

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

934



**SUBMITTAL DATE:**  
March 3, 2006

**FROM:** Human Resources Department

**SUBJECT:** Approve the Agreement for Employer Branding and Advertising Services with TMP Worldwide for the Human Resources Department

**RECOMMENDED MOTION:** 1) Accept the lowest responsive bid for employer branding and discounted advertising services, as submitted by TMP Worldwide; 2) Approve and execute the professional services agreement with TMP Worldwide in the annual aggregate amount up to \$750,000 for five (5) years, renewable in one-year increments (Attachment A); and 3) Authorize the Purchasing Agent to sign amendments and exercise renewal options for an amount not to exceed the contract maximum.

**BACKGROUND:** As your Board is aware, recruiting quality candidates for many County positions continues to be a challenge. We are especially having difficulty recruiting deputy sheriffs, dispatchers, nurses, specialty medical personnel, environmental health specialists and engineers.

*[Signature]*  
Ronald W. Komers  
Asst. County Executive Officer/Human Resources Dir.

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$ 400,000	In Current Year Budget:	Yes
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	No
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2005-2006

<b>SOURCE OF FUNDS:</b> Human Resources 1000011301; TAP 47000-11318	<b>Positions To Be Deleted Per A-30</b>	<input type="checkbox"/>
	<b>Requires 4/5 Vote</b>	<input type="checkbox"/>

**C.E.O. RECOMMENDATION:** Approve and direct HR to provide an annual report to the Board on the progress of the advertising and branding campaign. The report should provide data on the change in current vacancy and retention rate as a result of the campaign efforts.

**County Executive Office Signature**

*[Signature]*

- Pollic  y
- Consent
- Pollic  y
- Consent

Dept't Recomm.:  
Per Exec. Ofc.:

**Prev. Agn. Ref.:** | **District:** | **Agenda Number:**

**ATTACHMENTS FILED  
WITH THE CLERK OF THE BOARD**

**3.11**

FORM APPROVED  
COUNTY COUNSEL

MAR 14 2006

Purchasing: *[Signature]* for Director  
Departmental Concurrence

**BACKGROUND (CONTINUED):**

In FY 2004-05 the County spent over \$600,000 for various forms of recruitment advertising, including job fairs, website and trade magazine ads, and newspaper placements. We are seeking a single vendor to garner discounts and improve the effectiveness of our recruiting efforts. By focusing advertising and recruiting expenses through one vendor, we can achieve economies of scale while developing a consistent "employment brand." Employment branding is a strategic long-term recruiting and retention tool designed to manage the awareness and perceptions of potential employees and stakeholders with regard to an employer's image. It works by consistently putting forth an image that your organization is a "good place to work." The net result of successful branding is that the organization's reputation and exposure increases, creating a consensus that it is one of the best employers in terms of culture, work practices, management, and growth opportunities. Both the number and quality of applicants increase, the turnover rate among top performers decreases, and overall workforce productivity increases. With the demand for skilled labor exceeding the supply now and into the future, branding ensures a steady flow of top quality recruits, while also retaining current employees.

The County has taken several steps recently to attract and retain nursing and medical personnel. Over the next four years, total compensation for Registered Nurses will increase by 22%-35%, retention bonuses totaling up to \$10,000 over the four years of the bargaining contract have been added, and other options are under review. To capitalize on these changes, RCRMC and HR will work with TMP to develop a focused campaign targeted at the financial improvements, the state-of-the-art environment at RCRMC, and other factors demonstrated to appeal to nursing personnel. In addition, steps that will lead to retention of our current nurses will also be recommended through feedback from current employees and review of best practices nationwide.

On behalf of the Human Resources Department, the Purchasing Department issued a formal Request for Proposal (RFP) on August 23, 2005, to secure services from an advertising firm that is experienced in the development of strategic employer branding campaigns, with the goal of creating a brand image for the County of Riverside to use in recruitment and retention of employees. Seven responses were received from the RFP, and the proposals were evaluated by a committee from the Human Resources, Community Health and Purchasing departments. By committee consensus, TMP Worldwide was selected based on their ability to meet the selection criteria.

This contract will allow the County to develop an employer branding and advertising campaign strategy that is effective and educates both passive and active job seekers about the employment opportunities our County offers. While developing an overall County brand, TMP Worldwide will also work closely with individual departments such as the Sheriff, Community Health Agency, Mental Health and Riverside County Regional Medical Center to develop unique aspects of their brand that will be consistent with the overall branding. Through differentiation from other employers, we can create a competitive advantage over others who are vying for the same talent. TMP Worldwide provides a full range of innovative tools that track potential candidates from message to application, and is offering significant discounts for the media ads we place through them. Based on the development costs for branding, plus the increased number of positions needed to be filled within County departments, the contract is recommended to be established with a maximum annual expenditure of \$750,000. The Temporary Assignment Program (TAP) is the single largest user of recruitment advertising, so our branding efforts will primarily be funded through that program. Actual advertising related costs will be based on services provided, not to exceed the maximum amount, and will be passed on to the departments who utilize the services, which is the current practice.

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The Professional Services Agreement also provides substantial discounts for advertising services and access to advanced systems for Internet and print ad placement. These discounts are described on Page 17 of the RFP response.

**PRICE REASONABLENESS:** Riverside County Purchasing issued Request for Proposals PUARC#764 on August 23, 2005 with a closing date of October 6, 2005. The bid was sent to 56 perspective bidders, plus the bid was posted on the web-site. Seven bidders responded. Four bidders did not meet the minimum requirements as stated in the RFP. An evaluation team of six people from Human Resources and Community Health Agency evaluated the bids. Three bidders were selected to go into a best and final round of negotiations. The three bidders were JWT Employment Communications, TMP Worldwide, and Bernard Hodes. TMP Worldwide was selected as the most responsive/responsible bidder. The range of pricing was from \$125 per hour to \$250 per hour. Staff recommends that the Board accept the lowest responsive bid submitted by TMP Worldwide; approve and execute the professional services agreement with TMP Worldwide, in the annual aggregate amount of \$750,000 for five (5) years, renewable in one-year increments (Attachment A); and authorize the purchasing agent to sign amendments and exercise renewal options for an amount not to exceed the contract maximum each year. This contract is being funded by the Temporary Assignment Program (TAP) from retained earnings and by department budgets for advertising expenses.