



Office of the City Manager

CONSENT CALENDAR  
February 19, 2019

To: Honorable Mayor and Members of the City Council  
 From: Dee Williams-Ridley, City Manager  
 Submitted by: Andrew Greenwood, Chief of Police  
 Subject: Contract: Recruiting Advertising and Marketing Strategy for the Berkeley Police Department

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a police recruiting and marketing strategy contract with Epic Recruiting, in an amount not to exceed \$100,000 for a one year period.

The services provided in the contract are designed to assist the Berkeley Police Department with website design, video production, photography, branding, and social media/digital marketing with the goal of increasing the number of qualified recruit and lateral applicants.

FISCAL IMPACTS OF RECOMMENDATION

Funds for this contract are allocated in FY 2019 General Fund budget code: 011-71-704-816-0000-000-421-612990.

CURRENT SITUATION AND ITS EFFECTS

The Berkeley Police Department, like many other law enforcement agencies around the nation, has struggled in recent years to attract sufficient qualified applicants. One of the most challenging internal issues facing agencies is recruiting, selecting, and retaining both sworn and professional staff. Given the current climate of the law enforcement profession, recruiting the next generation of police officers has proven to be more difficult than ever. Bay Area law enforcement agencies are competing for the same diminishing pool of applicants.

Our current hiring process consists of posting job announcements on the City of Berkeley website, and other local media outlets. Career and job fairs have been the cornerstone of police recruiting efforts. The Department has continued to use these and other outreach strategies to attract candidates, such as advertising in magazines, professional social networking, traditional job fairs, and proactive community partnerships. The fact remains that the Berkeley Police Department continues to struggle with losing police officers either to other agencies or due to retirement. Recruiting and retaining quality officers and professional staff is an issue that needs to

be solved by creative solutions. We must expand our recruitment efforts to hire qualified personnel who are diverse and reflective of our community.

### 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 solely dedicated to online police organization recruiting services. Unlike other recruiting agencies, Epic targets the next generation of law enforcement and caters to improving and modernizing 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.

A recruiting website is a 24-hour, nationwide job fair machine that never stops. In addition, a properly marketed and dedicated website increases recruitment of the types of applicants and recruits we want because it is marketed to a certain audience. It is also designed to not just highlight our department but will be developed to specifically appeal to the type of officers and professional staff we want, need, and desire in our organization.

Epic Recruiting contains the skill set of an advertising agency, a video production company, and a web development firm, all in a single entity designed to serve the law enforcement community. They use no sub-contractors or outsourcing of any kind. Every aspect of the Berkeley Police Department recruitment campaign will be handled by an Epic staff member, from project management, to web design, to the production crew that films recruiting videos.

### ENVIRONMENTAL SUSTAINABILITY

There are no identifiable environmental effects or opportunities associated with the subject of this report.

### RATIONALE FOR RECOMMENDATION

The selection panel awarded Epic Recruiting the highest points based on the criteria established in the RFP; furthermore this vendor comes highly recommended by their current and former clients. While Epic Recruiting did not offer the lowest bid for services, the evaluation team selected the company which provided the best value and service based on the overall scope of services.

Contract: Epic Recruiting for Recruiting Advertising  
and Marketing Strategy for the Berkeley Police Department

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ALTERNATIVE ACTIONS CONSIDERED

None.

CONTACT PERSON

Jen Tate, Sergeant, Police, 510-981-5734

Attachments:

1: Resolution

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

CONTRACT: EPIC RECRUITING FOR RECRUITING ADVERTISING AND  
MARKETING STRATEGY FOR THE BERKELEY PD

WHEREAS, on December 7, 2018, the City of Berkeley issued Request for Proposal No. 19-11277 for a recruiting advertising and marketing strategy for the Police Department; and

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

WHEREAS, key stakeholders comprised the selection panel, which evaluated the proposals; 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, funds for this contract have been allocated in FY 2019 Police Department 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 a contract and any amendments with Epic Recruiting to provide recruiting advertising and marketing strategies over a one year period not to exceed \$100,000.