



# CITY OF HAYWARD

Hayward City Hall  
777 B Street  
Hayward, CA 94541  
www.Hayward-CA.gov

## Cover Memo

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**DATE:** April 2, 2019

**TO:** Mayor and City Council

**FROM:** Chief of Police

### **SUBJECT**

Authorize the City Manager to Execute an Agreement with Epic Productions of Phoenix, LLC to Provide an Online Recruitment Campaign for the Police Department

### **RECOMMENDATION**

That the City Council adopts the attached resolution(s) authorizing the City Manager to execute an agreement with Epic Productions of Phoenix, LLC for an Online Recruiting Campaign for the Police Department in an amount not to exceed \$195,000.

### **SUMMARY**

The Hayward Police Department recommends entering into an agreement not to exceed \$195,000 with Epic Productions of Phoenix, LLC for an online recruiting campaign to facilitate online application submittals for Police Department vacancies. The strategy is designed to put the Hayward Police Department in front of potential job candidates and increase the City's online presence for potential candidates searching for careers in law enforcement. This recruitment campaign will use Google Searches and all social media platforms to drive traffic to the Hayward PD recruiting website. The \$195,000 total contract amount will include the following services:

- a. Managing Online Recruitment Campaign
- b. Posting of Multimedia and Recruitment Information via Social Media
- c. Run Paid Marketing Campaigns with Google, YouTube, Facebook, & Instagram
- d. Track/Retarget Visitors to the Recruiting Website
- e. Analyze Marketing Data
- f. Provide Monthly Performance Reports

### **ATTACHMENTS**

Attachment I	Staff Report
Attachment II	Resolution