

Pre-Solicitation Briefing for Marketing & Communications Services



Audit Committee

Date: April 30, 2024

Presented by: Catherine Hernandez, Director, Transportation

Project and Solicitation



The Transportation Department 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 Safe Streets and Roads for All Grant program.

Solicitation Type	Proposed Term	Estimated Value	Funding Source	Current Contract Status
<ul style="list-style-type: none">Request for Proposals (RFP)	<ul style="list-style-type: none">3 years with 2, 1-year option	<ul style="list-style-type: none">\$490K annually\$2.45 million total	<ul style="list-style-type: none">General FundSafe Streets and Roads for All Grant (Federal Highway Association)	<ul style="list-style-type: none">New Contract

Solicitation Overview



Outreach

- **NIGP Codes Identified**
 - 91522 Communications Marketing Services
 - 91573 Public Information Services, Including Press Releases
 - 91807 Advertising Consulting
 - 91826 Public Relations Consulting
 - 91876 Marketing Consulting
 - 96153 Marketing Service, Including Distribution, Public Opinion Surveys, Research, Sales Promotions, etc.
 - 96179 Trade Services (Facilitation, Information, Marketing, Promotion, etc.)
- **Number of Vendors to be Notified**
 - Central Vendor Registry: 1,132
- **Advertising**
 - TVSA Channel
 - COSA Bidding & Contracting Webpage
 - HartBeat
 - SAePS

Evaluation Voting Members

- John Peterek, Interim Assistant City Manager, City Manager's Office
- Catherine Hernandez, Director, Transportation Department
- Joe Conger, Public Relations Manager, Transportation Department
- Melanie Morales, Creative Services Manager, Communications & Engagement Department
- Tonya Hope, Public Relations Manager, Aviation Department
- Siboney Diaz-Sanchez, Community Engagement Administrator, Neighborhood & Housing Services Department
- Claudia Balarin, Community Action Team Member, Animal Care Services Department

Solicitation Requirements



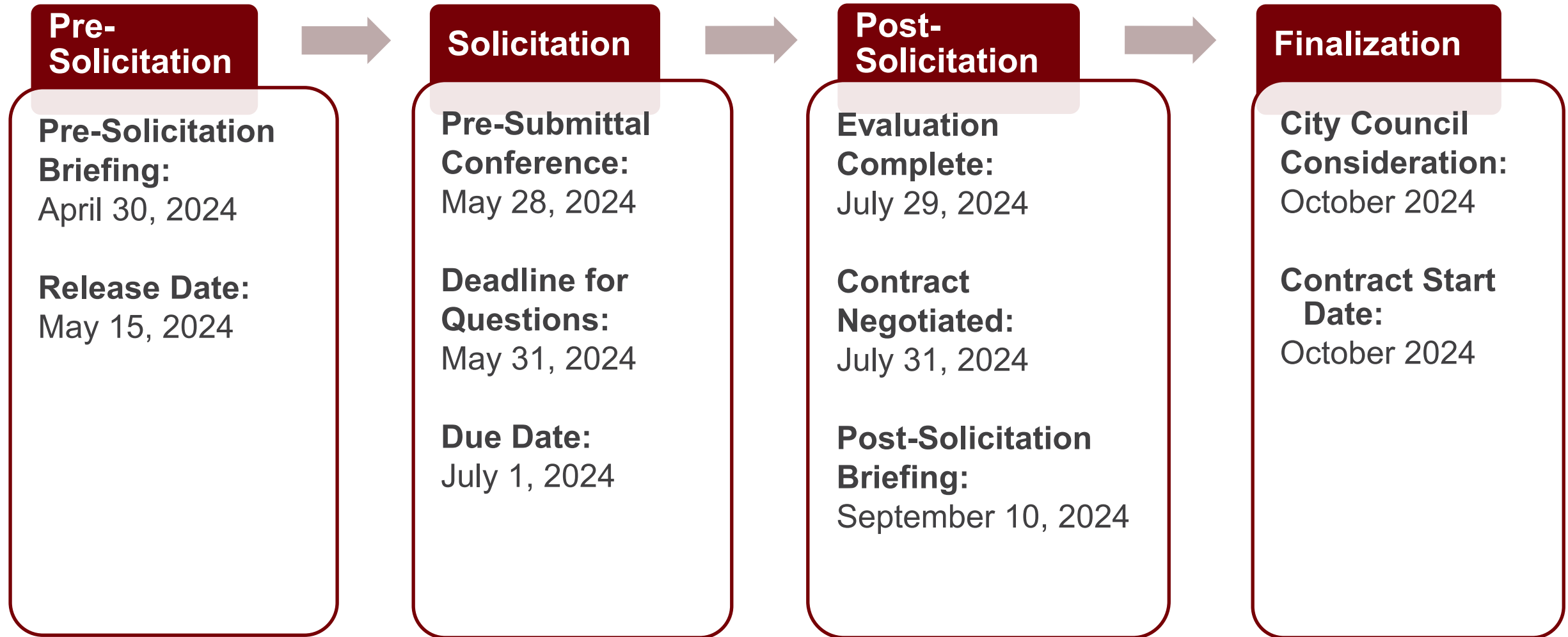
Evaluation Criteria

- Experience, Background, Qualifications: 45 points
- Proposed Plan: 40 points
- Pricing: 15 points

Additional Requirements

- Audited Financial Statements: Not Required
- SBEDA Program: Waived
- Local Preference Program: Not Applicable
- Veteran-Owned Small Business Preference Program: Not Applicable

Project Timeline





Thank You

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