



Recruitment Advertising City Council A Session

Presented by Chief of Police William McManus

October 17, 2024

Presentation Overview



- Recruitment Advertising Services
- Project & Solicitation Overview
- Project Timeline
- Evaluation & Recommendation

Project Overview



Recruitment Advertising Services

- Provide public relations consultation, in collaboration with SAPD, to develop and implement an advertising media campaign in an effort to:
 - Increase the number of diverse, qualified applicants
 - Increasing public relations
 - Website outreach
 - Apply a plan created specifically for law enforcement recruitment

Solicitation Overview

- SAPD Recruitment Advertising

Overview	
Solicitation Type	Request for Proposals (RFP)
Estimated Value	\$90,000 annually; \$450,000 total
Proposed Term	3 years with 2, 1-year options to renew
Contract Status	New Contract

Solicitation Overview

Outreach

- NIGP Codes Identified
 - 91501 - Advertising Agency Services
 - 91807 - Advertising Consulting
 - 91826 - Public Relations Consulting
 - 91876 - Marketing Consulting
- Number of Vendors to be Notified
 - Central Vendor Registry
 - Targeted Vendor Outreach
- Advertising
 - The Hart Beat
 - San Antonio e-Procurement system
 - TVSA Channel 21
 - Email notification was released to a list of potential Respondents

Evaluation Voting Members

- Jesus Salame, Deputy Chief, SAPD
- Robert Vara, Captain, SAPD
- Matthew Parkinson, Lieutenant, SAPD
- Jordan Ramirez, Sergeant, SAPD
- Andrea Lopez, Sergeant, SAPD
- Dennis Davis, Officer, SAPD

Solicitation Overview

Evaluation Criteria	Experience, Background, Qualifications:	35 points
	Proposed Plan:	25 points
	Performance Measure Scorecard:	15 points
	SBEDA Requirements:	
	SBE Prime Contract Program:	5 points
	MWBE Prime Contract Program:	5 points
	Local Preference Program:	10 points
Additional Requirements	Veteran Owned Small Business Preference Program:	5 points
	Audited Financial Statements: Required	

Project Timeline

Pre-Solicitation

SBEDA approved:

- November 22, 2023

Release Date:

- February 28, 2024

Solicitation

Pre-Submittal
Conference:

- March 07, 2024

Deadline for
Questions:

- March 11, 2024

Due Date:

- April 11, 2024

Post-Solicitation

Evaluation
Complete:

- July 03, 2024

Contract Negotiated:

- July/August 2024

Finalization

City Council
Consideration:

- October 17, 2024

Contract Start Date:

- October 2024

Evaluation & Recommendation

- Two proposals received and deemed eligible for review.
- Evaluation Committee review and scoring on July 3, 2024.
- The Committee included representatives from:
 - SAPD Training Academy
 - SAPD Recruiting and Development Unit
- Evaluation committee agreed, scored, selected and awarded contract to the top respondent, Sensis Inc.
- Total cost not to exceed \$450,000; funding for the first year of the contract in the amount of \$90,000 available from the FY25 General Fund budget.
- Staff recommends approval of an ordinance authorizing a contract with Sensis Inc. to provide recruitment advertising services.



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