



# City of San Antonio

## Agenda Memorandum

**File Number:**

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**Agenda Item Number:** 26

**Agenda Date:** November 7, 2024

**In Control:** City Council A Session

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**DEPARTMENT:** Transportation Department

**DEPARTMENT HEAD:** Catherine Hernandez

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

On-Call Professional Consulting Services for Marketing and Communications

**SUMMARY:**

This ordinance authorizes 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 projects for the Transportation Department beginning upon award by City Council for initial term of three years with two, additional one-year renewals for a total cost of \$2,450,000. Funding for the amount of \$1,750,000 is currently available in the FY25 Adopted budget and the remaining amount is contingent upon the approval of future budgets. Funding is available from the Advanced Transportation District Fund, General Fund, and Safe Streets & Road for All grant.

**BACKGROUND INFORMATION:**

Submitted for City Council consideration and action are proposals submitted by KGBTexas Marketing/Public Relations, Inc. dba KGBTexas Communications and For Positioning Only, LLC to provide professional consulting services for marketing, communications, and other programmatic areas which include, but are not limited to, on-call analysis, public engagement, marketing, data collection/survey and communication, graphic design services, securing of

promotional items, and staff augmentation for multiple projects to be delivered through various programs and funding sources.

The City issued a Request for Proposal (RFP) for On-Call Professional Consulting Services for Marketing and Communications (RFP 24-078, 6100016875) on May 15, 2024, with a submission deadline of July 12, 2024. This RFP was advertised in the Hart Beat, 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. Four proposals were received, and all four were deemed responsive for evaluation.

The evaluation committee consisted of representatives from the City Manager's Office, Transportation Department, Community & Engagement Department, Neighborhood & Housing Services Department, Animal Care Services, and Development Services Department. The evaluation of each proposal was based on a total of 100 points: 45 points allotted for experience, background and qualifications; 40 points allotted for proposed plan; and 15 points allotted for respondent's price schedule. Additional categories of consideration included references and financial qualifications.

The evaluation committee met to discuss and score the four proposals on August 16, 2024. The top two ranked firms were KGBTexas Marketing/Public Relations, Inc. dba KGBTexas Communications and For Positioning Only, LLC and are recommended for award.

A pre-solicitation briefing was presented to the Audit Committee on April 30, 2024, prior to the solicitation being released. In addition, a post-solicitation briefing was presented to the Audit Committee on September 10, 2024, with staff's recommendation for Council Award.

The initial term of the agreement is for three years upon award by City Council, with two additional, one-year renewals at the City's option which will also be authorized by this ordinance.

## **ISSUE:**

This contract will provide on-call analysis, public engagement, marketing, data collection/survey and communication, graphic design services, securing of promotional items, and staff augmentation for multiple projects to be delivered through various programs and funding sources. The consultants will provide expert guidance and technical skills to the City for delivery of safe and successful projects that comply with the City's communication and engagement policies, procedures, and best practices. The professional Marketing and Communication services provided under this agreement may include, but are not limited to, the efforts to expedite project delivery and:

- Marketing
- Communications
- Advertising
- Public Relations
- Digital Strategy
- Social Media Services

The Small Business Economic Development Advocacy (SBEDA) Ordinance was not applicable to provide these services.

The Local Preference Program was not applicable to this contract, as grant does not expressly mandate or encourage geographic preference. The Veteran-Owned Small Business Preference Program was not applicable to this contract, as grant does not expressly mandate or encourage a VOSB preference.

### **ALTERNATIVES:**

Should these contracts not be approved, the Transportation Department will face the necessity of issuing separate Requests for Proposals for each distinct project or program management requirement, which will ultimately lead to increased resource consumption and extended timelines. This fragmented approach could hinder the timely execution of future capital improvement projects and programs, straining both available resources and operational efficiency. Currently without a contract, the Transportation Department must look from within various project budget sources and request relevant consultants in Public Work's on-call list to assist department's public engagement and outreach needs. This process hinders ability to make larger media "buys" or maximize buying power for the public outreach effort.

### **FISCAL IMPACT:**

This ordinance will approve contracts with KGBTexas Marketing/Public Relations, Inc. dba KGBTexas Communications and For Positioning Only, LLC to provide on-call analysis, public engagement, marketing, data collection/survey and communication, graphic design services, securing of promotional items, and staff augmentation for multiple projects to be delivered through various programs and funding sources for a total cost of \$2,450,000. Funding for the amount of \$1,750,000 is currently available in the FY25 Adopted budget and the remaining amount is contingent upon the approval of future budgets. Funding is available from the Advanced Transportation District Fund, General Fund, and Safe Streets & Road for All Grant.

This action does not encumber funds. Requirements for each task will be detailed in the individual task orders assigned. The City makes no minimum guarantee regarding the volume of work that each consultant may expect. If funding for any work activities were not previously appropriated, funding would be identified and appropriated through subsequent City Council action.

### **RECOMMENDATION:**

Staff recommends approval of this ordinance.

This contract was procured by means of Request for Qualifications and Contracts Disclosure Forms are required.

