



Office of the City Manager

CONSENT CALENDAR  
September 12, 2023

To: Honorable Mayor and Members of the City Council  
 From: Dee Williams-Ridley, City Manager  
 Submitted by: Aram Kouyoumdjian, Director of Human Resources  
 Subject: Contract: Sensis, Inc. for Recruitment and Marketing Services

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a contract with Sensis, Inc. for recruitment and marketing services, in an amount not to exceed \$250,000 over two years: \$125,000 in the first year, with an option to renew for a second year for an additional \$125,000.

FISCAL IMPACTS OF RECOMMENDATION

Council already approved \$250,000 in funding (account code 011-34-341-000-0000-000-412-612990) for a full-service recruitment and marketing agency at its February 28, 2023 meeting in support of the first phase of the Employer of Choice initiative. Due to the timing involved in selecting an agency, this funding will be requested as a FY 2023 carryover as part of the first amendment to the FY 2024 Annual Appropriation Ordinance. This amount will be utilized over two years: \$125,000 in the first year of the contract and an additional \$125,000 in the second year of the contract, should the City exercise its option to renew.

CURRENT SITUATION AND ITS EFFECTS

Over the past year, the City has initiated various strategies – such as remote testing and continuous exams – to increase hiring and reduce vacancy rates. However, the City's presence on social media and digital platforms for recruitment purposes remains limited. Council approved funding to engage a full-service recruitment and marketing agency to develop and implement outreach campaigns, and Sensis, Inc. was selected as the vendor for this purpose following the issuance of a request for proposals (RFP).

Pursuant to the contract, Sensis, Inc. will work with the Human Resources Department to create a recruitment campaign strategy; to develop visual assets (e.g., social media posts, videos, and ads) to promote a wide array of City jobs, from engineers and mechanics to mental health nurses and landscape gardeners; place targeted ads; and analyze data to assess reach, click-through rates, and overall return on investment (ROI).

### BACKGROUND

A key component of the Employer of Choice roadmap was a concerted effort to build the necessary infrastructure to recruit online, via social media and digital platforms. In support of this effort, Council approved a \$250,000 allocation for the engagement of a full-service marketing firm. The City issued an RFP for a one-year engagement at \$125,000 with an option to renew in the second year – for a total contract value not to exceed \$250,000. Submissions were screened down to three finalists, which underwent further review by a panel that included representatives from various departments. Based on their input, Sensis, Inc. was selected as the vendor.

### ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

By emphasizing digital outreach efforts, the City's recruitment campaign will avoid consumption of paper for print materials.

### RATIONALE FOR RECOMMENDATION

The City has recognized the need to enhance its digital recruitment efforts using a full-service marketing agency. Sensis, Inc., the vendor selected to assist the City in developing and implementing a strategic recruitment campaign, was the successful bidder following a public request for proposals. Its submission meets or exceeds all the City's requirements, and its bid is within the budgetary parameters set by Council.

### ALTERNATIVE ACTIONS CONSIDERED

The City sent out a request for proposals, which generated six responses. All bid submissions were thoroughly considered and evaluated before the field was narrowed down to three finalists. The ultimate selection was made following input by a selection panel that included representatives from multiple departments.

### CONTACT PERSON

Aram Kouyoumdjian, Director of Human Resources, (510) 981-6807.

#### Attachments:

1. Resolution

RESOLUTION NO. XX,XXX-N.S.

CONTRACT: SENSIS, INC. FOR RECRUITMENT AND MARKETING SERVICES

WHEREAS, the City wishes to increase hiring and reduce vacancy rates by expanding its recruitment presence on social media and digital platforms; and

WHEREAS, the roadmap for the Employer of Choice initiative cited the need for City infrastructure for online recruitment; and

WHEREAS, at its February 28, 2023 meeting Council approved \$250,000 in funding for a full-service recruitment and marketing agency; and

WHEREAS, the Human Resources Department issued a Request for Proposals (RFP) for a full-service marketing firm; and

WHEREAS, Sensis, Inc. was the agency selected through the RFP process as the vendor for a recruitment and marketing services contract.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract with Sensis, Inc. for recruitment and marketing services, in an amount not to exceed \$250,000 over two years: \$125,000 in the first year, with an option to renew for a second year for an additional \$125,000.

BE IT FURTHER RESOLVED that a record signature copy of said contract and any amendments be on file in the Office of the City Clerk.

