

DATE: September 12, 2022 (UPDATED SEPTEMBER 13, 2022)

REQUEST FOR PROPOSALS

The City of Desert Hot Springs requests proposals from qualified professional recruiting consultants who possess the skill set of a recruiting agency, incorporating marketing and advertising, video production, and web development, all in a single entity with a specific focus on law enforcement. The City will accept sealed proposals for "RFP - Police Officer Recruiting and Advertising for the Desert Hot Springs Police Department (DHSPD)" until 2:00 p.m., (PST) on October 10th, 2022.

All questions/requests for information regarding this RFP must be submitted via email to dporras@cityofdhs.org by 5:00 p.m. on October 3rd, 2022 to allow staff sufficient time to respond to questions deemed appropriate. Please submit all questions/requests for information in bulk (e.g., in a Word document attachment to an email) to limit the total number of emails received.

Copies of this request may be obtained from the City's website at www.cityofdhs.org

PURPOSE & OVERVIEW

The City of Desert Hot Springs Police Department (DHSPD) is requesting proposals from qualified service providers (Firms) to develop and implement recruiting services to attract qualified and diverse police officer candidates.

The Firm will develop and implement a multifaceted recruitment and advertising strategy that incorporates video production and professional photography, website design and hosting (or arranging for hosting) of an DHSPD recruitment website and be responsible for digital advertising across a variety of platforms.

MINIMUM FIRM AND PROPOSAL QUALIFICATIONS:

Firms must demonstrate that they have the resources and capability to provide the materials and services as described herein. All firms must submit the documentation indicated below within their proposal. Failure to provide any of the required documentation may be cause for proposal to be deemed non-responsible and rejected.

The written proposal shall, at a minimum, include the following information to be eligible for this contract:

1. **Firm's Name** – The firm's name and contact person, together with the address, telephone number, and email address of the office from which the services will be provided. Corporate office information shall also be provided if applicable.

2. **Brief History** – A brief history of the firm (limit two pages), including organization structure, location of management, and evidence that the firm is authorized to do business in the State of California.
3. **Examples** – Examples of at least three (3) comparable projects with similar scope in design and operation in progress or completed within the past five years for other police agencies.
4. **Time Frame** - Time frame in which deliverables of the project as defined within this RFP can be completed, including the approach to the project and any unusual problems anticipated.
5. **Capacity and Capability** – The capacity and capability of the firm to perform the work within the time limitations indicated.
6. **References** – A list of references that the City may contact to assist in the evaluation of your past performance. For each reference listed the information provided should consist of the following:
 - Name and mailing address of the governmental entity.
 - Name and telephone number of your contact person within said governmental entity.
7. **Thoroughness and conformity** - The thoroughness and conformity of the proposal package and cost of services to complete the Scope of Work identified in Exhibit A.
8. **Estimate** – Provide an estimate and compensation schedule on the Scope of Work as outlined in Exhibit A and a proposed fee schedule. Please understand all proposals will be evaluated based on the Scope of Work, Exhibit A, established herein. It is the responsibility of the submitter to review and understand all the requirements in the Scope of Work. During the evaluation process, the City reserves the right, where it may serve the City's best interest, to request additional information or clarification from proposing firms, or to allow corrections of errors or omissions.
9. **Financials** – Availability of financial and operating resources as required to complete the work.
10. **Statutory Ordinance** – The ability of the firm to meet statutory or ordinance requirements.
11. **Additional Information** – Any additional information that you feel will be beneficial to the City in evaluating your qualifications to provide in response to the RFP.

Proposal Format:

Please submit your proposal via email with subject "RFP - Police Officer Recruiting and Advertising for the Desert Hot Springs Police Department" to Daniel Porras, Assistant City Manager, at dporras@cityofdhs.org by 2:00PM Monday October 10th, 2022.

If you have any questions regarding this Request For Proposal, please contact Daniel Porras at (760) 329-6411 ext. 107.

INSTRUCTIONS, CONDITIONS, AND LEGAL REQUIRMENTS:

1. Contractor shall provide an email with attachment of the proposal. The City of Desert Hot Springs has outlined the requirements herein in as much detail as is currently known. Please provide any exceptions, additional information, or suggestions that will aid in the City's selection process (attachments are acceptable).
2. The Firm shall defend, indemnify, and hold the City of Desert Hot Springs, its officers, agents, volunteers, and employees free and harmless from all causes of action or claims of damages arising out of or related to the Firm's performance under this contract.
3. The City reserves the right to negotiate terms and scope of work with the highest ranked Firm. If an agreement cannot be negotiated the City reserves the right to negotiate with any other firm.
4. Selected Firm is required to comply with all existing State and Federal labor laws. If the Firm out-sources any work or job to a sub-Contractor/Consultant, it will be the prime Firm's responsibility to ensure that all sub-Contractors/Consultants meet the requirements as stated in this RFP.
5. A contract will be awarded to the most qualified Firm. Although price is of prime consideration, it is not the sole determining factor. The City reserves the right to select the appropriate firm based on the most qualified proposal. The determination of the most qualified and most competitively priced proposal may involve all or some of the following factors: price, thoroughness of the proposal package, previous experience and performance; conformity to scope of work in Exhibit A; financial ability to fulfill the contract; ability to meet scope of work; terms of payment; compatibility, as required; number of sub- Contractors/Consultants the main firm may need to employ for out-sourced work; other costs; and other objectives and accountable factors which are reasonable. The City reserves the right to select a Firm to perform all of the work identified in the RFP, or only selected portions based on price and/or other factors.
6. Before execution of the contract, the selected Firm is obligated to provide evidence of liability insurance to include: Worker's Compensation, General Liability, and Automobile Liability of \$1,000,000 per occurrence, \$2,000,000 aggregate.
7. The successful Firm shall be an independent contractor, and nothing shall be construed to cause the Firm to be deemed or represent itself as an agent or employee of the City.
8. Any evidence of agreement or collusion among Firm acting illegally to restrain freedom of competition by agreement to propose a fixed price, or otherwise, will render the proposal of such Firm void.

