

## ADVERTISEMENT INFORMATION ONLY

Solicitation Type and Name: **Request for Proposals - Apprenticeship Building America Program Marketing Services**

Solicitation Number: RFP 23-131; RFx 6100017378

Description: The City of San Antonio is seeking a consultant to support the Workforce Development Office (WDO) - Apprenticeship Building America (ABA) program marketing services and to create strategies to best impact community outreach and employer engagement. A successful consultant will assist the City in breaking stigmas and stereotypes surrounding the ABA program that has attracted negative bias or misinformation that affected employers' willingness to join the program. Marketing efforts will be used to reach targeted populations with specific demographics. Advertisements will communicate the support that the ABA program can provide to overcome barriers or other factors. Leveraging the ABA slogan, "Learn. Earn. Succeed," Consultant shall cross-market the program and ensure its greatest impact. Promotional materials should include the Ready to Work course catalog, which includes ABA apprenticeships and pre-apprenticeships. Guidance should be provided to promote the benefits of programs for employers and employees alike. Consultant will be expected to use grassroots initiatives and encourage the involvement of community-based organizations that are already involved with these targeted populations.

Applicable Product Categories: 91876 - Marketing Consultant

**Date Issued: November 17, 2023**

**Due Date & Time: December 22, 2023, 11:00 a.m. Central Time**

**Pre-Submittal Conference:** Pre-Submittal Conference will be held at **10:00 a.m., Central Time, on November 28, 2023**, via WebEx. Attendance at the Pre-Submittal Conference is optional, but highly encouraged.

Respondents may call the toll-free number listed below and enter access code to participate the day of the conference.

**Dial-In Number:** 1-469-210-7159 | **Access Code:** 2634 234 0975 | **Meeting Password:** COSA2023

**Join from the meeting link:**

<https://sanantonio.webex.com/sanantonio/j.php?MTID=m0d25632bd902210b701aa3ed7105a695>

Staff Contact Person: Yvonne Rodriguez, Procurement Specialist III,  
[yvonne.rodriguez@sanantonio.gov](mailto:yvonne.rodriguez@sanantonio.gov)

**Evaluation Committee Voting Members:**

Joshua D. Scott, WDO, Workforce Development Manager-Apprenticeship Building America

~~Garrett Peschke-Brundage, WDO, Workforce Development Fiscal Accountant-Apprenticeship Building America~~

~~Amy Contreras, Assistant to the Director, Workforce Development~~

~~Mike Lawrence, ICF, Senior Workforce Director, Workforce Development~~

Tenille Collins, WDO, Senior Management Analyst – Apprenticeship Building America



~~Michelle Vigil, C&E, Chief Communications Officer~~

Ryan Loyd, WDO, Marketing Manager

Yolanda Mejia, Senior Manager Analyst, Workforce Development

Sonya Bryant - Workforce Development Sr. Management Coordinator - Apprenticeship Building America

Daisy Vega, Deputy Director of Business Operations, Workforce Solutions Alamo-Career Center

**Pursuant to Section 011 – Restriction on Communications and in accordance with and as authorized by Section 2-61 of the City Code, the following restrictions on communications apply to this solicitation: Respondents are prohibited from contacting 1) City officials, as defined by §2-62 of the City Code of the City of San Antonio, regarding the RFP or proposal from the time the RFP has been released until the contract is posted for consideration as an agenda item during a meeting designated as an A session; and 2) City employees from the time the RFP has been released until the contract is approved at a City Council “A” session.**

Exceptions to the Restrictions on Communications:

Respondents may submit written questions concerning this RFP to the Staff Contact Person listed below until **4:00 p.m., Central Time, on November 30, 2023**. Questions received after the stated deadline will not be answered. All questions shall be sent by e-mail. Questions submitted and the City’s responses will be posted with this solicitation.

**Yvonne Rodriguez, Procurement Specialist III**

**City of San Antonio, Finance Department – Procurement Division**

[Yvonne.rodriquez@sanantonio.gov](mailto:Yvonne.rodriquez@sanantonio.gov)

**To view this solicitation**, go to the SAePS portal; <https://supplierservice.sanantonio.gov/iri/portal>. If you have not completed the City’s SAePS Vendor Registration, you must do so in order to view the solicitation and submit a response. Once you have logged on to the SAePS portal, click on “My Bids” (first), if not viewable then click “Other Bids” (to view all already published competitive bids). Vendor Guides & Support can be accessed from this link:

<https://www.sa.gov/Directory/Departments/Finance/About/Divisions/Procurement/Resources/Guides-Support>

**TO REGISTER:** You will need to complete the vendor registration by accessing the SAePS Vendor Registration at

<https://www.sa.gov/Directory/Departments/Finance/About/Divisions/Procurement/Become-a-Vendor>.

Questions regarding registration may be submitted to Vendor Support at (210) 207-0118 or by email at [vendors@sanantonio.gov](mailto:vendors@sanantonio.gov) with “SAePS Portal” on the subject line so this can be expedited.

