

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



638

FROM: Sheriff-Coroner-PA

SUBMITTAL DATE:
03/05/14

SUBJECT: Approval of Single Source Agreements with Advertising Firms to Provide Billboard and Kiosk Space for the Promotion of Sheriff's Department Hiring Opportunities, All Districts. [\$738,000 – Department Funds]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Authorize the Purchasing Agent to procure billboard advertising space for the promotion of Sheriff's Department hiring opportunities until 6/30/16, at an annual cost not to exceed \$250,000, without securing competitive bids, in accordance with Ordinance 459.4, with the following companies: CBS Outdoor Billboard Advertising, General Outdoor Advertising and Lamar Companies.
2. Authorize the Purchasing Agent to procure static kiosk panel advertising space from AdCamp, Inc. for the promotion of Sheriff's Department hiring opportunities until 6/30/16, at an annual cost not to exceed \$35,000, without securing competitive bids, in accordance with Ordinance 459.4.

(Continued on page 2)

Stanley L. Sniff Jr.
Sheriff-Coroner-PA
Will Taylor, Dir. of Administration

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost:	POLICY/CONSENT (per Exec. Office)
COST	\$ 168,000	\$ 285,000	\$ 738,000	\$ 0	Consent <input type="checkbox"/> Policy <input checked="" type="checkbox"/>
NET COUNTY COST	\$ 168,000	\$ 285,000	\$ 738,000	\$ 0	

SOURCE OF FUNDS: Department budget – General Fund	Budget Adjustment: No
	For Fiscal Year: 13/14

C.E.O. RECOMMENDATION:

APPROVE

County Executive Office Signature

MINUTES OF THE BOARD OF SUPERVISORS

FISCAL PROCEDURES APPROVED
PAUL ANGULO, CPA, AUDITOR-CONTROLLER
BY: 3/6/14
Esteban Hernandez
Departmental Concurrence

Purchasing: Mark Seiler, Assistant Director

☐ A-30
☐ Positions Added
☐ 4/5 Vote
☐ Change Order

Prev. Agn. Ref.:

District: All

Agenda Number:

3-34

BACKGROUND:

Summary

The Sheriff's Department has a continuous need to fill vacancies that result from attrition. Over the next two years, the Department will also have to hire 406 new staff members to safely operate the East County Detention Center. Based on past hiring trends and statistics, the Department needs to attract over 40,000 applicants in order to hire this number of positions for the Detention Center. Due to the Department's stringent background review process and requirements, we are only hiring 1% of prospective applicants.

Hiring such a large number of employees will require large scale outdoor advertising in a number of advertising mediums in several markets. So the Department is recommending the use of billboard advertising along freeways in Southern California and Arizona and Nevada and kiosk advertising on selected college campuses. Billboards are viewed by motorists traveling on freeways as part of their daily routine. This daily exposure to drivers and vehicle passengers alike will greatly add to the pool of interested applicants.

Since billboard advertising firms contract for exclusive franchise to locations along freeways and on local city streets, the Sheriff's Department is recommending agreements with the following three companies for optimum coverage:

CBS Outdoor Billboard Advertising – This firm has a large number of prime billboard locations in Los Angeles, Riverside and San Bernardino Counties.

General Outdoor Advertising and Lamar Companies – These firms have a large number of prime billboard locations available in Riverside and San Bernardino counties as well as in the states of Nevada and Arizona.

Secondly, the Department is recommending an agreement with AdCamp, Inc. to place Sheriff's hiring advertisements on kiosks on the campuses of Cal Poly Pomona, Riverside City College, LA Valley College, Golden West College and Victor Valley College.

Price Reasonableness

The Sheriff's Department is recommending the utilization of the four specified firms solely based on the advertising coverage they provide. However, after obtaining the prime locations that the Department is focusing on, we will request public service announcement rates for the placement of the remaining advertisements. Billboard advertisements at the reduced PSA rates are placed after all the prime locations are sold. The Department is also recommending an annual spending authorization of \$150,000 with Lamar and \$50,000 for each of the other billboard advertising firms and \$35,000 for the college campus advertising provided by AdCamp. So the annual campaign would not exceed \$285,000. The Department currently has budgeted the required funding, and has proposed the same level of funding in FY 2014-15. The Department is proposing that the term of the agreements extend through the close of FY 2016.

The billboard companies' monthly rates range from \$750 - \$2,000 for poster board ads depending on location. Digital ads, depending on location, can cost up to \$5,000 per month. AdCamp charges \$415 per month for an advertising panel.

SUBMITTAL TO THE BOARD OF SUPERVISORS, COUNTY OF RIVERSIDE, STATE OF CALIFORNIA
FORM 11: Approval of Single Source Agreements with Advertising Firms to Provide Billboard
and Kiosk Space for the Promotion of Sheriff's Department Hiring Opportunities, All Districts. [\$738,000
– Department Funds]
DATE: 03/05/14
PAGE: Page 3 of 3 (BR 14-065)

Impact on Citizens and Businesses

Certainly an ad campaign of this size will be seen by most of the driving population of Southern California. It is hoped that enough citizens of a certain age group and background will see the advertising and apply for a position with the Sheriff's Department. If successful, the cost to attract 40,000 applicants over a two-year period totals \$14.25 per applicant.

