



City of San Antonio

Agenda Memorandum

File Number:
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Agenda Item Number: 9

Agenda Date: April 30, 2024

In Control: Audit Committee

DEPARTMENT: Transportation Department

DEPARTMENT HEAD: Catherine Hernandez

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Pre-Solicitation High Profile Briefing for Marketing and Communications Services

SUMMARY:

The Transportation Department (TD) will present a pre-solicitation briefing for the selection of an agency to provide professional services for marketing, communications, and other programmatic areas. This briefing will allow an opportunity for input from Committee members.

BACKGROUND INFORMATION:

The pre-solicitation briefing will cover the estimated contract value, projected timeline, high profile designation, scope of work, terms of the contract, proposed scoring criteria, evaluation committee members, project considerations, local preference program applicability, veteran-owned small business preference program applicability and SBEDA Program requirements.

The Transportation Department (TD) will issue a Request for Proposals (RFP) seeking a firm to

provide professional services for Marketing, Communications, Advertising, Public Relations, Digital Strategy, and Social Media services. These services may 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 to include the SS4A Grant program.

Once responses are received and reviewed, staff will provide a post-solicitation presentation and recommendation for award.

ISSUE:

For briefing purposes only

FISCAL IMPACT:

For briefing purposes only

ALTERNATIVES:

For briefing purposes only

RECOMMENDATION:

For briefing purposes only