

2.28 Agreement with Epic Productions of Phoenix, LLC for Marketing and Communications Services for the Recruitment of Candidates for the San José 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.

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



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

June 6, 2024

Subject: Agreement with Epic Productions of Phoenix, LLC

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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.

Standard City of San José Consultant Agreement

(Non-Capital Projects)

This Agreement is between the City of San José, a municipal corporation ("City"), and Epic Productions of Phoenix, LLC, an Arizona Limited Liability Company authorized to do business in California ("Consultant").

This Agreement is made and entered into this ____ day of _____ 20__ ("Contract Date").

THE CITY AND CONSULTANT AGREE AS FOLLOWS:

1. AGREEMENT SCOPE

- 1.1 General:** This Agreement sets forth the terms and conditions under which the Consultant will provide professional consulting services to the City.
- 1.2 Exhibits:** This Agreement consists of this agreement form and the following exhibits, which are incorporated herein by reference:
- Exhibit A:** Scope of Basic Services
 - Exhibit B:** Compensation
 - Exhibit C:** Insurance Requirements
 - Exhibit D:** Notice of Exercise of Option to Extend Agreement Form
- 1.3 Director:** "Director" means the Chief of Police of the Police Department or the Chief of Police's designee.
- 1.4 Business Days:** "Business Day" and "Business Days" means the day(s) on which City Hall is open to conduct business.
- 1.5 Entire Agreement:** This Agreement is the final, complete and exclusive understanding of the parties as to the matters contained herein. It supersedes all prior communications and understandings regarding such matters.
- 1.6 Amendments:** This Agreement may be modified only by a written amendment executed by the parties.

2. AGREEMENT TERM

- 2.1 Initial Term:** The Agreement term is from the Contract Date to May 31, 2025, inclusive, unless terminated earlier pursuant to Section 19 below ("Initial Term").
- 2.2 Optional Term:** After the Initial Term, the City reserves the right, at its sole discretion, to extend the term of this Agreement for up to four (4) additional one-year terms ("Option Terms") up through May 31, 2029.

- 2.2.1 Notice:** The City shall provide the Consultant with no less than thirty (30) calendar days' prior written notice of its intention to exercise its option to extend the term of this Agreement. See Exhibit D for notice of Exercise of Option to Extend Agreement Form.
- 2.2.2 Appropriation of Funds Contingency:** The City's funding of this Agreement shall be on a fiscal year basis (July 1 to June 30) and is subject to annual appropriations. The Consultant acknowledges that the City, a municipal corporation, is precluded by the California State Constitution and other laws from entering into obligations that financially bind future governing bodies, and that, therefore, nothing in this Agreement shall constitute an obligation of future legislative bodies of the City to appropriate funds for purposes of this Agreement. Accordingly, the parties agree that any Option Term(s) is contingent upon the appropriation of funds by the City. This Agreement will terminate immediately if funds necessary to continue the Agreement are not appropriated. Despite the foregoing, the City shall pay Consultant for any services performed in accordance with this Agreement up to date of termination.

3. SCOPE OF SERVICES

- 3.1 Basic Services:** "Basic Services" means the services set forth in **Exhibit A**. The Consultant must perform the Basic Services to the Director's satisfaction.
- 3.2 Additional Services:** "Additional Services" means the following: (a) services that are included in the Basic Services but exceed the specified level of the Basic Services, or (b) services that relate but are not included in the Basic Services.
- 3.2.1 Authorization:** The City will not compensate Consultant for any Additional Services without the Director's prior written authorization.
- 3.2.2 Director's Authorization:** The Director may authorize the Consultant to perform Additional Services up to the cumulative, maximum amount set forth in **Exhibit B** for such services. The Director must authorize the Consultant to perform Additional Services through a written amendment executed by both parties. The written amendment must set forth the scope of the Additional Services, the schedule for completing such services, and the amount and method of compensating the Consultant for such services. The Director is authorized to execute the amendment for Additional Services for the City.

4. INTENTIONALLY OMITTED

5. CITY'S CONTRACT MANAGER

The City's contract manager for this Agreement is:

Name: Lt. Mike Bui	Phone No.: 408-537-9883
Department: Police	Email: mike.bui@sanjoseca.gov
Address: 201 W. Mission Street, San José CA 95110	

The Director can change the above contract manager by giving the Consultant written notice.

6. CONSULTANT'S STAFFING

- 6.1 Consultant's Contract Manager and Other Staffing:** Identified below are the following: (a) the Consultant's contract manager, and (b) the Consultant(s) and/or employee(s) of the Consultant who will be principally responsible for providing the Basic Services. If any individual identified below is required to file a Statement of Economic Interests, Form 700 ("Form 700"), and the individual does not have a current Form 700 on file with the City Clerk for a separate agreement with the City, the Consultant must comply with the requirements of Subsection 17.2 below.

			<u>Required to File Form 700?</u>		
<u>Consultant's Contract Manager</u>			Yes Already Filed (Insert Date Filed)	Yes Need to File	No
Name: Sam Blonder	Phone No.: 480-492-5022				
Address: 3719 N.75 th Street, Suite 110 Scottsdale, Arizona 85251	Email: Sam@epicproductionsllc.com				
<u>Other Staffing</u>					
<u>Name:</u>	<u>Assignment:</u>	<u>Email:</u>			
1.					
2.					
3.					

- 6.2 Contract Manager's Authority:** The Consultant's contract manager is authorized to act on behalf of the Consultant.
- 6.3 Staffing Changes:** The Director's prior written approval is required for the Consultant to remove, replace or add to any of its staffing identified in this provision.

7. USE OF SUBCONSULTANTS

- 7.1 Authority to Use:** Whichever of the following is marked applies to this Agreement:

- ☒ The Consultant can **not** use any subconsultants without the Director's prior written approval.
- ☐ The Consultant will use the following subconsultants for the specified areas of work. The Consultant can not remove, replace or add to any of the subconsultants identified in this provision without the Director's prior written approval.

Subconsultant's Name	Area of Work
1.	
2.	
3.	

- 7.2 Subconsultant Work:** The Consultant warrants all services and deliverables provided by any subconsultants it uses, and represents that each such subconsultant is specially trained, experienced, and competent to perform its portion of the work.

8. INDEPENDENT CONTRACTOR

- 8.1 General:** The Consultant has complete control over its operations and employees, and is an independent contractor. The Consultant is not an agent or employee of the City, and shall not represent or act as the City's agent or employee. The Consultant does not have any rights to retirement benefits or other benefits accruing to City employees, and expressly waives any claim it may have to any such rights.
- 8.2 Subcontractors:** As an independent contractor, the Consultant has complete control over its subconsultants, subcontractors, suppliers, agents and any other person or entity with whom the Consultant contracts in furtherance of this Agreement (collectively "Subcontractors"). Subject to the requirements of Section 7 of this Agreement, the Consultant is solely responsible for selecting, managing and compensating its Subcontractors, and for ensuring they comply with this Agreement.
- 8.3 Indemnity:** The Consultant shall place in each Subcontractor agreement indemnity obligations in favor of the City in the exact form and substance of those contained in Section 11 below.