Date: February 10, 2014

From: Will Taylor, Chief of Administration

Department/Agency: Sheriff / Personnel

To: Board of Supervisors

Via: Purchasing Agent

Subject: Single Source Procurement; Request for Advertising Service for Recruitment

The below information is provided in support of my Department requesting approval for a single source. Outside of a duly declared emergency, the time to develop a statement of work or specifications is not in itself justification for single source.

1. **Supply/Service being requested:** Static Kiosks panel advertising at college campuses throughout Southern California to recruit for Sheriff's Department positions.
2. **Supplier being requested:** AdCamp, Inc.
3. **Alternative suppliers that can or might be able to provide supply/service:** None. AdCamp has a unique relationship with the colleges and universities which the Department desires to advertise with.
4. **Extent of market search conducted:** Internet research.
5. **Unique features of the supply/service being requested from this supplier, which no alternative supplier can provide:** AdCamp specializes in media type (static kiosks) located at specific colleges and universities. These locations are not available through other advertising agencies. Advertising at university and college campuses attracts applicants with higher education levels, giving the Department the opportunity to connect with those students who may be interested in joining the Sheriff's Department.
6. **Reasons why my department requires these unique features and what benefit will accrue to the county:** Based on past hiring trends and statistics, the Department needs to attract over 40,000 applicants in order to hire approximately 400 positions for the East County Detention Center. This will require a multitude of advertising mediums in several markets. Applicants who are seeking college degrees are highly desirable.
7. **Price Reasonableness:** The single unit/location price is consistent with similar types of advertising, in comparison to others (newspaper/billboard/transit), considering the duration of exposure. Cost is \$415.00 per panel per month, with multiple panels being placed at each campus: Cal Poly Pomona, Riverside City College, LA Valley College, Golden West College and Victor Valley College.
8. **Does moving forward on this product or service further obligate the county to future similar contractual arrangements?** No.

9. **Period of Performance:** Staff is requesting a one-year service agreement with the option to renew annually for two (2) additional years at a cost not to exceed \$35,000 annually.

Chief Deputy Signature

Date


Department Head Signature
Will Taylor

3/5/14
Date

Purchasing Department Comments:

Approve

Approve with Condition/s

Disapprove

Not to exceed: \$ 35,000

One time

☒ Annual Amount through 6-30-2017


Purchasing Agent

3/5/14
Date

14-387
Approval Number
(Reference on Purchasing Documents)

Date: March 4, 2014

From: Will Taylor, Chief of Administration Department/Agency: Sheriff-Personnel

To: Board of Supervisors

Via: Purchasing Agent

Subject: Single Source Procurement; Request for Billboard Advertising for Recruitment

The below information is provided in support of my Department requesting approval for a sole source. Outside of a duly declared emergency, the time to develop a statement of work or specifications is not in itself justification for sole source.

1. **Supply/Service being requested:** Billboard advertising for Sheriff's Department positions.
2. **Supplier being requested:** Lamar Companies
3. **Alternative suppliers that can or might be able to provide supply/service:** General Outdoor Advertising, CBS Outdoor Billboards
4. **Extent of market search conducted:** Researched specific areas and freeways in Riverside and San Bernardino County and Nevada and Arizona border. These prime locations were selected based on daily commuter traffic.
5. **Unique features of the supply/service being requested from this supplier, which no alternative supplier can provide:** Lamar Company has a large number of prime billboard locations available in Riverside and San Bernardino counties as well as in the states of Nevada and Arizona. While there are other billboard suppliers, they do not have the exact same locations that the Department desires for maximum hiring potential.
6. **Reasons why my department requires these unique features and what benefit will accrue to the county:** The Sheriff's Department needs to fill vacancies through attrition and existing vacancies require the need to advertise visually in many communities. Billboards are viewed by motorists who drive on freeways as part of their daily routine. This exposure to drivers and passengers alike will greatly benefit the hiring process with an influx of applicants. Due to our stringent background process and requirements, it is cumbersome finding qualified individuals to meet the qualifications of the Department. To increase the influx of applicants we need to maximize the exposure of the Department's hiring needs in order to gain qualified candidates.

The Board of Supervisors accepted a grant funding award on March 27, 2012 (Agenda #3.19), and it committed additional funding on January 7, 2014 (Agenda #3-15) for the construction and development of the East County Detention Center. The Department has scheduled to begin hiring sworn, corrections and classified staff for the Center in the following two fiscal years. Over that period, the Department is scheduled to hire approximately 406 new staff members to safely operate the facility. With such a large number of staff needed to fill the new vacancies, the need to advertise for more candidates is more apparent. Maximizing our exposure in not only Riverside County, but also in all surrounding counties will help the Department reach its goal of obtaining and hiring the required number of qualified candidates.

