



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Paul Joseph

SUBJECT: SEE BELOW

DATE: June 6, 2024

Approved

Date

6/7/24

**SUBJECT: AGREEMENT WITH EPIC PRODUCTIONS OF PHOENIX, LLC
FOR MARKETING AND COMMUNICATIONS SERVICES FOR
RECRUITMENT OF CANDIDATES FOR THE SAN JOSE POLICE
DEPARTMENT**

RECOMMENDATION

Adopt a resolution authorizing the City Manager or her designee to:

- a) Execute an agreement between the City of San José and Epic Productions of Phoenix, LLC for the cost of services relating to marketing and communications focusing on the recruitment of candidates for the San José Police Department, in an amount not to exceed \$300,000 for the period of June 1, 2024 to May 31, 2025;
- b) Exercise up to four one-year options to extend the term of the agreement through May 31, 2029, with the total amount of compensation for the entire contract not to exceed \$1,100,000, subject to the appropriation of funds; and
- c) Negotiate and execute additional amendments as required for any unanticipated changes, consistent with the procurement and the City's standard terms and conditions, without further City Council action, subject to the appropriation of funds.

SUMMARY AND OUTCOME

Approval of this action will enable the City to enter into an agreement for the cost of services relating to marketing and communications focusing on the recruitment of candidates performed by Epic Productions of Phoenix, LLC.

BACKGROUND

The San José Police Department's Recruiting Unit's main goal is to find and retain highly qualified candidates for the application and examination process. It has been shown that the best recruitment practice is a mixed marketing approach. The Recruiting Unit will continue recruiting utilizing the traditional means, such as attending job fairs and answering questions via phone and email. However, the Recruiting Unit also desires to further expand internet marketing utilizing the current branding campaign and existing external website.

With the expiration of the existing consultant agreement, it is necessary to award a new agreement in order to implement a recruiting market plan that will include a variety of media in order to supplement and maximize the department's recruitment efforts. An evaluation panel selected Epic Productions of Phoenix, LLC as the consultant to provide services relating to marketing and communications focusing on the recruitment of candidates for the department, as the result of a Request for Proposal process.

ANALYSIS

Through this agreement with Epic Productions of Phoenix, LLC, the following services will be provided.

- Consultant shall create an outstretch strategy and collaborate with the department's Recruiting Unit to develop the concepts for the recruiting advertising campaigns. In addition, the consultant will collaborate with the Recruiting Unit to evaluate the effectiveness of the campaigns and create alternative strategies to maintain and improve hiring goals.
- Consultant shall research current trends and analysis of our employee attrition rate and provide a metric to evaluate the effectiveness of the campaign. The consultant shall have the capacity to identify gaps in the existing strategy and assist the department with new and measurable alternate strategies to achieve the hiring goals. This should include a comprehensive knowledge of current hiring trends throughout law enforcement and the ability to create an outreach strategy.
- Consultant shall develop creative marketing elements that include design concepts, logos, messages, tagline, and other products that uniquely represent the department. This also includes special recruiting events, such as other state advertisements, Women in Law Enforcement, Recruit Readiness, etc.
- Consultant will implement a comprehensive recruitment marketing plan which will focus on targeting highly qualified individuals towards the department.
- Consultant will analyze data and provide monthly performance reports. It is preferred to have access to real-time analytics through a portal or application.

- Consultant will implement our unique brand “SJPD YOU” and “Be the Force of Greatness” unless an alternative brand is approved by the department.
- Consultant will research the department and meet with department members to develop rebranding of the police department that will include, but is not limited to, creating a common theme and consistent message for billboards, brochures, banners, posters, photos, videos, and give-a-ways. At minimum, the consultant will produce recruiting videos in 60, 30, 15, and 10 second durations. The San José Police Department will own all created media.
- Consultant will focus primarily on digital media and marketing, and must determine the optimum media mix to reach the largest target audiences with the greatest frequency to increase project awareness and brand recognition.
- Consultant will connect the week prior to anticipated recruiting events and promote those events to increase in-person meetings of potential candidates with the department’s recruiting team.
- Consultant shall utilize multiple media and job search platforms to expand the campaign such as, but not limited to, Facebook, Instagram, Twitter, YouTube, and Indeed.
- Consultant will use digital targeting and tactics in real-time narrow in on the audience most likely apply with the media channels that are most likely to drive applications.
- Consultant will use digital tracking tools to capture the number of applications attributed to paid media and determine the effectiveness of each tactic and creative option.
- Consultant will focus on audiences high in diversity using a combination of lifestyle customer segmentation data and any existing database information. Using segmentation provides a better understanding of external and internal audiences which allows for more tailored messages on more targeted mediums.
- Consultant will incorporate specific marketing to youth students and those considering a career as a San José Police Officer.
- Consultant will develop and implement a traditional radio and internet radio advertising plan.
- Consultant will develop and implement a non-traditional advertising plan which will include, but is not limited to, mobile vehicles advertising (vehicle wraps or mobile media boards).
- Consultant will develop and implement a comprehensive marketing plan that will promote strong community partnerships and enhance communication with the public.