9. STANDARD OF PERFORMANCE

The Consultant represents that it possesses all necessary training, licenses and permits needed to perform the Basic Services. The Consultant represents that its performance of the Basic Services will conform to the standard of practice of a professional that specializes in performing professional services of a like nature and complexity.

10. COMPENSATION

- 10.1 Maximum Total Compensation:** The maximum amount the City will pay the Consultant for all professional fees, costs, charges and expenses related to performing Basic Services and any Additional Services during the Initial Term of the Agreement is **\$300,000**. The maximum amount the City will pay the Consultant for the Initial Term and the Option Terms is **\$1,100,000** ("Maximum Total Compensation").
- 10.2 Intentionally Omitted.**
- 10.3 Exhibit B - Compensation:** The City will pay the Consultant up to the Maximum Total Compensation in accordance with **Exhibit B**.
- 10.3.1 Compensation Table:** **Exhibit B** sets forth a compensation table establishing the manner in which the City will pay the Maximum Compensation to the Consultant

("Compensation Table"). The Compensation Table is subject to the terms and conditions set forth below in Subsections 10.4 through 10.7.

10.3.2 Schedule of Rates and Charges: If the City will compensate the Consultant for any Basic Services on a time-and-materials basis, then **Exhibit B** also sets forth a schedule of the Consultant's rates and charges ("Schedule of Rates and Charges"). The Schedule of Rates and Charges is subject to the following requirements:

10.3.2.1 Premium Pay: "Premium Pay" is a special pay rate for working during times that are less desirable, such as weekends, holidays or late shifts. The City will not pay Consultant Premium Pay.

10.3.2.2 No Increases: The City will **not** increase the Schedule of Rates and Charges during the Agreement term.

10.3.2.3 Conflict: In the event of a discrepancy between this Section and the Schedule of Rates and Charges, this Section governs.

10.4 Compensation Table – Part 1: Part 1 of the Compensation Table addresses compensation for the various tasks included in the Basic Services. The following terms and conditions apply to Part 1 of the Compensation Table.

10.4.1 Task Numbers (Column 1): Column 1 sets forth the task number(s) for which the City will compensate the Consultant. Each task number corresponds to the same task number in **Exhibit A**. If a task number included in **Exhibit A** is not included in the Compensation Table, then the City will not compensate the Consultant separately for that task, and payment for such task is deemed included in the other task(s) for which the Consultant is receiving compensation.

10.4.2 Basis of Compensation (Column 2): Column 2 identifies whether the City will pay the Consultant for the task(s) on a time-and-materials basis or on a fixed-fee (lump-sum) basis.

10.4.3 Invoice Period (Column 3): Column 3 identifies when the Consultant must submit its invoice for payment. If invoicing is monthly, the Consultant must submit its invoice to the City by the 10th Business Day of each month for work completed during the previous month. If invoicing is upon the completion of a task or group of tasks, the Consultant must submit its invoice to the Director within 20 Business Days following completion of the task(s) to the Director's satisfaction. If invoicing is upon the completion of all work, the Consultant must submit its invoice to the Director within 20 Business Days following completion of all work to the Director's satisfaction.

10.4.3.1 Invoice: Each invoice must include sufficient information and supporting documents to establish to the Director's satisfaction that the Consultant is entitled to the payment requested. The City will pay the undisputed portion of the invoice amount within 20 Business Days of the Director's approval of such undisputed amount.

10.4.3.2 Invoices Based on Time and Materials: If time and materials is the basis of compensation, then the Consultant will base its invoice on the hours, professional fees, costs, and charges associated with the work completed during the invoice period. If the Consultant is entitled to reimbursable expenses and/or separate payment for subconsultant costs, the invoice will include such expenses and/or costs associated with the work completed during

the invoice period. The City will compensate the Consultant in accordance with the Schedule of Rates and Charges included in **Exhibit B**.

10.4.3.3 Monthly Invoices Based on Fixed Fee: If the Consultant invoices monthly for a “fixed fee,” then the Consultant will base its monthly invoice on the percentage of work completed during the previous month. If the Consultant is entitled to reimbursable expenses and/or separate payment for subconsultant costs, the invoice will include such expenses and/or costs incurred during the previous month.

10.4.4 Compensation (Column 4): Column 4 sets forth the total compensation the City will pay the Consultant for completing the task(s).

10.4.4.1 Time & Materials: If time and materials is the basis of compensation, then the amount in Column 4 is a “not-to-exceed” or maximum amount. Any hours worked for which payment would result in a total exceeding the amount in Column 4 is at no cost to the City. If the Consultant completes the task(s) for less than the amount set forth in Column 4, the Director (in the Director’s sole discretion) **may** use the cost savings to increase the budget of another task. The Director must authorize such reallocation of cost savings in writing.

10.4.4.2 Fixed Fee: If “fixed fee” is the basis of compensation, then the Consultant must complete the task(s) for the amount set forth in Column 4. Any hours worked for which payment would result in a total exceeding the amount in Column 4 are at no cost to the City.

10.5 Compensation Table – Part 2: Part 2 of the Compensation Table indicates whether or not the City will reimburse the Consultant separately for expenses incurred in providing the work. The following terms and conditions apply if the City reimburses the Consultant separately for expenses.

10.5.1 Subconsultants: The cost of subconsultants is not treated as a reimbursable expense. Subsection 10.6 of this Agreement addresses payment for the cost of subconsultants.

10.5.2 Maximum Amount of Reimbursable Expenses: The City will reimburse the Consultant for expenses up to the maximum amount set forth in the last column of Part 2. Any expenses that the Consultant incurs in excess of the stated maximum are at no cost to the City.

10.5.3 Expenses That Are Reimbursable: Any reimbursement to the Consultant is limited to the expenses set forth below in the Reimbursable Expense Schedule. The City will reimburse these expenses at actual cost only unless a markup is specified.

Reimbursable Expense Schedule		Mark Up
1.	The cost of mailing, shipping and/or delivery of any documents or materials.	No Markup
2.	The cost of photographing, printing, reproducing and/or copying any documents or materials.	No Markup
3.	Telephone and facsimile transmission charges.	No Markup
4.	The rental of any specialized equipment to the extent the City’s contract	As specified, not to exceed

	manager has preapproved, in writing, the cost of such rental.	10%
5.	With the written pre-authorization of the City's contract manager, mileage and other travel-related expenses to the same extent that the City reimburses its employees pursuant to the Employee Travel Policy (City Policy Manual, Sections 1.8.2 and 1.8.3). The Consultant acknowledges that it has received a copy of Sections 1.8.2 and 1.8.3 and is familiar with these sections of the Employee Travel Policy.	No Markup
6.	Any other expenses expressly identified in Exhibit B as being reimbursable.	As specified, not to exceed 10%

10.6 Compensation Table – Part 3: Part 3 indicates whether the City will compensate the Consultant separately for subconsultant costs incurred in providing any part of the services. If the City will compensate the Consultant for subconsultant costs, the City will do so in accordance with the following terms and conditions.

