



Office of the City Manager

CONSENT CALENDAR
April 25, 2023

To: Honorable Mayor and Members of the City Council
 From: Dee Williams-Ridley, City Manager
 Submitted by: Jennifer Louis, Interim Chief of Police
 Subject: Contract No. 31900207 Amendment: Recruiting, Advertising, and Marketing Strategy for the Berkeley Police Department

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute an amendment, and any follow up amendments to Contract No. 31900207 with Epic Recruiting for continued recruiting, advertising and marketing strategies, increasing the amount by \$100,000 for a total contract amount not-to-exceed \$410,000 and extending the term through April 30, 2024.

FISCAL IMPACTS OF RECOMMENDATION

The Berkeley Police Department is requesting authority to extend the current contract and increase the contract amount to \$410,000. This amendment will allow the BPD to continue the police recruiting campaign through FY 2024. Funds for this contract are available within the BPD General Fund Budget Code: 011-71-704-816-0000-000-421-612990.

CURRENT SITUATION AND ITS EFFECTS

This request will allow BPD to prioritize marketing and branding in order to recruit the best qualified police candidates, which aligns with the first priority area, Recruiting for Talent (Marketing & Branding), on the City Manager's Employer of Choice Roadmap.

On February 19, 2019, the City Council adopted Resolution No. 68,758 authorizing the City Manager to execute a contract with Epic Recruiting to provide a digital marketing campaign in support of recruiting police and professional staff for the Berkeley Police Department. The contract has provided the Police Department with a professional recruiting website; cinema quality recruitment video production; branding design and photography; search engine optimization, development and launch of recruiting social media accounts; strategic ad placement campaigns using sites such as Google, YouTube, Facebook, and Instagram; assistance with posting and engaging on social media; website data analytics; a job fair booth banner, 500 recruiting pamphlets and monthly performance reports since the launch of the digital marketing campaign in September 2019.

The Berkeley Police Department must continue to be diligent and creative with its recruiting efforts in order to fill current and anticipated police and professional staff vacancies. In 2022, over 54,000 users clicked on our advertisement displayed in search engines and on all major social media platforms. Of the 54,000 users that visited the Berkeley Police Department recruitment website, approximately 4,491 users stayed and browsed the webpage. 1,718 went to the Berkeley recruitment website and clicked on *Apply Now* and provided personal contact information to Berkeley Police recruiters. Numerous prospects have mentioned Epic's digital marketing campaign as a significant factor in considering employment at BPD.

BACKGROUND

On December 7, 2018 the City of Berkeley issued Request for Proposal No. 19-11276 for a Recruiting Advertising and Marketing Strategy for the Berkeley Police Department. After receiving four bidders, staff selected Epic Recruiting as the proposal that best met the criteria contained in the RFP.

Epic Recruiting is a digital marketing firm, and recently focuses their work towards providing online police organization recruiting services. Unlike other recruiting agencies, Epic targets the next generation of law enforcement and supports our efforts to improve and modernize existing hiring strategies. Epic uses online technologies and strategies such as online search, recruitment videos, and social networking. Professional recruitment videos for both sworn and professional employees produced by Epic can be placed on electronic billboards and on social media for a good return on investment.

This contract is a Strategic Plan Priority Project, advancing our goal to attract and retain a talented and diverse City government workforce.

The Scope of Services for the existing contract will be fulfilled in April 2023 at the conclusion of the current contract with EPIC. Additional services are required in order to continue to support recruiting efforts through an online media presence.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

There are positive environmental impacts as the majority of the interactions take place online and with digital products which minimize the use of various print media.

RATIONALE FOR RECOMMENDATION

The law enforcement job market is extremely competitive, with agencies across the region, state, and country aggressively recruiting the best qualified candidates from a limited pool of applicants. The Berkeley Police Department has become far more competitive and agile in its recruitment efforts, in no small part due to improved recruiting efforts by using the specialty services of Epic Recruiting. Innovative Police Officer and Public Safety Dispatcher recruiting strategies are the cornerstone for reaching and soliciting potential candidates. By continuing our digital marketing and

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social media advertising campaigns, the department will have a greater chance to share unique aspects of our department and our community, and highlight professional and desirable opportunities for those considering joining the department. We will remain highly competitive in our recruitment and hiring efforts, with the ultimate goal of attracting highly qualified individuals whose interests and ambitions resonate with the messages we convey. Extending the contract to April 30, 2024 will allow us to continue to recruit qualified candidates in this competitive environment.

ALTERNATIVE ACTIONS CONSIDERED

To not extend the contract, which would leave BPD staff without strategic advertising placement, and require staff to navigate and manage social media channels and our recruiting website without the specialized support of a professional marketing firm. There would be no digital marketing or strategic ad placement, thereby returning recruiting strategies to the less effective means used in the past.

CONTACT PERSON

Peter Lee, Sergeant, Police, 510-981-5734

Attachments:

1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT NO. 31900207 AMENDMENT: EPIC RECRUITING FOR RECRUITING,
ADVERTISING, AND MARKETING STRATEGY FOR THE BERKELEY POLICE
DEPARTMENT

WHEREAS, Epic Recruiting has provided professional, cinema quality recruiting videos, developed social media and recruiting products, and provides specialized online police recruiting services for the Berkeley Police Department; and

WHEREAS, the Berkeley Police Department has had an increase in the number of potential applicant contacts through Epic Recruiting's branding and marketing strategies; and

WHEREAS, in 2018, four prospective vendors submitted proposals in response to the RFP to provide Recruiting Advertising and Marketing Strategies; and

WHEREAS, Epic Recruiting was ranked highest by the selection panel as the vendor that best met the criteria listed in the RFP; and

WHEREAS, June 17, 2019, the City entered into a contract with Epic Recruiting to provide the Berkeley Police Department with web design, video production, photography, branding, and social media/digital marketing with the goal of increasing the number of qualified recruit and lateral applicants; and

WHEREAS, the Scope of Services for the contract will be fully met on April 30, 2023, and is approaching the authorized not to exceed amount of \$310,000, and additional advertising and recruiting services are required to fill Police Department vacancies; and

WHEREAS, The Berkeley Police Department is requesting authority to extend the current contract and increase the contract amount to \$410,000. This amendment will allow the BPD to continue the police recruiting campaign through FY 2024. Funds for this contract will be allocated in BPD General Fund Budget Code: 011-71-704-816-0000-000-421-612990.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is hereby authorized to execute an amendment, and any follow up amendments to Contract No. 31900207 with Epic Recruiting for continued recruiting, advertising and marketing strategies, increasing the amount by \$100,000 for a total contract amount not-to-exceed \$410,000 and extending the term through April 30, 2024.