


ADDENDUM NO. 4

DATE: October 28, 2019

TO: All Potential Proposers 

FROM: Julie Smith Maxwell, Procurement Specialist

SUBJECT: Addendum No. 4 – 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: The electronic submission requirements note that the digital copy must be submitted on a CD. Is a flash drive acceptable?

Response: The City of Knoxville will accept a flash drive.

Question 2: Has the department set goals for the number of new officers it hopes to recruit via the new campaign either in the first year or on an ongoing basis?

Response: See response to question 1 of addendum 3.

Question 3: Understanding that the department wants to reach people of color and women, is there a specific demographic profile the department would like to heavily focus on? Especially concerning age, military service, socioeconomic background, etc.?

Response: The City intends to recruit officers from diverse backgrounds that mirrors and represents our diverse community so that the demographic profile of the department would represent the demographics of the community it serves.

Question 4: Is there a preference toward new academy / cadet recruits versus recruiting candidates from other law enforcement departments?

Response: The City recruits equally.

Question 5: Can you confirm that the proposal should include pricing for research, creative and plan development, and should not include costs associated with media buys?

Response: Confirmed.

Question 6: Will the chosen firm be developing a new brand identity for the KPD as a whole, which will be used beyond the campaign? Or will the new brand identity be specifically to coincide with the campaign?

Response: This procurement is intended for recruitment efforts. However, as noted in the RFP, all content provided by the selected firm shall be the property of the City of Knoxville and the Knoxville Police Department. The City shall own the designs and shall utilize those designs, images, slogans, etc. as the City deems appropriate.

Question 7: How do most current recruits find out about joining the police force?

Response: Avenues in which recruits learn of employment opportunities include, but are not limited to: other officers, recruiter, job fairs, military base visits, radio, social media, and media appearances.

Question 8: How many come into the police force annually directly from high school?

Response: Recent high school graduates ranging from ages 18 – 22 are allowed to join the department as Cadets. There are limited number of openings in the Cadet program and these members are civilian employees. Police recruits must be 21 years of age. Only police recruits are permitted to attend the police academy.

Question 9: How many come into the police force after serving as a cadet in college?

Response: The City has a limited number of cadet vacancies, but the majority of KPD cadets do become recruits.

Question 10: How many enroll into the cadent program, and what is the retention rate of those that go into the police force?

Response: This number varies.

Question 11: The RFP mentions a new identity. Is this identity going to be on the side of the police cars and on police uniform apparel? Will the logo go onto the police badge? OR is it simply a campaign theme that really simply is visualized in a logo that lives in a TV commercial or social media?

Response: See response to question 6.

Question 12: What logo does the police force marketing currently use? Why is it important to change the logo? Is it more important to create the compelling campaign than a new identity?

Response: The department logo is the department uniform patch. This campaign is not intended to change the department logo. This campaign is intended to create a brand for recruitment efforts.

Question 13: How many new officers do you want to recruit in the next 12 months?

Response: See response to question 1 of addendum 3.

Question 14: Do you have any research you could share on why people join the police force in Knoxville?

Response: The City of Knoxville has not conducted a research campaign.

Question 15: What motivates them?

Response: See response to question 14.

Question 16: Do those motivations differ for minorities that join the police force?

Response: See response to question 14.

Question 17: The RFP mentions that the police marketing team will take on the task of building out the campaign. Does that mean that if the selected agency provides paid media placement recommendations, such as a billboard placement for 6-months starting in January 2020, then your team would take the media plan and directly place the media without any support of the advertising agency?

Response: During the term of the contract, the City intends to work closely with the advertising agency for designs to be used on billboards and encourage guidance from the selected firm on billboard placement and best plan for implementation. The City intends to contract the actual billboard purchase directly with the billboard company without the assistance of the advertising agency.

Question 18: Could you be more clear about the dollars, estimates regarding media? Could you clearly define exactly the dollar amount dedicated to creating the videos and any other creative assets?

Response: See responses to questions 1 and 2 of addendum 1.

