

City Council A-Session



TRANSPORTATION

Item 26 - On-Call Professional Consulting Services for Marketing & Communications

November 7, 2024

Catherine Hernandez, Director, Transportation Department

Background



- On-call consultants are utilized when multiple projects are delivered through various programs within a limited timeline and when project scopes are not initially known.
- Will be used for Marketing, Communications, Advertising, Public Relations, Digital Strategy, and Social Media Services

Location: Citywide

Funding: FY 2025 General Fund



Scope of Work



These on-call consultants will be used to assist the city with:

- Vision Zero Program
 - Safe Streets for All Grant
- Bike Infrastructure Management Program (IMP)
- Transportation Demand Management Program (TDM)
- SA Bikes
 - Includes the Bike Network Plan (BNP)
- Railroad Quiet Zones



Recommendation

- Two (2) Contracts
 - KGB Texas Marketing & Public Relations, Inc.
 - For Positioning Only LLC
- Three-year term with two one-year options
- Total contract value of \$2.45 million





TRANSPORTATION

Thank You

**Item 26 - On-Call Professional Consulting Services for
Marketing & Communications**