

**City of Auburn**  
**REQUEST FOR PROPOSALS (RFP)**  
**Marketing and Public Relations Firm Services**  
**Proposals due September 13, 2016**

The City of Auburn is soliciting Proposals from qualified marketing and public relations firms to provide professional services for recruitment and diversity issues as it relates to the hire of public safety personnel.

Three (3) copies of the Proposal Package must be submitted on or before 5:00 pm on September 13, 2016. They can be submitted as follows:

1. Emailed to Janelle Tarasewicz at [jtarasewicz@auburnwa.gov](mailto:jtarasewicz@auburnwa.gov)
2. Mailed or dropped off to the City of Auburn City Clerk's Office, Attn: Janelle Tarasewicz, 25 West Main St, Auburn, WA 98001

Questions regarding this solicitation should be directed to Janelle Tarasewicz, Employment Manager, by email at [jtarasewicz@auburnwa.gov](mailto:jtarasewicz@auburnwa.gov). For specific instructions on information to include in the Proposal, refer to the section below entitled Proposal Elements. Evaluation of the Proposals and ultimate selection is identified in the section entitled Selection Process and Evaluation Criteria below.

**PROJECT DESCRIPTION**

The City of Auburn Human Resources office is responsible for the hire of Police Officers. The City is in the process of developing a formal recruitment and diversity program. The overall goal of the City's program is to recruit, retain, and promote a qualified and diverse team of Police Officers that reflect the community in which they serve. Components of the program include targeted outreach to schools within our community, revamping the City's hiring process for Officers, creating targeted job postings, attending recruitment fairs, establishing an internship program, and creating a recruitment video. The marketing or public relations firm would be hired to create the message and tone to help guide these efforts, as well as the marketing materials to help advertise our program and our open positions.

**ANTICIPATED DELIVERABLES**

The project deliverables are anticipated to include a marketing message and advertising campaign to increase diversity in the City's applicant pool for the position of Police Officer. Elements in such a campaign include, but are not limited to, a recruitment video to post online, targeted job advertisements, and recruitment materials and brochures.

**PROPOSAL ELEMENTS**

Each proposal is to include the following:

- The Firm's price quote for professional services and a detailed list of all marketing elements included in the quote
- A summary of the Firm's general approach to the topic
- The Firm's anticipated deadline for completing the project
- The name, company, and contact information for at least two (2) customer references

## **SELECTION PROCESS AND EVALUATION CRITERIA**

A committee of City personnel will evaluate and rate the proposals, giving consideration to these criteria:

1. Firm's approach to the topic
2. Firm's experience with recruitment campaigns
3. Anticipated project deadline
4. Proposed price quote

Firms selected for interview will have the opportunity to present their past experience with the recruitment of diverse candidates for public safety positions and their overall approach to the project.

## **SELECTION SCHEDULE**

The City's proposed schedule for Firm selection, *subject to change*, is as follows:

- **Request for Proposals Issued:** August 16, 2016
- **Deadline for Submittal:** September 13, 2016. Must be received by 5:00 p.m.
- **Preliminary Selection of Firms for Consideration:** September 26, 2016
- **Firm Interviews:** October 3 - 14, 2016

## **TERMS AND CONDITIONS**

The City of Auburn reserves the right to reject any and all Proposals and to waive irregularities and informalities in the submittal and evaluation process. This solicitation for professional services does not obligate the City of Auburn to pay any costs incurred by respondents in the preparation and submission of a Proposal. This solicitation does not obligate the City of Auburn to accept or contract for any expressed or implied services. Furthermore, the City of Auburn reserves the right to award the contract to the next most qualified Firm if the selected Firm does not execute a contract within thirty (30) days after the award of the proposal. Persons with disabilities may request this information be prepared and supplied in alternative forms by calling 253-931-3040. The City of Auburn does not discriminate on the grounds of race, color, religion, national origin, sex, sexual orientation, age or handicap in consideration for a project award.