THE CITY OF ASHEVILLE

Staff Report

City Council Meeting Date: December 14, 2021

Subject: Consultant Services for Reimagined Police Recruiting

Staff Resource(s): David Zack, Chief of Police
Brandon Moore, Captain of Support Services

Action Requested: Approval to enter into a contract with EPIC Recruiting to create recruiting media, create a recruitment website, and strategize and market the City of Asheville and the department to recruit exceptional police applicants.

Background:

- The police department currently has 60 vacancies of the authorized 238 sworn officer positions.
- Typical recruiting efforts include attending career events and conducting informational sessions at local job fairs and colleges and universities in the region.
- Due to the COVID-19 pandemic, in-person recruitment events were canceled or limited due to health precautions.
- This was also during the time the department saw an unprecedented number of resignations and is in the most need to promote the department and seek qualified applicants.
- A contract with an experienced Police Recruiting Consultant will assist the department in reaching exceptional applicants, to include a more diverse recruiting pool, in a nationwide online recruiting campaign.
- To recruit these exceptional applicants, a proven consultant with an identified strategy and marketing plan has been identified.
- The consultant will help create recruiting videos and a website to highlight the City of Asheville as a great place to live and the police department as a great place to work.
- EPIC Recruiting was the successful proposer and will provide the services for $225,000 which requires the approval of the City Council.
- The Asheville Police Department has identified funding within its existing budget from one-time savings in the existing AXON contract, due to the return of surplus equipment to pay for this contract.
- There will be no additional funding needed in the Police Department budget to implement this contract.
- The contract duration is two years.
- This proposer has a proven history in successfully recruiting police candidates for multiple cities across the country.
- The proposer will bridge the gap between historical police recruiting techniques and current recruiting methods.
- The proposer will create new recruiting media, setup and manage recruiting website, and provide analytics pertinent to driving the right candidates to the application site.
- This firm will assist the department in attracting a diverse pool of applicants that is in alignment with what the community is requesting of its police department.

Council Goal(s):

- Smart City

Committee(s):

- None.

Pro(s):

- The proposal provided by EPIC Productions of Phoenix, LLC Recruiting meets and exceeds the request made by the department.
- The recruitment plan as laid out within the proposal will hopefully yield not only the required applicants but also provide feedback as to the success of the recruitment plan through the analytics provided by the contract and the company.

Con(s):

- None.

Fiscal Impact:

- As noted above, no additional funding is required.
- Funding for the contract will come from the existing Police Department operational budget through one-time savings identified from the return of surplus equipment as part of an existing Axon contract.

Suggested Motion:

- Motion to authorize the City Manager to contract with EPIC Recruiting to create recruiting media, create a recruitment website, and strategize and market the City of Asheville and the department to recruit exceptional police applicants.

Attachment(s):

- Resolution
- Proposal from EPIC Recruiting
- Davis California PD Recruitment Video from Epic
- Richmond California PD Recruitment Video from Epic
- Hayward PD Recruitment Website

RESOLUTION NO. 21-____

RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE A CONTRACT WITH EPIC RECRUITING

WHEREAS, the Asheville Police Department ("APD") currently has 60 vacancies of 238 sworn officer positions; and

WHEREAS, typical recruiting efforts include attending career events and conducting informational sessions at job fairs and colleges/universities in the region, but due to the COVID-19 pandemic, in-person recruitment events were canceled or limited due to health precautions and the department has experienced an unprecedented number of resignations over the last sixteen months; and

WHEREAS, a proven strategy and marketing plan must be developed to attract diverse applicants from a larger audience; and

WHEREAS, a contract with an experienced police recruiting consultant will assist the APD in reaching exceptional applicants through a nationwide online recruiting campaign; and

WHEREAS, after conducting a comprehensive process to locate a qualified consultant, the APD has determined that EPIC Recruiting is best suited to provide these necessary services to the CIty;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ASHEVILLE THAT:

The City Manager is hereby authorized to execute a contract with EPIC Recruiting in the amount of $225,000 to create a recruiting strategy, recruitment media, and a recruitment website to support a 12 month recruiting campaign.

Read, approved and adopted this 14th day of December, 2021.

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City Clerk Mayor

Approved as to form:

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City Attorney