10.6.1 Actual Costs: The Consultant can invoice the City for no more than the actual cost of each subconsultant plus a specified markup not to exceed 5 percent.

10.6.2 Schedule of Rates and Charges: Any subconsultant rates and charges set forth in the Schedule of Rates and Charges, if one is included in **Exhibit B**, must be the subconsultant's actual rates and charges exclusive of any markup. The City will compensate the Consultant in accordance with those rates and charges.

10.6.3 Maximum Amount: The City will compensate the Consultant for all subconsultants in a total amount not to exceed the amount set forth in the last column of Part 3. Any additional subconsultant costs that the Consultant incurs in excess of the specified maximum amount are at no cost to the City.

10.7 Compensation Table – Part 4: Part 4 sets forth the maximum compensation that the Director can authorize for Additional Services in accordance with Subsection 3.2 above. Any Additional Services performed by the Consultant that would result in compensation exceeding this maximum amount is at no cost to the City.

10.8 Tax Forms Required: The following are conditions on the City's obligation to process any payment pursuant to this Agreement:

10.8.1 U.S. Based Person or Entity: If the Consultant is a U.S. based person or entity, the Consultant acknowledges and agrees that the Consultant is required to provide the City with a properly completed Internal Revenue Service Form W-9 before the City will process payment. If the Consultant is a U.S. based person or entity, but has neither a permanent place of business in California nor is registered with the California Secretary of State to do business in California, the Consultant acknowledges and agrees that the Consultant is required to provide the City with a properly completed California Franchise Tax Board form related to nonresident withholding of California source income.

10.8.2 Non-U.S. Based Person or Entity: If the Consultant is not a U.S. based person or entity, the Consultant acknowledges and agrees that the Consultant is required to provide the City with the applicable Internal Revenue Service form related to its foreign status and a California Franchise Tax Board form related to nonresident withholding before the City will process payment.

11. INDEMNIFICATION

- 11.1 Obligation:** The Consultant shall defend, indemnify and hold harmless the City and its officers, employees and agents against all claims, losses, damages, injuries, expenses or liabilities that – directly or indirectly, or in whole or in part - arise out of, pertain to, or relate to any of the following:
- The Consultant's negligent performance of all or any part of the Basic Services and any Additional Services; or
 - Any negligent act or omission, recklessness or willful misconduct of the Consultant, any of its Subcontractors, anyone directly or indirectly employed by either the Consultant or any of its Subcontractors, or anyone that they control; or
 - Any infringement of the patent rights, copyright, trade secret, trade name, trademark, service mark or any other proprietary right of any person(s) caused by the City's use of any services, deliverables or other items provided by the Consultant pursuant to the requirements of this Agreement; or
 - Any breach of this Agreement.
- 11.2 Limitation on Obligation:** The obligation in Subsection 11.1 above shall not apply to the extent that any claim, loss, damage, injury, expense or liability results from the sole negligence or willful misconduct of the City or its officers, employees or agents.
- 11.3 Duty to Defend:** The Consultant's obligation in Subsection 11.1 above applies to the maximum extent allowed by law and includes defending the City, its officers, employees and agents as set forth in Sections 2778 and 2782.8 of the California Civil Code. Upon the City's written request, the Consultant, at its own expense, shall defend any suit or action that is subject to the obligation in Subsection 11.1 above.
- 11.4 Insurance:** The City's acceptance of any insurance in accordance with Section 12 does not relieve the Consultant from its obligations under this Section 11. The Consultant's obligations under this Section 11 apply whether or not the insurance required by the Agreement covers any damages or claims for damages.
- 11.5 Survival:** The Consultant's obligations under this Section 11 survive the expiration or earlier termination of the Agreement.

12. INSURANCE REQUIREMENTS

- 12.1 General:** The Consultant shall comply with the insurance requirements set forth in **Exhibit C** for the Agreement term.
- 12.2 Documentation:** Before performing any services, the Consultant must submit to the City's designated risk manager ("Risk Manager"), for the Risk Manager's written approval, all documents demonstrating compliance with the requirements of **Exhibit C**.
- 12.3 Changes:** The Risk Manager may amend or waive, in writing, any of the requirements contained in **Exhibit C**.

13. OWNERSHIP OF WORK PRODUCT

- 13.1 Ownership:** The City owns all rights in and to any of the following work product (including

electronic equivalents) without restriction or limitation upon their use, and immediately when and as created by the Consultant or any other person engaged directly or indirectly by the Consultant to perform the Consultant's services pursuant to this Agreement: reports, drawings, plans, data, software, models, documents or other materials developed or discovered (collectively "Work Product").

13.2 Copyright: To the extent permitted by Title 17 of the United States Code, the Work Product is deemed a work for hire and all copyrights in such Work Product are the property of the City. In the event it is ever determined that any Work Product is not a work for hire under United States law, the Consultant hereby assigns to the City all copyrights to such works when and as created.

13.3 Intentionally Omitted.

13.4 Consultant's Reuse: With the Director's prior written consent, the Consultant may retain and use copies of the Work Product for reference and as documentation of experience and capabilities.

14. DISCLOSURE OF WORK PRODUCT

14.1 Prohibition: Except as authorized by the Director or as otherwise required by law, the Consultant shall not disclose any of the following to a third party: (a) Work Product, (b) discussions between the City and Consultant, or (c) information prepared, developed or received by the Consultant or any of its Subcontractors in the course of performing services pursuant to this Agreement.

14.2 Notification: The Consultant will immediately notify the Director if it is requested by a third party to disclose any Work Product, discussions or information that the Consultant is otherwise prohibited from disclosing.

14.3 Limit on Prohibition: The prohibition in Subsection 14.1 above does not apply to disclosures between the Consultant and its Subcontractors that are needed to perform the Basic Services.

14.4 Survival: This Section 14 survives the expiration or earlier termination of this Agreement.

15. AUDIT/INSPECTION OF RECORDS

15.1 Retention Period: The Consultant shall retain the following records (collectively "Records") for a minimum of 3 years from the date of the City's final payment to the Consultant under this Agreement or for any longer period required by law:

- All ledgers, books of accounts, invoices, vouchers, canceled checks, and other records relating to the Consultant's charges for performing services, or to the Consultant's expenditures and disbursements charged to the City; and
- All Work Product and other records evidencing Consultant's performance.

15.2 Producing Records: At any time during the Agreement term or during the period of time that the Consultant is required to retain the Records, the City Manager, the Director, the City Attorney, the City Auditor, or a designated representative of any of these officers may request, in writing, production of all or a portion of the Records. The Consultant shall produce the requested Records at City Hall during normal business hours, or at any other location and time mutually agreed upon by the parties. The Consultant shall produce the requested Records at no cost to the City.

- 15.3 State Auditor:** In accordance with Government Code Section 8546.7, the Consultant may be subject to audit by the California State Auditor with regard to the Consultant's performance of this Agreement if the compensation under this Agreement exceeds \$10,000.

