



City of San Antonio

Agenda Memorandum

File Number:17-4598

Agenda Item Number: 23.

Agenda Date: 8/31/2017

In Control: City Council A Session

DEPARTMENT: Police

DEPARTMENT HEAD: William McManus, Chief of Police

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Contract for Recruitment Advertising and Website Services

SUMMARY:

This ordinance authorizes a contract in an amount up to \$150,000 annually with SIP Creatives to develop and implement an advertising campaign intended to increase the number of applicants to the San Antonio Police Department (SAPD). The initial term of the agreement is four (4) years with an option to renew for two additional one-year terms. Funding for this agreement is contingent upon approval of the FY 2018 Proposed Budget.

BACKGROUND INFORMATION:

Advertising and recruitment services assist the Department in attracting applicants for a career in law enforcement. The services needed to recruit police officer positions include developing public relations, hosting a website for the Department, and implementing a media advertising campaign plan created specifically to recruit qualified applicants.

Four (4) responsive proposals to the City's RFP were received on April 19, 2017 from the following firms: esd digital marketing, HeartFire Media, LLC., On Advertising, Inc. and SIP Creatives. The evaluation of each response was based upon a total of 100 points; 25 points for Experience, Background and Qualifications; 30 points allotted for Proposed Plan; 10 points allotted for Respondent's price schedule; 10 points allotted for Local Preference Program and 5 points for the Veteran-Owned Small Business Program.

A six (6) person Evaluation Committee consisting of personnel from the Police Department were tasked with evaluating the proposals. The Evaluation Committee met on July 11, 2017, to discuss and evaluate the responsive proposals received. After an initial committee review and discussion, individual scores were submitted and the aggregate scores were presented. Based on their evaluation, the committee is recommending SIP Creatives for this contract, as the highest ranked firm. A copy of the scoring matrix summary is included herein as Attachment A.

The initial term for this contract is upon award through August 31, 2021. Two additional one-year renewals at the City's option shall also be authorized by this ordinance.

ISSUE:

Approval of this contract will allow a strategic approach to advertising and recruiting a targeted audience that could potentially yield the greatest number of police cadet applicants.

This contract will be awarded in compliance with the Small Business Economic Development Advocacy (SBEDA) Program, which requires contracts be reviewed by a Goal Setting Committee to establish a requirement and/or incentive unique to the particular contract in an effort to maximize the amount of small, minority, and women-owned business participation on the contract. The Goal Setting Committee applied the Small and Minority/ Women-Owned Business Enterprise Prime Contract Program with twenty (20) evaluation preference points awarded to HeartFire Media, LLC and ten (10) evaluation preference points awarded to SIP Creatives as they are certified SBE and M/WBE firms located within the San Antonio Metropolitan Statistical Area.

In accordance with the Local Preference Program, the recommended Respondent received 10 points for being headquartered within San Antonio city limits.

The Veteran-Owned Small Business Preference Program was applied in the evaluation of responses received for this contract; however, the highest ranked firm is not a veteran-owned small business.

ALTERNATIVES:

If this contract is not awarded, the San Antonio Police Department will use the same recruitment strategies it has in the past. This will impede the department's efforts to improve its recruitment outreach.

FISCAL IMPACT:

This ordinance authorizes a contract in an amount up to \$150,000 annually with SIP Creatives for an initial four year term beginning September 1, 2017 through August 31st, 2021 with two one year renewal options.

RECOMMENDATION:

Staff recommends the approval of the contract with SIP Creatives.

This contract was procured by means of a Request for Proposals and a Contracts Disclosure Form is required.

