


ADDENDUM NO. 3

DATE: October 25, 2019
TO: All Potential Proposers 
FROM: Julie Smith Maxwell, Procurement Specialist
SUBJECT: Addendum No. 3 – Marketing Campaign for Police Department Personnel Recruitment
BIDS TO BE OPENED: October 31, 2019, at 11:00:00 a.m. Eastern Time

This addendum is being published to respond to questions asked by potential proposers regarding the above-referenced Request for Proposal. This addendum becomes a part of the Contract Document and modifies the original specifications as noted.

Question 1: Does the City have a goal for the number of recruits, in a specific time frame?

Response: The goal is to recruit as many diverse candidates as possible. There is not a defined time frame. This campaign is expected to be structured in such a way that it can be used by the department as a long term brand.

Question 2: Does the City also have a goal for diverse candidates?

Response: As noted in the RFP, the City intends to recruit officers from diverse backgrounds that mirrors and represents our diverse community. There is a high priority on the recruitment of minorities and females.

Question 3: What percent of the campaign does the City envision will be directed to the diverse candidate marketing effort?

Response: There is no defined or specific “percentage” of the campaign devoted to one candidate demographic. The intent is to have a healthy and broad mix throughout the entire campaign.

Question 4: Does the City have specific dates for the commencement and completion of the Scope of Work?

Response: As noted in the RFP, the City anticipates a contract being awarded as soon as practicable following the evaluation of proposals with contract term ending on June 30, 2020.

Question 5: Does a strategic plan exist for the Knoxville Police Department? If so, can the plan be shared with us?

Response: As noted in the RFP, the City seeks a firm to provide strategies to assist with increasing candidate recruitment.

Question 6: Has research been conducted to determine primary reasons why applications and retention has dropped? If so, can this research be shared with us?

Response: The City of Knoxville has not conducted a research campaign. As noted in the RFP, nationally the number of individuals applying for positions with local law enforcement agencies has declined in recent years.

Question 7: Are there stated requirements and/or preferred skills of the ideal police officer in the Knoxville Police Department? If so, can these be shared with us?

Response: Potential Proposers are encouraged to learn more about officer requirements under the below section of the Rules of The Tennessee Peace Officer Standards and Training Commission.

https://www.tn.gov/content/dam/tn/commerce/documents/post/resources/POST_Rules.pdf

Question 8: Are there existing brand guidelines for the Knoxville Police Department? If so, can those be shared with us?

Response: The City seeks a firm with the experience and expertise to provide guidance on a successful brand concept. No guidelines are being provided.

END OF ADDENDUM NO. 3