16. NON-DISCRIMINATION/NON-PREFERENCE

- 16.1 Prohibition:** The Consultant shall not discriminate against, or grant preferential treatment to, any person on the basis of race, sex, color, age, religion, sexual orientation, actual or perceived gender identity, disability, ethnicity or national origin. This prohibition applies to recruiting, hiring, demotion, layoff, termination, compensation, fringe benefits, advancement, training, apprenticeship and other terms, conditions, or privileges of employment, subcontracting and purchasing.
- 16.2 Intentionally Omitted.**
- 16.3 Subcontracts:** The Consultant shall include Subsection 16.1 of this Agreement in each subcontract that it enters into in furtherance of this Agreement.

17. CONFLICT OF INTEREST

- 17.1 General:** The Consultant represents that it is familiar with the local and state conflict of interest laws, and agrees to comply with those laws in performing this Agreement. The Consultant certifies that, as of the Contract Date, it was unaware of any facts constituting a conflict of interest or creating an appearance of a conflict of interest. The Consultant shall avoid all conflicts of interest or appearances of conflicts of interest in performing this Agreement. The Consultant has the obligation of determining if the manner in which it performs any part of this Agreement results in a conflict of interest or an appearance of a conflict of interest, and shall immediately notify the City in writing if it becomes aware of any facts giving rise to a conflict of interest or the appearance of a conflict of interest.
- 17.2 Filing Form 700:** In accordance with the California Political Reform Act (Government Code Section 81000 et seq.), the Consultant shall cause each person performing services under this Agreement, and identified as having to file a Form 700 to do each of the following:
- Disclose the categories of economic interests in Form 700 as required by the Director;
 - Complete and file the Form 700 no later than 30 calendar days after the person begins performing services under this Agreement and all subsequent Form 700s in conformance with the requirements specified in the California Political Reform Act; and
 - File the original Form 700 with the City's Clerk with a copy submitted to the Director.
- 17.3 Future Services:** The Consultant acknowledges each of the following with regard to performing future services for the City:
- The Consultant's performance of the services required by this Agreement may create an actual or appearance of a conflict of interest with regard to the Consultant performing or participating in the performance of some related **future** services, particularly if the services

required by this Agreement comprise one element or aspect of a multi-phase process or project;

- Such an actual or appearance of a conflict of interest would be a ground for the City to disqualify the Consultant from performing or participating in the performance of such future services; and
- The Consultant is solely responsible for considering what potential conflicts of interest, if any, performing the services required by this Agreement might have on its ability to obtain contracts to perform future services.

18. ENVIRONMENTALLY PREFERABLE PROCUREMENT POLICY

18.1 General: The Consultant shall perform its obligations under the Agreement in conformance with City Council Policy 1-19, entitled "Prohibition of City Funding for Purchase of Single Serving Bottled Water," and City Council Policy 4-6, entitled "Environmentally Preferable Procurement Policy."

18.2 Prohibition of City Funding for Purchase of Single Serving Bottled Water: The City's policy is that City funds should not be used for the purchase of single-serving bottled water except for any of the following:

- Public safety emergencies, investigations and extended deployments or activation of the Office of Emergency Services;
- Situations where there is a high risk of cross-contamination with non-potable water; or
- Situations where there are no reasonable alternatives to bottled water, such as large public events and when large quantities of water need to be distributed for health and safety reasons.

An invoice seeking reimbursement from City for the cost of single-serving bottled water under one of the above exceptions must be accompanied by a waiver form provided by the City and signed by the Director.

18.3 Environmentally Preferable Procurement Policy: The Environmentally Preferable Procurement Policy, along with a brief policy description, is located on the City's website at the following link: <https://www.sanjoseca.gov/home/showdocument?id=12833>. Environmental procurement policies and activities related to the completion of Consultant's work will include, whenever practicable, but are not limited to:

- The use of recycled and/or recyclable products in daily operations (i.e. 30%, 50%, 100% PCW paper, chlorine process free, triclosan free hand cleaner, etc.);
- The use of Energy-Star Compliant equipment;
- The use of alternative fuel and hybrid vehicles, and implementation of protocols aimed at increasing the efficiency of vehicle operation;
- The implementation of internal waste reduction and reuse protocol(s); and

- Water and resource conservation activities within facilities, including bans on individual serving bottled water and the use of compostable food service products.

19. TERMINATION

- 19.1 For Convenience:** The Director may terminate this Agreement at any time and for any reason by giving the Consultant written notice of the termination. The written notice must set forth the effective date of the termination, which must be at least 7 Business Days' after the date of the written notice.
- 19.2 For Cause:** The Director may terminate this Agreement immediately upon written notice for any material breach by the Consultant. If the Director terminates the Agreement for cause and obtains the same services from another consultant at a greater cost, the Consultant is responsible for such excess cost in addition to any other remedies available to the City.
- 19.3 Delivery of Work:** If the Director terminates the Agreement – whether for convenience or for cause – the Director has the option of requiring the Consultant to provide to the City any finished or unfinished Work Product prepared by the Consultant up to the date of Consultant's receipt of the written notice of termination.
- 19.4 Compensation:** The City will pay the Consultant the reasonable value of services satisfactorily rendered by the Consultant to the City up to the date of Consultant's receipt of the written notice of termination. For services to be "satisfactorily rendered," the Director must determine that the Consultant provided them in accordance with the terms and conditions of this Agreement. The Director will determine the reasonable value of satisfactorily rendered services based on the Compensation Table and any Schedule of Rates and Charges attached to this Agreement.
- 19.5 Receipt of Notice:** For purposes of this provision, the Consultant's receipt of the written notice of termination will be determined based on the date of actual receipt or based on Subsection 20.2 below, whichever occurs first.

20. NOTICES

- 20.1 Manner of Giving Notice:** All notices and other communications required by this Agreement must be in writing, and must be made via e-mail, personal service or United States mail, postage prepaid.
- 20.2 When Effective:** A notice or other communication that is e-mailed is effective when sent provided the sender receives an acknowledgement from the intended recipient (e.g. return receipt, return e-mail, or other written acknowledgement). A notice or other communication that is personally served is effective when personally delivered. A notice or other communication that is mailed is effective 3 calendar days after deposit in the United States mail.
- 20.3 To Whom Given:** All notices and other communications between the parties regarding the Agreement must be given to the individuals identified below using the appropriate contact information for giving notice:

To the City:	City of San José San José Police Department Attn: Chief of Police 201 W. Mission Street San José, CA 95110 (408) 277-4212 paul.joseph@sanjoseca.gov
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To the Consultant: Epic Productions of Phoenix, LLC
Attn: Sam Blonder
3719 N. 75th Street Suite 110
(480) 492-5022
Sam@epicproductionsllc.com

- 20.4 Changing Contact Information:** Either party may change its contact information for receiving written notices and communications regarding the Agreement by providing notice of such change to the other party pursuant to this Section 20.

