



## City of San Antonio

### ADVERTISEMENT INFORMATION ONLY

Solicitation Type and Name: Request for Proposals – Bicycle Safety Awareness Media Campaign

Solicitation Number: RFP 15-045, 6100005800

Description: The City of San Antonio (“City”), Office of Sustainability (“OS”) is seeking Requests for Proposals (RFP) from qualified professional firms for media buying and determination of an effective advertising strategy. OS has established the award winning San Antonio Bikes program to promote bicycling as a viable form of alternative transportation in the city. As such, its goals are to increase bike ridership for daily use and improve cycling safety by making the bike network accessible, direct, and continuous.

Applicable Product Categories: 91501 Advertising Agency Services

Date Issued: Monday, March 16, 2015

Due Date & Time: Wednesday, April 22, 2015 at 2:00 p.m. CST

Pre-Submittal Conference: City of San Antonio, Finance Department – Purchasing Division, 11<sup>th</sup> Floor Large Conference Room, 111 Soledad, San Antonio, Texas 78205 at 10:00 a.m., Central Time, on Tuesday, March 24, 2015.

Staff Contact Person: Charisma Esparza, Procurement Specialist III, [charisma.esparza@sanantonio.gov](mailto:charisma.esparza@sanantonio.gov).

**Evaluation Committee Voting Members:**

Douglas Melnick, Chief Sustainability Officer, Office of Sustainability

Timothy Mulry, Sustainable Transportation Manager, Office of Sustainability

Tim Juarez, Metropolitan Planning Organization Coordinator, TxDOT

Pursuant to Section 011 – Restriction on Communications, Respondents are prohibited from communicating with: 1) elected City officials and their staff regarding the RFP or proposals from the time the RFP has been released until the contract is posted as a City Council agenda item; and 2) City employees from the time the RFP has been released until the contract is awarded.

Exceptions to the Restrictions on Communications:

Respondents may submit written questions concerning this RFP to the Staff Contact Person listed below until 2:00 p.m., Local Time, on Tuesday, March 31, 2015. Questions received after the stated deadline will not be answered. All questions shall be sent by e-mail.

Charisma Esparza, Procurement Specialist III

City of San Antonio, Finance Department – Purchasing Division

[charisma.esparza@sanantonio.gov](mailto:charisma.esparza@sanantonio.gov)

Questions submitted and the City's responses will be posted with this solicitation.

To view this solicitation, go to <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.

**TO REGISTER:** You will need to complete the vendor registration by accessing the SAePS Vendor Registration at <http://www.sanantonio.gov/purchasing/SAePS.aspx>. Questions regarding registration may be submitted to the SAePS Hotline at: (210) 207-0118 or by email at: [vendors@sanantonio.gov](mailto:vendors@sanantonio.gov)

**Note:** After you have successfully registered, you will need to send an email to the staff contact person requesting to be added to the solicitation vendor distribution list.