

Addendum # 1
Kirkland Police Dept. Recruitment Marketing Services
RFP 26-24-PD
Answers to Questions

Is this a new project, or is there an incumbent agency of record?

Is this a new effort for the Kirkland PD or the continuation of existing recruitment marketing campaign?

This is a new project.

Is there an incumbent contractor currently supporting this requirement?

Do you currently have an agency? If so, is this RFP part of a required review schedule?

Is there an incumbent agency for this project? If so, are they also bidding?

No.

Outside of the Western Washington area, what are the top 5 geographies that the Department draws recruits or transfer officers from? What marketing outreach efforts has the department used to recruit in those areas?

California, Hawaii, Idaho, Colorado, Minnesota

Is there a maximum budget intended for this project?

Is there a funding range or do not exceed that can be shared?

Is there a budget range or ceiling that has been established for this contract per year?

Yes. \$200,000

Has the Kirkland Police Department conducted market research in recent years?

Yes.

Can the city expand on its vision for the “website development” requirement listed under “Implementation and Execution” in the RFP?

The City of Kirkland seeks to redefine its online presence through dynamic website development. We aim to cultivate compelling content that not only captures attention but also resonates deeply, attracting a cadre of top-tier candidates.

Can the city expand on its vision for the “storage systems for content and creative assets” requirement listed under “Implementation and Execution” in the RFP?

This would directly relate to a vendor hosted recruiting website.

Has Kirkland PD worked with any advertising agencies in the last 3 years? If so, which companies?

Yes. Bonneville and IHeart Radio

Does location of vendor factor into evaluation of proposals? I.e. are you looking for a local Seattle-based company?

No.

Are you looking for a marketing agency with police recruitment experience? Is that an important requirement for your department?

Yes.

Are you looking for a vendor to purchase media as part of this contract?

No.

Will a single vendor be selected as a result of this RFP?

Yes.

What are Kirkland PD's new hire goals for the next 2 years?

To maintain police officer staffing between 108 and 112.

How many new police hires – both new recruits and lateral transfers – is Kirkland PD currently generating organically each year without recruitment advertising?

Twelve new police officers were hired in 2023.

Does Kirkland PD have any recruitment advertising activity in market now? In the last 12 months?

Yes.

What, if any, recruitment materials and ads has Kirkland PD created in the last 12 months? Will any of these be available for use by the selected agency?

Yes. The Kirkland Police Department recruitment materials will be made available to the selected agency.

Please confirm that we can submit the proposal electronically rather than by mail.

Yes, proposals can be sent electronically. Please see proposal Submittal Instructions.

Does the website/landing page have GA4 analytics?

No. Website analytics are available through a different proprietary system.

If our agency has over 10 years experience with recruiting (often for large national organizations but not LEO specific), can we still submit?

The City of Kirkland's preference is a vendor with the law enforcement experience stated in the RFP, however, if no firm submitting have the preferred law enforcement experience, then the City may consider proposals from firms without the preferred law enforcement experience.

Do you accept WBE certification from other cities?

WBE certifications will not be part of the scoring process for this RFP.

To keep expenses down, are you open to a combination of in-person and virtual meetings and presentations?

Yes.

Do you have any metrics from previous recruitment efforts that you can share at this time?

Not at this time, but all metrics regarding recruitment efforts will be made available to the selected agency.

Are you looking to have strategy and campaign developed in multiple languages? Is so are there additional language preferences?

Multiple languages would be of interest to the Kirkland Police Department. No language preferences at this time.

The RFP mentions target audiences, are these known or for the consultant to identify?

While the Kirkland Police Department possesses a keen interest in engaging a broad and diverse spectrum of individuals, there's also an anticipation for consultants to uncover and delineate further target demographics pertinent to law enforcement outreach. Thus, both existing and potential audiences stand as integral considerations in our pursuit of inclusive and effective communication strategies.

Will the landing pages/website be hosted on the already established Kirkland website or will a new site need to be created, start to finish?

The Kirkland Police Department is open to either bolstering our current website with robust and competitive landing pages or exploring proposals for a separate, tailored media platform. Our goal is to create a digital space that reflects our dedication to innovative and effective communication in law enforcement.

What cities would they like to target for their recruitment?

Nationwide

Age?

Officers have to be a minimum of 21 years of age

Ethnic background?

The Kirkland Police Department is seeking applicants from all ethnic backgrounds.

Their last campaign they also wanted to target former high school, college and professional athletes & volunteer firefighters. Is that still a target?

This demographic was for a specific media campaign, but would be considered part of a much larger target audience.

Are they looking to hire lateral officers. meaning hire other officers from different cities to move here. If so, will they run spots explaining why Kirkland is a great place to live, eat, work and play?

Yes

Will they have 15 and 30 sec spots?

That will depend on the developed marketing strategy.

Are they targeting the LGBTQ- PLUS community?

Yes.