

ADVERTISEMENT INFORMATION ONLY

Solicitation Type and Name: **Request for Proposals – SAPD Recruitment Advertising**

Solicitation Number: RFP 24-059; RFx 6100017689

Description: The San Antonio Police Department (SAPD) is seeking a public relations consultant to collaborate with the department to create a public relations and media advertising campaign to recruit diverse qualified applicants to the San Antonio Police Department (SAPD). The contractor shall develop and implement an advertising campaign intended to recruit and increase the number of diverse qualified applicants to the SAPD. The campaign shall be developed in consultation with the department and may not be implemented without the written approval of the department. The advertising campaign shall be consistent with the SAPD's mission and values.

Applicable Product Categories: 91501 - Advertising Agency Services
91807 - Advertising Consulting
91826 - Public Relations Consulting
91876 - Marketing Consulting

Date Issued: February 28, 2024

Due Date & Time: April 11, 2024, 11:00 a.m. Central Time

Pre-Submittal Conference: Pre-Submittal Conference will be held at 11:00 a.m., Central Time, on March 7, 2024, 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: 1-415-655-0001 | **Access Code:** 2632 664 7199 | **Meeting Password:** COSA

Join from the meeting link:

<https://sanantonio.webex.com/sanantonio/j.php?MTID=m2a5105f5aeb9c59182088e1a5d2594b0>

Evaluation Committee Voting Members:

Deputy Chief Jesus Salame, San Antonio Police Department
Captain Robert Vara, San Antonio Police Department
Lieutenant Matthew Parkinson, San Antonio Police Department
Sergeant Jordan Ramirez, San Antonio Police Department
Sergeant Andrea Lopez, San Antonio Police Department
Officer Dennis Davis, San Antonio Police Department



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 March 11, 2024**. 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.

Gilberto J. Saldivar, Procurement Specialist III
City of San Antonio, Finance Department – Procurement Division
gilberto.saldivar@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 with “SAePS Portal” on the subject line so this can be expedited.