The department conducted a Request for Proposals on the City’s online e-procurement system for four weeks. Seven proposals were received and reviewed for minimum qualifications and found to be responsive bids. The seven proposals received were from the following:

- All-Star Talent;
- Bay Area News Group;
- Epic Productions of Phoenix, LLC;

- Find A Force;
- Loma Media;
- Sensis; and,
- We Us Them.

An evaluation panel was convened and scored the proposals based on proposal responsiveness and completeness, general requirements, experience and qualifications of proposer, project approach, fee structure, and local business enterprise/small business enterprise. Epic Productions of Phoenix, LLC was selected as the most advantageous proposal for the City. A 10-day protest period was conducted and there were no protests.

Evaluation results were as follows.

Evaluation Criteria	Possible Score	All-Star Talent	Bay Area News Group	EPIC Productions of Phoenix, LLC	Find A Force	Loma Media	Sensis	We Us Them
Proposal Responsiveness and Completeness	Pass/Fail	Pass	Pass	Pass	Pass	Pass	Pass	Pass
General Requirements	15%	13%	3%	15%	10%	12%	12%	7%
Experience and Qualifications	40%	33%	22%	40%	25%	32%	37%	22%
Project Approach	25%	20%	13%	25%	15%	18%	20%	17%
Fee Structure	10%	10%	10%	10%	10%	10%	10%	10%
Local Business Enterprise	5%	5%	5%	0%	0%	0%	0%	0%
Small Business Enterprise	5%	5%	0%	0%	0%	0%	0%	0%
Total	100%	86%	53%	90%	60%	72%	79%	56%

The initial term of the agreement is for one year, with four, one-year options for the City Manager, or her designee, to renew. The compensation for the initial term of the agreement is \$300,000. The total amount of the agreement, including all approved option periods, is up to an amount not to exceed \$1,100,000, subject to the appropriation of funds. Approval of this contract will ensure the recruitment of highly qualified candidates is not delayed.

EVALUATION AND FOLLOW-UP

No subsequent City Council action on this issue is necessary. Staff will monitor the performance of the contract and communicate any issues to the City Council through the Public Safety, Finance, and Strategic Support Committee.

COST SUMMARY/IMPLICATIONS

Funding allocated for Recruiting Consultant Services under the Recruiting Unit totals \$250,000 in 2023-2024, and the department will cover the remaining \$50,000 from other existing funds. The Fiscal Year 2024-2025 Proposed Operating budget has new on-going funding for recruiting and marketing services under the Police Department's Non-Personal/Equipment appropriation of \$200,000, the department will fund the remaining amount from existing funds in their Non-Personal/Equipment appropriation.

BUDGET REFERENCE

The table below identifies the fund and appropriations to fund the contract recommended as part of this memorandum.

Fund #	Appn #	Appn. Name	Current Appn	Amt. for Contract	2023-2024 Adopted Operating Budget Page	Last Budget Action (Date, Ord. No.)
001	0502	Non-Personal / Equipment	\$23,137,539	\$1,100,000	135	02/13/2024 Ord. No. 31040

*Funding allocated for Recruiting Consultant Services under the Recruiting Unit totals \$250,000 in 2023-2024, and the department will cover the remaining \$50,000 from other existing funds. Funding for future renewals will be subject to the appropriation of funds.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office and the City Manager's Budget Office.

PUBLIC OUTREACH

This memorandum will be posted on the City's Council Agenda website for the June 18, 2024 City Council meeting.

COMMISSION RECOMMENDATION AND INPUT

No commission recommendation or input is associated with this action.

HONORABLE MAYOR AND CITY COUNCIL

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CEQA

Not a Project, File No. PP17-003 Agreements/Contracts (New or Amended) resulting in no physical changes to the environment.

PUBLIC SUBSIDY REPORTING

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California government Code or the City's Open Government Resolution.

/s/

PAUL JOSEPH

Acting Chief of Police

For questions, please contact Jennifer Otani, Division Manager, at (408) 537-1624.