9. Firm agrees that all service by the Firm shall be to the satisfaction of authorized City personnel. In the event that the Firm defaults on performance of any of these requirements, then the City shall have the right to terminate this agreement upon thirty (30) days written notice delivered to the Firm by certified mail or courier. Termination of the contract will not relieve the Firm of any liability to the City for damages sustained by the City because of any breach of contract by the Firm, and the City may withhold any payments to the Firm until such time as the exact amount of damages due the City from the Firm is determined.
10. The term of the contract shall commence upon execution by the City Council or authorized City representative and continue through a date to be determined. The City reserves the option to extend the contract(s) under the same terms and conditions for a maximum of two (2) additional years at current price levels.
11. The contract between Firm and the City is non-transferable. Firm shall under no circumstances assign the agreement without written permission of the City. Firm shall notify the City, in writing, of any change in ownership at least thirty (30) days prior to said change.
12. The standard form of the City's professional services agreement is attached hereto as Exhibit B. The selected Firm will be required to enter into this Agreement. By submitting a proposal, Firm certifies to the City that they have reviewed the Specifications of the RFP and the terms of the agreement and have incorporated all direct and indirect costs of complying with the scope of work and the agreement into the Proposal.
13. The City's terms for payment are net 30 upon receipt of invoice. Firm shall submit invoices between the first and fifteenth business day of each month for services provided in the previous month. Payment shall be made within thirty (30) days of receipt of each invoice as to all undisputed fees.
14. Prohibited Interest – No officer, elected official, or employee of the City of Desert Hot Springs shall have any financial interest, direct or indirect, in this Agreement, the proceeds thereof, the Firm, or Firm's sub-Contractors/Consultants for this project, during his/her tenure or for one year thereafter. The Firm hereby warrants and represents to the City that no officer or employee of the City of Desert Hot Springs has any interest, whether contractual, non-contractual, financial or otherwise, in this transaction, or in the business of the Firm or Firm's sub-Contractors/Consultants on this project. Firm further agrees to notify the City in the event any such interest is discovered whether or not such interest is prohibited by law or this Agreement.
15. The selected Firm Representative must be live scanned (fingerprinted) before execution of an official agreement by the City of Desert Hot Springs Police Department at the Firm's expense.

EVALUATION CRITERIA

A Selection Committee, as designated by the City Manager's Office, will review and score proposals and make a recommendation to City Council. The City reserves the right to reject any/all proposals received and to award the contract to the offeror/bidder that the City believes will offer the best value for the scope of work. Decisions of the selection committee shall be final, subject only to the approval of the City of Desert Hot Springs Manager, Mayor, and City Council.

Proposals will be evaluated according to the following criteria with a maximum score of 100 points:

1. Experience of the firm in connection with services related to the scope of work.

Point Range: 0-30

2. Responsiveness of the written proposal in clearly stating an understanding of the work to be performed, as outlined in the scope of services portion of this request for proposals.

Point Range: 0-25

3. Ease of use for PD employees, other City personnel, and prospective police candidates.

Point Range 0-15

4. Time frame in which the deliverables of this project as defined within this RFP can be completed, including the approach to the project and any unusual problems anticipated.

Point Range: 0-15

5. Adaptability to existing City of Desert Hot Springs IT Infrastructure and Communications requirements.

Point Range: 0-15

Maximum Points: 100

Attachment: Exhibit A

Exhibit A

THE SCOPE OF WORK FOR QUALIFIED RECRUITMENT SERVICES

OBJECTIVES:

The City of Desert Hot Springs requests quotes from qualified professional recruiting consultants who possess the skill set of a recruiting agency, an advertising agency, a video production company, and a web development firm, all in a single entity with a specific focus on law enforcement.

BRAND DEVELOPMENT RESEARCH/STRATEGY

- Present recruiting brand concept
- Meet with leadership to outline goals of campaign
- Evaluate Online platforms for optimum candidate exposure
- Select geographic target locations/opportunities for campaign exposure
- Research Market Trends/Background Research for Dept.
- Outline goals, deliverables and timeline, budget for the project
- Develop and Present 1 Year Recruiting Plan to leadership team

VIDEO/PHOTOGRAPHY

- On location video/photo production
A 2 Minute Police Recruitment Video
Three 60/30/15 Police Recruitment Videos
(6) Social Media Police Recruitment Videos (Content TBD) Department Wide
Photography
- Department Owns all Content

RECRUITMENT WEBSITE

- Design & Build Police Recruitment Website
2 Years Hosting on Secure, Optimized Servers
2 Years Technical Support to Facilitate Content Changes, DHSPD will own website

12 MONTH ONLINE RECRUITING CAMPAIGN

- SEO (Search Engine Optimization) SEM (Search Engine Marketing)