



City of San Antonio

Agenda Memorandum

File Number:

Agenda Item Number: 17

Agenda Date: April 4, 2024

In Control: City Council A Session

DEPARTMENT: Workforce Development Office

DEPARTMENT HEAD: Michael Ramsey

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Staff seeks approval of an ordinance to enter into a professional services agreement (PSA) with Courageous Creativity DBA GEM Nonprofit Consulting to support the Workforce Development Office (WDO) - Apprenticeship Building America (ABA) program by providing marketing services and creative strategies to best impact community outreach and employer engagement. Funding is available in the Apprenticeship Building America Program grant for a total of \$150,000 over the contract term which will begin upon execution of the Professional Services Agreement end on June 30, 2026.

SUMMARY:

This ordinance authorizes a Professional Services Agreement (PSA) with Courageous Creativity DBA GEM Nonprofit Consulting to support the Workforce Development Office (WDO) - Apprenticeship Building America (ABA) program by providing marketing services and creative strategies to best impact community outreach and employer engagement. Funding is available in the Apprenticeship Building America Program grant for a total of \$150,000 over the contract term which will begin upon execution of the Professional Services Agreement end on June 30, 2026.

BACKGROUND INFORMATION:

In 2022, the Department of Labor awarded the City of San Antonio \$2.99 million to expand and enhance Registered Apprenticeship Programs (RAPs) and Pre-Apprenticeship Programs (Pre-Apps); \$150,000 of grant funding is earmarked for marketing services. The City issued a Request for Proposal (RFP) for “Apprenticeship Building America Program Marketing Services” on November 17, 2023, with a submission deadline of December 22, 2023. The RFP was advertised in the Hartbeat, 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. One proposal was deemed non-responsive for failing to provide required documents. The remaining three proposals were deemed eligible for review.

The evaluation committee consisted of representatives from the Workforce Development Office and Workforce Solutions Alamo - Career Center. The Finance Department Procurement Division assisted by ensuring compliance with City procurement policies and procedures. The evaluation of each proposal was based on a total of 100 points: 40 points were allotted for Experience, Background and Qualifications; 35 points were allotted for Proposed Plan; 20 points were allotted for Respondent’s Price Schedule; and 5 points were allotted for the Veteran-Owned Small Business (VOSB) Preference Program. Individual scores were submitted, and aggregate scores were presented. Courageous Creativity, DBA GEM Nonprofit Consulting, the highest-ranking firm, was recommended for award by the evaluation committee.

ISSUE:

City staff seeks to enter into a PSA with Courageous Creativity DBA GEM Nonprofit Consulting in the amount of \$150,000 for marketing services relating to the Apprenticeship Building America (ABA) program for a contract term which will end on June 30, 2026. GEM has more than 13 years of experience in digital content development and outreach-based communication. GEM focuses on comprehensive social impact, highlighting philanthropic investments that yield a more successful workforce and more resilient families.

The Small Business Economic Development Advocacy (SBEDA) program was waived for this contract. SBEDA programs cannot be applied on projects through the ABA Grant.

This award is an exception to the Local Preference Program (LPP). LPP was not applicable to this contract as the grant expressly prohibits geographic preference.

The Veteran-Owned Small Business (VOSB) Preference Program was applied to this contract; however, the highest ranked firm is not a veteran-owned small business.

ALTERNATIVES:

Without sufficient marketing and outreach, the ABA program risks meeting its goals of expanding and enhancing local RAPs and Pre-Apps.

FISCAL IMPACT:

This ordinance approves a professional services agreement (PSA) with Courageous Creativity DBA GEM Nonprofit Consulting to support the Workforce Development Office (WDO) – Apprenticeship Building America (ABA) program by providing marketing services and creative strategies to best impact community outreach and employer engagement. Funding is available in the Apprenticeship Building America Program grant for a total of \$150,000 over the contract term which will begin upon execution of the Professional Services Agreement end on June 30, 2026.

RECOMMENDATION:

Staff recommends approval of an ordinance to enter into a PSA with Courageous Creativity DBA GEM Nonprofit Consulting in the amount of \$150,000 for marketing services relating to the ABA program for a contract term which will end on June 30, 2026.

This contract is procured by means of Request for Proposals and a Contracts Disclosure Form is required.