Question 19: Could you be more clear in identifying exactly how many dollars you want dedicated to the media plan (the dollars you want to invest in placing the creative - for example, the cost for the media buy you would pay Lamar advertising for placing a billboard on I-40). What is that total amount for the separate media spend?

Response: There is no defined or specific funding amount dedicated to the media plan. See responses to questions 1 and 2 of addendum 1.

Question 20: What have you spent in the past for media buys and where were those?

Response: The City has not put considerable funding into recruitment advertising in recent years. This campaign will be the City's first effort towards creating a brand.

Question 21: Could you share prior examples of videos and creative?

Response: The City is seeking a firm to provide these items.

Question 22: The New Zealand police force brings a sense of humor to their videos and campaigns, and the Baltimore police force brings in city pride. Do you have a sense of where you want this recruitment campaign to lean creatively?

Response: The City seeks a firm with the experience and expertise to provide guidance on a successful brand concept. The City does not provide a preference. Proposers are encouraged to make recommendations.

Question 23: Is public relations factored into this campaign? For example, would you be interested in a portion of these funds dedicated to getting positive recruitment stories into local media regularly?

Response: See response to question 22.

Question 24: Would your team create the print ads or collateral or other digital materials?

Response: As noted on page 7 of the RFP, "Selected firm shall be responsible for the development and production of designs, images, videos, and brand. Costs for items purchased using the designs/images and videos, such as billboards, printed materials, commercial run times, etc. shall be borne by the Department. All advertising shall be implemented by the City."

Question 25: If we suggest the campaign needs a website landing page different from the current city police website, are there any restrictions or regulations to either do or not do that?

Response: The City will not consider a separate website landing page.

Question 26: What are the goals and objectives of the recruitment campaign?

Response: The goal of the recruitment campaign is to increase recruiting of law enforcement officers and provide creative solutions to solve the issue of recruiting and retaining quality officers.

Question 27: What is the current retention rate of police officers and average tenure?

Response: This data is not readily available. Upon request, this can be made available to the contracted firm.

Question 28: What is the proposed timeline for this campaign?

Response: See response to question 1 of addendum 3.

Question 29: Do you consider this a regional or national recruitment campaign in scope?

Response: This has yet to be determined.

Question 30: What KPIs have you assigned to measure success for a recruitment campaign/what does success look like?

Response: This has yet to be determined.

Question 31: Regarding media, will the media recommendation you request be used for evaluation purposes only?

Response: The selected firm shall design an advertising plan and provide recommendations for implementation, however, implementation of the plan shall be at the sole discretion of the City.

Question 32: Please clarify "Gmail Email Campaign." Are you referencing email marketing in general? Or a specific platform?

Response: See response to question 3 of addendum 2.

Question 33: Define the extent of social media management required or will that be done in-house?

Response: In-house

Question 34: Re: "All items required in the specifications must be included in the total proposal price." Are the "specifications" referring to the work tasks detailed in section V. Scope of Services, or are there other specifications that must be included in the total proposed price?

Response: Yes. Specifications are the items noted in the scope of services.

Question 35: Does the City of Knoxville have any requirements around quantity of videos and photos, and length of videos?

Response: The City expects the selected firm to recommend the best plan. We anticipate videos to be of various lengths and photos to be of diverse representation.

Question 36: Will the contractor have access to key stakeholders, current prospects and recent recruits? Or will the contractor be required to recruit target audience members for research?

Response: Yes. The selected firm will have access to stakeholders and recent recruits.

Question 37: Is the referenced online recruiting campaign to be included in or separate from the

advertising plan referenced in section V.5.?

Response: Included.

Question 38: Do the contractor deliverables for the referenced online recruiting campaign include planning and implementation, or planning only as stated in V.5.?

Response: Planning only. Implementation shall be done by the City of Knoxville.

Question 39: Is there a required timeline of deliverables or date by which all deliverables need to be completed?

Response: Contract term shall end on June 30, 2020.

Question 40: Can the City of Knoxville clarify where the pricing/cost should be included in the referenced proposal structure?

Response: See page 16 of the RFP section 7.3 Format. Include pricing in Body of Proposal.

END OF ADDENDUM NO. 4