

## ADVERTISEMENT INFORMATION ONLY

Solicitation Type and Name: **Request for Proposal – Ready To Work Marketing & Community Outreach**

Solicitation Number: RFP 25-027; RFx 6100018651

Description: The San Antonio Ready to Work (RTW) program aims to reduce poverty, increase access to quality jobs with benefits, and to meet talent requirements of local businesses. The purpose of this RFP is to identify Contractors who can deliver the talent and skills to attract RTW applicants; engage employers & the business community; present a positive program image to residents of San Antonio; and increase partnerships and collaboration among stakeholders, advisory board members, residents and others to meet program goals.

Applicable Product Categories: 91501 Advertising Agency Services  
91522 Communications Marketing Services  
91826 Communications: Public Relations Consulting  
91876 Marketing Consulting

**Date Issued: February 20, 2025**

**Due Date & Time: April 11, 2025, 11:00 a.m. Central Time**

**Pre-Submittal Conference:** Pre-Submittal Conference will be held at 11:00 a.m., Central Time, on March 6, 2025, 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:** 2631 710 2750 | **Meeting Password:** COSA

**Join from the meeting link:**

<https://sanantonio.webex.com/sanantonio/j.php?MTID=mc79cb2fed68a56f29ef89887d52f1c98>

### **Evaluation Committee Voting Members:**

Alex Lopez, Assistant City Manager, City Manager's Office  
Michael Ramsey, Executive Director, Workforce Development Office  
Joel Morgan, Assistant Director, Workforce Development Office  
Sarah Huerta, Creative Services Director, Communications & Engagement Department  
Ryan Loyd, Marketing Manager, Workforce Development Office  
Jason Smith, VP of Marketing, HOLT CAT  
Allie Perez, Department of Energy Ramp Fellow, Founder of Texas Women in Trades  
**Cecilia Garcia Redmond, Chief Brand & Communications Officer, Greater SATX**

**Pursuant to Section 011 – Restrictions 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, 2025**. 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.

**Karla Holten, Procurement Specialist III**  
**City of San Antonio, Finance Department – Procurement Division**  
**Karla.Holten@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.