21. WAGE THEFT PREVENTION

- 21.1 Compliance with Wage and Hour Laws:** Consultant, and any subcontractor performing work under this Agreement, shall comply with all applicable federal, state and local wage and hour laws. Applicable laws may include, but are not limited to, the Federal Fair Labor Standards Act, the California Labor Code, the San José Living Wage Policy, the San José Prevailing Wage Policy, and the San José Minimum Wage Ordinance.
- 21.2 Final Judgments, Decisions, and Orders:** For purposes of this Section, a “final judgment, decision, or order” refers to one for which all appeals have been exhausted or the time period to appeal has expired. Relevant investigatory government agencies include: the federal Department of Labor, the California Division of Labor Standards Enforcement, the City of San José Office of Equality Assurance, or any other governmental entity or division tasked with the investigation and enforcement of wage and hour laws.
- 21.3 Prior Judgments against Consultant and/or its Subcontractors:** BY SIGNING THIS AGREEMENT, CONSULTANT AFFIRMS THAT IT HAS DISCLOSED ANY FINAL JUDGMENTS, DECISIONS OR ORDERS RELATING TO WAGE AND HOUR LAWS FROM A COURT OR INVESTIGATORY GOVERNMENT AGENCY FINDING AS TO THE CONSULTANT AND ITS SUBCONTRACTOR(S) – IN THE FIVE YEARS PRIOR TO EXECUTING THIS AGREEMENT. CONSULTANT FURTHER AFFIRMS THAT IT OR ITS SUBCONTRACTOR(S) HAS SATISFIED AND COMPLIED WITH ANY SUCH JUDGMENTS, DECISIONS OR ORDERS.
- 21.4 Judgments or Decisions During Term of Contract:** If at any time during the term of this Agreement, a court or investigatory government agency issues a final judgment, decision or order finding that Consultant or a subcontractor it employs to perform work under this Agreement has violated any applicable wage and hour law, or Consultant learns of such a judgment, decision, or order that was not previously disclosed, Consultant shall inform the Office of Equality Assurance, no more than 15 days after the judgment, decision or order becomes final or of learning of the final judgment, decision or order. Consultant and its subcontractors shall promptly satisfy and comply with any such judgment, decision, or order, and shall provide the City’s Office of Equality Assurance with documentary evidence of compliance with the final judgment, decision or order within five days of satisfying the final judgment, decision or order.
- 21.5 City’s Right to Withhold Payment:** Where Consultant or any subcontractor it employs to perform work under this Agreement has been found in violation of any applicable wage and hour law by a final judgment, decision or order of a court or government agency with respect to work under this Agreement, the City reserves the right to withhold payment to Consultant until such judgment, decision or order has been satisfied in full.
- 21.6 Material Breach:** Failure to comply with any part of this Section constitutes a material breach of this Agreement. Such breach may serve as a basis for immediate termination of this Agreement and/or any other remedies available under this Agreement and/or law.

- 21.7 Notice to City Related to Wage Theft Prevention:** Notice provided to the City's Office of Equality Assurance as required under this Section shall be addressed to: Office of Equality Assurance, 200 East Santa Clara Street, 5th Floor, San José, CA 95113. The Notice provisions of this Section are separate from any other notice provisions in this Agreement and, accordingly, only notice provided to the above address satisfies the notice requirements in this Section.

22. MISCELLANEOUS

- 22.1 Gifts Prohibited:** The Consultant represents that it is familiar with Chapter 12.08 of the San José Municipal Code, which generally prohibits a City officer or designated employee from accepting any gift. The Consultant shall not offer any City officer or designated employee any gift prohibited by Chapter 12.08. The Consultant's violation of this Subsection 22.1 is a material breach.
- 22.2 Disqualification of Former Employees:** The Consultant represents that it is familiar with Chapter 12.10 of the City's Municipal Code, which generally prohibits a former City officer and a former designated employee from providing services to the City connected with his/her former duties or official responsibilities. The Consultant shall not use either directly or indirectly any officer, employee or agent to perform any services if doing so would violate Chapter 12.10. The Consultant's violation of this Subsection 22.2 is a material breach.
- 22.3 Waiver of a Violation:** The City's waiver of any violation of this Agreement by the Consultant is not a waiver of any other violation by the Consultant.
- 22.4 Acceptance of Services Not a Waiver:** The City's acceptance of any service or deliverable is not a waiver or release of any professional duty of care applicable to such service or deliverable, or of any right of indemnification, any insurance requirements, or any other term or condition of this Agreement.
- 22.5 Compliance with Laws:** The Consultant shall perform all services consistent with all applicable federal, state and local laws, ordinances, codes and regulations. This obligation is not limited in any way by the Consultant's obligation to comply with any specific law, ordinance, code or regulation set forth elsewhere in this Agreement.
- 22.6 Business Tax:** The Consultant represents and warrants that it currently has a City business tax certificate or exemption, if qualified, and will maintain such certificate or exemption for the Agreement term.
- 22.7 Assignability:** Except to the extent this Agreement authorizes the Consultant to use subconsultants, the Consultant shall not assign any part of this Agreement without the Director's prior written consent. The Director, at the Director's discretion, may void this Agreement if a violation of this provision occurs.
- 22.8 Governing Law:** California law governs the construction and performance of this Agreement.
- 22.9 Disputes:** Any litigation resulting from this Agreement will be filed and resolved by either the Superior Court of California for the County of Santa Clara, or the San José Division of the Northern District of California.
- 22.10 Survival of Provisions:** If a court finds any part of this Agreement unenforceable, all other parts shall remain enforceable.
- 22.11 Headings:** The section and exhibit headings are for convenience only and are not to be used in its construction.

22.12 Execution in Counterparts: This Agreement may be executed in any number of counterparts and by each party in separate counterparts, each of which when so executed and delivered shall be deemed to be an original and all of which taken together shall constitute one and the same instrument.

22.13 Use of Electronic Signatures: Unless otherwise prohibited by law or City policy, the parties agree that an electronic copy of a signed contract, or an electronically signed contract, has the same force and legal effect as a contract executed with an original ink signature. The term "electronic copy of a signed contract" refers to a writing as set forth in Evidence Code Section 1550. The term "electronically signed contract" means a contract that is executed by applying an electronic signature using technology approved by the City.

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IN WITNESS WHEREOF, the City and Consultant have caused this Agreement to be executed by their respective duly authorized representatives as follows.

NOTE: The Consultant must sign one of the following representations. **The City will not process this Agreement unless the Consultant has signed one of the provisions.**

{{__signer#1}}

The Consultant certifies that the Consultant has a permanent place of business in California or is registered with the California Secretary of State to do business in California. The Consultant will file a California tax return and withhold on payments of California source income to nonresidents when required. If the Consultant ceases to have a permanent place of business in California or ceases to do any of the above, the Consultant will promptly notify the City at the address specified in Subsection 20.3 of this Agreement.

Or

If the Consultant is unable to make the above certification, the Consultant acknowledges and agrees to provide the City with the applicable tax forms issued by the Internal Revenue Service and California Franchise Tax Board, as applicable, as specified in Section 10.8 of this Agreement.

