call Professional Consulting Services for Marketing and Communications for the Transportation Department beginning upon award by City Council for an initial term of three years with two additional one-year renewals for a total cost of \$2,450,000. Funding is available from the Advanced Transportation District Fund, General Fund, and Safe Streets & Road for All (SS4A) grant.

**SECTION 2.** Funding for this ordinance will be identified when work orders are issued. If funding for any work orders is not previously appropriated, funding will be identified and appropriated through subsequent City Council action. Payment is limited to the amounts budgeted in the Operating, Grants, and/or Capital Budget funding sources identified. All expenditures will comply with Operating, Grants, and/or Capital Budgets for current and future fiscal years. Any extensions will be contingent upon additional City Council approval.

**SECTION 3.** Payment not to exceed \$490,000.00 per year is authorized to be encumbered with purchase orders and made payable to KGBTexas Marketing/Public Relations, Inc. dba KGBTexas Communications for on-call consulting marketing and communications services.

**SECTION 4.** Payment not to exceed \$490,000.00 per year is authorized to be encumbered with purchase orders and made payable to For Positioning Only, LLC. for on-call consulting marketing and communications services.

**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 Fund Numbers, Project Definitions, WBS Elements, Internal Orders, Fund Centers, Cost Centers, Functional Areas, Funds Reservation Document Numbers, and GL Accounts as necessary to carry out the purpose of this Ordinance.

**SECTION 6.** This Ordinance is effective immediately upon receiving eight affirmative votes; otherwise, it is effective ten days after passage.

**MR**  
**11/07/24**  
**Item No.**

**PASSED AND APPROVED this \_\_th day of November 2024.**

**M A Y O R**  
Ron Nirenberg

DRAFT

**ATTEST:**

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Debbie Racca-Sittre, City Clerk

**APPROVED AS TO FORM:**

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Andrew Segovia, City Attorney