

ADVERTISEMENT INFORMATION ONLY

Solicitation Type and Name: Request for Proposals – Development of Public Information Campaign

Solicitation Number: RFP 24-063; RFx 6100017706

Description: The Strategic Housing Implementation Plan (SHIP) outlines a public information campaign to address citywide housing affordability narrative change. The need for housing access and connection to continuum of care is currently not supported by consolidated media data analysis, focused community convenings and coordinated campaigning. The public information campaign RFP would focus on three phases, Discovery and Listening, Strategic Development and Design and Messaging. The consultant selected would be responsible a scope of work that researches our current cultural landscape and provides direction on next steps around housing affordability narrative change strategies.

Applicable Product Categories: 91522 – Communications Marketing Services
91573 – Public Information Services, Including Press Releases

Date Issued: March 1, 2024

Due Date & Time: April 5, 2024, 11:00 a.m. Central Time

Pre-Submittal Conference: Pre-Submittal Conference will be held at 9:00 a.m., Central Time, on March 8, 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:** 2630 071 3269 | **Meeting Password:** COSA

Join from the meeting link:

<https://sanantonio.webex.com/sanantonio/j.php?MTID=m041cb7f5935584d16d368b934529c723>

Evaluation Committee Voting Members:

Nikki Johnson, Housing Commissioner, Neighborhood and Housing Services Department
Robert Abraham, Housing Commissioner, Neighborhood and Housing Services Department
Veronica Garcia, Director, Neighborhood and Housing Services Department
Laura E. Mayes, Assistant Director, Communications and Engagement Department
Mark Carmona, Chief Housing Officer, City Manager's Office
Patrick Steck, Assistant Director, Department of Human Services

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 12, 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.

Stephen Muñoz, Procurement Specialist III
City of San Antonio, Finance Department – Procurement Division
stephen.muniz@sanantonio.gov

To view this solicitation, go to the SAePS portal; <https://supplierservice.sanantonio.gov/irj/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.