City of San José

Consultant

By

By

Name: Sarah Zarate
Title: Director, Office of the City Manager

Name: Samuel J. Blonder
Title: CEO/Member

Approval as to Form (City Attorney):

☐ **Form Approved by the Office of the City Attorney**

(Maximum Total Compensation is \$100,000 or less, and standard provisions of the form are not altered.)

☒ **Approved as to Form:**

Name: Carl B. Mitchell
Title: Senior Deputy City Attorney

EXHIBIT A: SCOPE OF BASIC SERVICES

(Non-Capital Projects)

The Consultant shall provide services and deliverables as set forth in this **Exhibit A**. The Consultant shall provide all services and deliverables required by this **Exhibit A** to the satisfaction of the Director.

General Description of Project: The Consultant shall provide the San José Police Department ("SJPD") Recruiting Unit with services relating to marketing and communications focusing on the recruitment of candidates for the department.

Task No. 1: Researching and creating outreach recruitment strategies

A. Services: Consultant will:

1. Research current trends and analysis of SJPD employee attrition rate and provide a metric to evaluate the effectiveness of the campaign. Identify gaps in the existing strategy and assist the SJPD with new and measurable alternative 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.
2. Create an outreach strategy and collaborate with the City of San José Police Department ("SJPD") Recruiting Unit to develop the concepts for the recruiting advertising campaigns. In addition, the Consultant will collaborate with the SJPD Recruiting Unit to evaluate the effectiveness of the campaigns and create alternative strategies to maintain and improve hiring goals.

B. Deliverable: The Consultant will provide the following to the City's Contract Manager:

1. Marketing Strategy Presentation (PowerPoint) – data analysis and media tactics recommendations based on attrition rate and how Consultant will measure and prove recruitment success.
2. Media Reporting Document (PowerPoint) – media reporting presentation after each academy media flight. Report to include primary media tactic results and how each tactic contributed to recruitment success.

C. Completion Time: The Consultant must complete the services and deliverable for this task in accordance with whichever one of the following time is marked:

- ☒ On or before the following date: May 31, 2025.
- ☐ On or before ____ Business Days from _____.

Task No. 2: Developing and implementing recruiting marketing plan

A. Services: Consultant will:

1. Develop creative marketing elements that include design concepts, logos, messages, tagline, and other products that uniquely represent the SJPD.
2. Implement the unique brand "SJPD You" and "Be the Force of Greatness" 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.
3. Develop and implement a marketing strategy for special recruiting events.
4. Develop and implement a non-traditional advertising plan which will include, but is not limited to, mobile vehicle advertising ("vehicle wraps" or "mobile media boards").
5. Develop and implement a comprehensive marketing plan that will promote strong community partnerships and enhance communication with the public.

B. Deliverable: The Consultant will provide the following to the City's Contract Manager:

1. Creative Concept Presentation (PowerPoint) – two rounds of creative assets to be used in the recruitment media campaign
2. Media Plan and Flowchart (PowerPoint and Excel) – comprehensive and detailed media plan with rationale for the recommended tactics and how the plan will achieve SJPD goals. A flowchart will accompany the plan showing the proposed tactics budgets and timing

C. Completion Time: The Consultant must complete the services and deliverable for this task in accordance with whichever one of the following time is marked:

- ☒ On or before the following date: May 31, 2025.
- ☐ On or before ____ Business Days from _____.

Task No. 3: Utilizing digital media to target recruitment to a diverse audience

A. Services: Consultant will:

1. Focus primarily on digital media and marketing and determine the optimum media mix to reach the largest target audiences with the greatest frequency to increase project awareness and brand recognition.
2. Utilize multiple media and job search platforms to expand the campaign such as, but not limited to, Facebook, Instagram, Twitter, YouTube, and Indeed.
3. Use digital targeting and tactics in real-time to narrow in on the audience most likely to apply with the media channels that are most likely to drive applications.
4. Use digital tracking tools to capture the number of applications attributed to paid media and determine the effectiveness of each tactic and creative option.

B. Deliverable: The Consultant will provide the following to the City's Contract Manager:

1. Marketing Strategy Presentation (PowerPoint) – data analysis and media tactics recommendations based on attrition rate and how Consultant will measure and prove recruitment success.
2. Media Plan and Flowchart (PowerPoint and Excel) – comprehensive and detailed media plan with rationale for the recommended tactics and how the plan will achieve our goals. A flowchart will accompany the plan showing the proposed tactics budgets and timing.
3. Media Reporting Document (PowerPoint) – media reporting presentation after each academy media flight. Report to include primary media tactic results and how each tactic contributed to recruitment success.

C. Completion Time: The Consultant must complete the services and deliverable for this task in accordance with whichever one of the following time is marked:

- ☒ On or before the following date: May 31, 2025.
- ☐ On or before ____ Business Days from _____.

Task No. 4: Focused Marketing strategy for specific candidates

A. Services: Consultant will:

1. Focus on diversity of the audience 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.
2. Incorporate specific marketing for youth, students and those considering a career as a San José Police Officer.
3. Implement a comprehensive recruiting marketing plan which will focus on targeting highly qualified individuals in geographical areas specified by SJPd.

B. Deliverable: The Consultant will provide the following to the City's Contract Manager:

1. Marketing Strategy Presentation (PowerPoint) – data analysis and media tactics recommendations based on attrition rate and how Consultant will measure and prove recruitment success.
2. Media Reporting Document (PowerPoint) – media reporting presentation after each academy media flight. Report to include primary media tactic results and how each tactic contributed to recruitment success.

C. Completion Time: The Consultant must complete the services and deliverable for this task in accordance with whichever one of the following time is marked:

- ☒ On or before the following date: May 31, 2025.
- ☐ On or before ____ Business Days from _____.

EXHIBIT B: COMPENSATION

Section 1 – Compensation Table

Part 1 – Compensation for Basic Services						
Column 1	Column 2		Column 3			Column 4
Task Nos.	Basis of Compensation		Invoice Period			Compensation
1-4	<input checked="" type="checkbox"/> Time & Materials	<input type="checkbox"/> Fixed Fee	<input checked="" type="checkbox"/> Monthly	<input type="checkbox"/> Completion of Task(s)	<input type="checkbox"/> Completion of Work	\$300,000.00
	<input type="checkbox"/> Time & Materials	<input type="checkbox"/> Fixed Fee	<input type="checkbox"/> Monthly	<input type="checkbox"/> Completion of Task(s)	<input type="checkbox"/> Completion of Work	\$
	<input type="checkbox"/> Time & Materials	<input type="checkbox"/> Fixed Fee	<input type="checkbox"/> Monthly	<input type="checkbox"/> Completion of Task(s)	<input type="checkbox"/> Completion of Work	\$
	<input type="checkbox"/> Time & Materials	<input type="checkbox"/> Fixed Fee	<input type="checkbox"/> Monthly	<input type="checkbox"/> Completion of Task(s)	<input type="checkbox"/> Completion of Work	\$
Part 2 – Reimbursable Expenses						
<input checked="" type="checkbox"/> No expenses are separately reimbursable. The amount(s) in Column 4 of Part 1 include(s) payment for all expenses.			<input type="checkbox"/> Expenses are separately reimbursable in accordance with Subsection 10.5 of this Agreement. The maximum amount of reimbursable expenses is:			\$0
Part 3 – Subconsultant Costs						
<input checked="" type="checkbox"/> Subconsultant costs are not separately compensable. The amount(s) in Column 4 of Part 1 include(s) payment for subconsultants.			<input type="checkbox"/> Subconsultant costs are separately compensable in accordance with Subsection 10.6 of this Agreement. The maximum amount of compensation for subconsultant costs is:			\$0
Part 4 – Additional Services						
<input checked="" type="checkbox"/> No money is budgeted for Additional Services, and the Director can not authorize any Additional Services.			<input type="checkbox"/> The Director may authorize the Consultant to perform Additional Services up to the following maximum amount:			\$0
Maximum Total Compensation (sum of Parts 1 through 4) (Initial Term):						\$300,000.00

