



ADDENDUM I

SUBJECT: San Antonio Police Department Recruitment Advertising, (RFP 24-059, 6100017689), Scheduled to Close: March 28, 2023; Date of Issue: February 28, 2024.

FROM: Jessie Hinojosa
Procurement Manager

DATE: March 26, 2024

THIS NOTICE SHALL SERVE AS ADDENDUM NO. I - TO THE ABOVE REFERENCED REQUEST FOR PROPOSALS

THE ABOVE MENTIONED REQUEST FOR PROPOSALS IS HEREBY AMENDED AS FOLLOWS:

- 1. MODIFY:** The submission deadline has been extended to April 11, 2024, 11:00 AM Central Time.
- 2. CHANGE: SECTION 011 – RESTRICTIONS ON COMMUNICATION;** The point of contact has been changed to the following:

Gilberto J. Saldivar, Procurement Specialist III
City Of San Antonio, Finance Department – Procurement Division
gilberto.saldivar@sanantonio.gov

QUESTIONS SUBMITTED IN ACCORDANCE WITH SECTION 011, RESTRICTIONS ON COMMUNICATION:

Question 1: When we submit are we able to present to you all?

Response: Initial submission will not include a presentation; however, the evaluation committee will have the option to decide if they would like to interview respondents before scoring.

Question 2: What start date should we reference in our documents?

Response: Any resulting contract shall begin upon the effective date of the ordinance awarding the contract.

Question 3: Is this a new effort for SAPD or the continuation of the existing marketing campaign?

Response: It is a continuation of an existing marketing and advertising campaign.

Question 4: Are there limitations on the tagging attribution?

Response: We don't allow pixels or tracking scripts on our sites. We can create campaigns in Siteimprove that utilize UTM's that we can share for tracking consistency. If this doesn't answer your question, please provide further clarification.

Question 5: Is there an incumbent contractor currently supporting this requirement?

Response: Yes, the incumbent contractor is SIP Creatives, LLC.

Question 6: Does location of vendor factor into evaluation of proposals?

Response: No.

Question 7: Are you looking for a local company?

Response: No.

Question 8: Should we build out promotion of recruiting events?

Response: Yes.

Question 9: How many recruiting events do you do a year?

Response: The Recruiting Unit holds various events throughout the year. Here is a breakdown of the events we hold:

- Women in Policing (2x a year Spring/ Fall)
- High School Summer camp (2 weeks in June)
- SAPD SWAT Challenge (October 2024)
- PT Readiness (Wednesday afternoons & Saturday Mornings)
- Applicant Hiring Drive (Held one Saturday a month)
- Coffee with the Community
- Information Sessions

The Recruiting Detail also attends colleges, and military bases around Texas. We travel nationwide to military bases and universities (i.e., California, Florida, New York).

Question 10: How does the department feel about the success/effectiveness of “swag” items?

Response: We use swag items at various events to give away to prospective applicants. We incorporate our website URL, QR codes and phone numbers on our swag so applicants can have our contact information.

Question 11: Social media management and marketing services are different; does SAPD have their own social media account, or would the advertisement firm be responsible for their own accounts?

Response: The Officers on the Recruiting Detail all have access to our social media accounts. The same Officers manage the social media accounts. We use social media accounts to advertise any events we are creating. The previous advertising agency did not manage our social media accounts. However, the previous advertising agency did have access to our social media accounts. The previous advertising agency assisted us with creating social media ad campaigns on Facebook and Twitter for various events.

Question 12: On average how many recruits are being pulled in, and how are you tracking that?

Response: We average 1,300 to 1,500 applications a year. On average, out of those 1,300 to 1,500 applications, we hire 250 to 300 applicants for cadet classes. We are currently holding five (5) cadet classes a year. Our goal is to place 50 to 55 cadets in each class. We have our own form of Applicant Tracking managed by Detectives and Supervisors in the Applicant Processing Unit.

Question 13: With regard to onsite events, what are the expectations or requirements for representative involvement from the firm?

Response: When creating onsite events, the goal of the Recruiting Detail is to increase the number of applications we receive after every event. We take a proactive approach to recruiting and the recruiters are always thinking of new ways to attract more applicants. We expect the advertising agency assisting us to be proactive and assist us with generating ideas for events. We used our previous advertising agency to take photographs and video so we had content for future events. The advertising agency would then use the content to promote future events on social media. We expect the same level of involvement from the new advertising agency.



Jessie Hinojosa
Procurement Manager
Finance Department - Procurement Division