Maximum Total Compensation (sum of Parts 1 through 4) (Initial Term and Option Terms):	\$1,100,000
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Section 2 – Schedule of Rates and Charges

- ☐ **Omitted.** No Schedule of Rates and Charges is included because the City will not be compensating the Consultant for any Basic Services on a “time & materials” basis.
- ☒ The following is the Schedule of Rates and Charges applicable to this Agreement:

Term: 2024-2025 (YEAR 1) (Initial Term)

Categories	Estimated Quantity	Unit Cost	Total Estimated Cost	Comments
Implementation of Comprehensive Marketing & Recruitment Strategy, (one-time fee)	1	\$ 250,000.00	\$ 250,000.00	Design new brand. Produce all New Video/Photo Content. Build new recruiting website
Internet Advertising (assumes once per month)	8	\$ 4,150.00	\$ 33,200.00	
Website banner advertising (assumes once per month)	8	\$ 2,100.00	\$ 16,800.00	
Radio Advertising (assumes twice per month)	0	\$ -	\$ -	
Travel Expenses (if any, itemize on separate sheet)	0	\$ -	\$ -	
Recruitment Event Promotion (as needed)	0	\$ -	\$ -	
Billboard Advertising	0	\$ -	\$ -	
Subtotal Year 1 - Categories			\$ 300,000.00	

Supplemental Services (if required)	Estimated Hours	Rate (\$)	Total Estimated Cost (\$)	Comments
A. Option 1: Blended Rates (for example)				
Media			\$ -	
Labor			\$ -	

Form Name: Standard Consultant Agreement (Non-Capital Projects)

Exhibit B – Compensation

Form/File No.: 1348123_4/T-32026

City Attorney Approval Date: May 2023

Page: 2 of __

B. Option 2: Hourly Rates by labor classification (for example)				
Administrative			\$ -	
Art/Creative Director			\$ -	
Copywriter			\$ -	
Graphic Designer			\$ -	
Interactive Digital Media			\$ -	
Market Research			\$ -	
Public and Media Relations			\$ -	
Translation Services			\$ -	
Subtotal Year 1 - Supplemental Services			\$ -	
Grand Total Year 1			\$ 300,000.00	

Term: 2025-2026 (YEAR 2) (Option Term 1)

Categories	Estimated Quantity	Unit Cost	Total Estimated Cost	Comments
Internet Advertising (assumes once per month)	12	\$ 5,500.00	\$ 66,000.00	
Website banner advertising (assumes once per month)	12	\$ 4,000.00	\$ 48,000.00	
Radio Advertising (assumes twice per month)	0		\$ -	
Travel Expenses (if any, itemize on separate sheet)	0		\$ -	
Recruitment Event Promotion (as needed)	0		\$ -	
Billboard Advertising	1	\$ 26,000.00	\$ 26,000.00	
Subtotal Year 2 - Categories			\$ 140,000.00	
Supplemental Services (if required)	Estimated Hours	Daily Rate (\$)	Total Estimated Cost (\$)	Comments
A. Option 1: Blended Rates (for example)				
Media			\$ -	
Labor	240	250	\$ 60,000.00	Admin all campaigns
B. Option 2: Hourly Rates by labor classification (for example)				
Administrative			\$ -	
Art/Creative Director			\$ -	
Copywriter			\$ -	
Graphic Designer			\$ -	
Interactive Digital Media			\$ -	
Market Research			\$ -	
Public and Media Relations			\$ -	
Translation Services			\$ -	
Subtotal Year 2 - Supplemental Services			\$ 60,000.00	
Grand Total Year 2			\$ 200,000.00	

Term: 2026-2027 (YEAR 3) (Option Term 2)

Categories	Estimated Quantity	Unit Cost	Total Estimated Cost	Comments
Internet Advertising (assumes once per month)	12	\$ 5,000.00	\$ 60,000.00	
Website banner advertising (assumes once per month)	0	\$ -	\$ -	
Radio Advertising (assumes twice per month)	4	\$ 5,000.00	\$ 20,000.00	
Travel Expenses (if any, itemize on separate sheet)	0		\$ -	
Recruitment Event Promotion (as needed)	0		\$ -	
Billboard Advertising	0		\$ -	
Subtotal Year 3 - Categories			\$ 80,000.00	

Supplemental Services (if required)	Estimated Hours	Daily Rate (\$)	Total Estimated Cost (\$)	Comments
A. Option 1: Blended Rates (for example)				
Media	150	500	\$ 75,000.00	Produce New Videos/Photo Content
Labor	180	250	\$ 45,000.00	Admin All Campaigns
B. Option 2: Hourly Rates by labor classification (for example)				
Administrative			\$ -	
Art/Creative Director			\$ -	
Copywriter			\$ -	
Graphic Designer			\$ -	
Interactive Digital Media			\$ -	
Market Research			\$ -	
Public and Media Relations			\$ -	
Translation Services			\$ -	
Subtotal Year 3 - Supplemental Services			\$ 120,000.00	
Grand Total Year 3			\$ 200,000.00	

Term: 2027-2028 (YEAR 4) (Option Term 3)

Categories	Estimated Quantity	Unit Cost	Total Estimated Cost	Comments
Internet Advertising (assumes once per month)	12	\$ 6,000.00	\$ 72,000.00	
Website banner advertising (assumes once per month)	12	\$ 4,000.00	\$ 48,000.00	
Radio Advertising (assumes twice per month)	4	\$ 5,000.00	\$ 20,000.00	
Travel Expenses (if any, itemize on separate sheet)	0		\$ -	
Recruitment Event Promotion (as needed)	0		\$ -	
Billboard Advertising	0		\$ -	
Subtotal Year 4 - Categories			\$ 140,000.00	

Supplemental Services (if required)	Estimated Hours	Daily Rate (\$)	Total Estimated Cost (\$)	Comments
A. Option 1: Blended Rates (for example)				
Media			\$ -	
Labor	240	250	\$ 60,000.00	Admin All Campaigns
B. Option 2: Hourly Rates by labor classification (for example)				
Administrative			\$ -	
Art/Creative Director			\$ -	
Copywriter			\$ -	
Graphic Designer			\$ -	
Interactive Digital Media			\$ -	
Market Research			\$ -	
Public and Media Relations			\$ -	
Translation Services			\$ -	
Subtotal Year 4 - Supplemental Services			\$ 60,000.00	
Grand Total Year 4			\$ 200,000.00	

Term: 2028-2029 (YEAR 5) (Option Term 4)

Categories	Estimated Quantity	Unit Cost	Total Estimated Cost	Comments
Internet Advertising (assumes once per month)	12	\$ 5,000.00	\$ 60,000.00	
Website banner advertising (assumes once per month)	12	\$ 2,500.00	\$ 30,000.00	
Radio Advertising (assumes twice per month)	12		\$ -	
Travel Expenses (if any, itemize on separate sheet)	4		\$ -	
Recruitment Event Promotion (as needed)	5		\$ -	
Billboard Advertising	2	\$ 25,000.00	\$ 50,000.00	
Subtotal Year 5 - Categories			\$ 140,000.00	

Supplemental Services (if required)	Estimated Hours	Daily Rate (\$)	Total Estimated Cost (\$)	Comments
A. Option 1: Blended Rates (for example)				
Media			\$ -	
Labor	240	250	\$ 60,000.00	Admin All Campaigns
B. Option 2: Hourly Rates by labor classification (for example)				
Administrative			\$ -	
Art/Creative Director			\$ -	
Copywriter			\$ -	
Graphic Designer			\$ -	
Interactive Digital Media			\$ -	
Market Research			\$ -	
Public and Media Relations			\$ -	
Translation Services			\$ -	
Subtotal Year 5 - Supplemental Services			\$ 60,000.00	
Grand Total Year 5			\$ 200,000.00	

EXHIBIT C

INSURANCE REQUIREMENTS

CONSULTANT, at CONSULTANT's sole cost and expense, shall procure and maintain for the duration of this AGREEMENT insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance of the services hereunder by CONSULTANT, its agents, representatives, employees or subcontractors.

A. Minimum Scope of Insurance

Coverage shall be at least as broad as:

1. The coverage provided by Insurance Services Office Commercial General Liability coverage ("occurrence") Form Number CG 0001; and
2. The coverage provided by Insurance Services Office Form Number CA 0001 covering Automobile Liability. Coverage shall be included for all owned, non-owned and hired automobiles; and
3. Workers' Compensation insurance as required by the California Labor Code and Employers Liability insurance; and
4. Professional Liability Errors and Omissions insurance appropriate to CONSULTANT's profession.

There shall be no endorsement reducing the scope of coverage required above unless approved by the CITY's Risk Manager.

B. Minimum Limits of Insurance

CONSULTANT shall maintain limits no less than:

1. Commercial General Liability: \$1,000,000 per occurrence for bodily injury, personal injury and property damage. If Commercial Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit; and
2. Automobile Liability: \$1,000,000 combined single limit per accident for bodily injury and property damage; and

3. Workers' Compensation and Employers Liability: Workers' Compensation limits as required by the California Labor Code and Employers Liability limits of \$1,000,000 per accident; and
4. Professional Liability Errors and Omissions: \$1,000,000 per claim and \$1,000,000 aggregate.

Any limits requirement may be met with any combination of primary and excess coverage so long as the excess coverage is written on a "follow form" or umbrella basis.

C. Deductibles and Self-Insured Retentions

Any deductibles or self-insured retentions must be declared to, and approved by CITY's Risk Manager.

D. Other Insurance Provisions

The policies are to contain, or be endorsed to contain, the following provisions:

1. Commercial General Liability and Automobile Liability Coverages
 - a. The City of San Jose, its officers, employees and agents are to be covered as additional insureds as respects: Liability arising out of activities performed by or on behalf of, CONSULTANT; products and completed operations of CONSULTANT; premises owned, leased or used by CONSULTANT; and automobiles owned, leased, hired or borrowed by CONSULTANT. The coverage shall contain no special limitations on the scope of protection afforded to CITY, its officers, employees and agents.
 - b. CONSULTANT's insurance coverage shall be primary insurance as respects CITY, its officers, employees, and agents. Any insurance or self-insurance maintained by CITY, its officers, employees, or agents shall be excess of CONSULTANT's insurance and shall not contribute with it.
 - c. Any failure to comply with reporting provisions of the policies by CONSULTANT shall not affect coverage provided CITY, its officers, employees, or agents.
 - d. Coverage shall state that CONSULTANT's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.
 - e. Coverage shall contain a waiver of subrogation in favor of the CITY, its officers, employees, and agents.

2. Workers' Compensation and Employers' Liability

Coverage shall contain waiver of subrogation in favor of the CITY, its officers, employees, and agents.

3. Claims Made Coverages

If coverage is obtained on a "claims made" policy form, the retroactive date shall precede the date services were initiated with the CITY and the coverage shall be maintained for a period of three (3) years after termination of services under this Agreement.

4. All Coverages

Each insurance policy required by this AGREEMENT shall be endorsed to state that coverage shall not be suspended, voided, cancelled, or reduced in limits except after thirty (30) days' prior written notice has been given to CITY, except that ten (10) days' prior written notice shall apply in the event of cancellation for nonpayment of premium.

E. Acceptability of Insurers

Insurance is to be placed with insurers acceptable to CITY's Risk Manager.

F. Verification of Coverage

CONSULTANT shall furnish CITY with certificates of insurance and endorsements affecting coverage required by this AGREEMENT. The certificates and endorsements for each insurance policy are to be signed by a person authorized by that insurer to bind coverage on its behalf.

Proof of insurance shall be emailed in pdf format to: Riskmgmt@sanjoseca.gov:

Certificate Holder
City of San Jose—Finance
Risk Management & Insurance
200 East Santa Clara Street, 14th Floor Tower
San Jose, CA 95113-1905

G. Subcontractors

CONSULTANT SHALL INCLUDE ALL SUBCONTRACTORS OR SUBCONSULTANTS AS INSURED UNDER ITS POLICIES OR SHALL OBTAIN SEPARATE CERTIFICATES AND ENDORSEMENTS FOR EACH SUBCONTRACTOR

EXHIBIT D: NOTICE OF EXERCISE OF OPTION TO EXTEND AGREEMENT

AGREEMENT TITLE: DATE:	
CONSULTANT Name: Address: Email:	
DATE OF OPTION:	

(date the notice is sent must be consistent with the time for exercise set forth in Agreement)

Pursuant to Section 2.2 of the Agreement referenced above, the City of San José ("City") hereby exercises its option to extend the term under the following provisions:

OPTION NO.	
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NEW OPTION TERM

Begin Date:	
End Date:	

MAXIMUM COMPENSATION for New Option Term:	
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For the option term exercised by this Notice, City shall pay Consultant an amount not to exceed the amount set forth above for Consultant's services and reimbursable expenses, if any. The undersigned signing on behalf of the City hereby certifies that an unexpended appropriation is available for the term exercised by this Notice, and that funds are available as of the date of this signature.

CITY OF SAN JOSE a municipal corporation By Name: Title:
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