7. **Price Reasonableness including purchase price and any ongoing maintenance or ancillary costs from the supplier:** The price per billboard for the prime viewing locations with Lamar is well within the reasonable limit for billboard advertisers researched. The Sheriff's Department is recommending the utilization of this firm solely based of the advertising coverage it provides. However, after

Requested By: Lisa Weinstein

obtaining the prime locations that the Department is focusing on, we will request public service announcement rates for the placement of the remaining advertisements. Billboard advertisements at the reduced PSA rates are placed after all the prime locations are sold.

8. Does moving forward on this product or service further obligate the county to future similar contractual arrangements or any ongoing costs affiliated with this sole source? No
9. **Period of Performance:** Staff is requesting a one-year agreement with the option to renew annually for two additional years at a cost not to exceed \$150,000 annually.

Chief Deputy Signature

Date


Department Head Signature

3/5/14
Date

Purchasing Department Comments:

Approve

Approve with Condition/s

Disapprove

Not to exceed: \$ 150,000

One time

Annual Amount through 6-30-2017


Purchasing Agent

Date

3-5-14

14-386
Approval Number
(Reference on Purchasing Documents)

Date: March 4, 2014

From: Will Taylor, Chief of Administration Department/Agency: Sheriff-Personnel

To: Board of Supervisors/Purchasing Agent

Via: Purchasing Agent

Subject: Single Source Procurement; Request for Billboard Advertising for Recruitment

The below information is provided in support of my Department requesting approval for a sole source. Outside of a duly declared emergency, the time to develop a statement of work or specifications is not in itself justification for sole source.

1. **Supply/Service being requested:** Billboard advertising for Sheriff's Department positions.
2. **Supplier being requested:** General Outdoor Advertising
3. **Alternative suppliers that can or might be able to provide supply/service:** Lamar Companies and CBS Outdoor Billboards.
4. **Extent of market search conducted:** Staff researched specific areas and freeways in Riverside and San Bernardino County and Nevada and Arizona border. These prime locations were selected based on daily commuter traffic.
5. **Unique features of the supply/service being requested from this supplier, which no alternative supplier can provide:** General Outdoor Advertising has a large number of prime billboard locations available in Riverside and San Bernardino Counties, as well as in the states of Nevada and Arizona. While there are other billboard suppliers, they do not have the exact same locations that the Department desires for maximum hiring potential.
6. **Reasons why my department requires these unique features and what benefit will accrue to the county:** The Sheriff's Department needs to fill vacancies through attrition and existing vacancies require the need to advertise visually in many communities. Billboards are viewed by motorists who drive on freeways as part of their daily routine. This exposure to drivers and passengers alike will greatly benefit the hiring process with an influx of applicants. Due to our stringent background process and requirements, it is cumbersome finding qualified individuals to meet the qualifications of the Department. To increase the influx of applicants we need to maximize the exposure of the Department's hiring needs in order to gain qualified candidates.

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7. **Price Reasonableness including purchase price and any ongoing maintenance or ancillary costs from the supplier:** The price per billboard for the prime viewing locations with General Outdoor Advertising is well within the reasonable limit for billboard advertisers researched. The Sheriff's Department is recommending the utilization of this firm solely based of the advertising coverage it

Requested By: Lisa Weinstein

provides. However, after obtaining the prime locations that the Department is focusing on, we will request public service announcement rates for the placement of the remaining advertisements. Billboard advertisements at the reduced PSA rates are placed after all the prime locations are sold.

8. Does moving forward on this product or service further obligate the county to future similar contractual arrangements or any ongoing costs affiliated with this sole source? No
9. **Period of Performance:** Staff is requesting a one-year agreement with the option to renew annually for two additional years at a cost not to exceed \$50,000 annually.

Chief Deputy Signature

Date


Department Head Signature

3/5/14
Date

Purchasing Department Comments:

Approve

Approve with Condition/s

Disapprove

Not to exceed: \$ 50,000

One time

✓ Annual Amount through 6-30-2017


Purchasing Agent

3-5-14
Date

14-385
Approval Number
(Reference on Purchasing Documents)

Date: March 4, 2014

From: Will Taylor, Chief of Administration Department/Agency: Sheriff-Personnel

To: Board of Supervisors

Via: Purchasing Agent

Subject: Single Source Procurement; Request for Billboard Advertising for Recruitment

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5. **Unique features of the supply/service being requested from this supplier, which no alternative supplier can provide:** CBS Outdoor has a large number of prime billboard locations available in Los Angeles, Riverside and San Bernardino counties. While there are other billboard suppliers, they do not have the exact same locations that the Department desires for maximum hiring potential.
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Requested By: Lisa Weinstein

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Chief Deputy Signature

Date


Department Head Signature

3/5/14
Date

Purchasing Department Comments:

Approve

Approve with Condition/s

Disapprove

Not to exceed: \$ 50,000

One time

Annual Amount through 6-30-2017


Purchasing Agent

3-5-14
Date

14-384
Approval Number
(Reference on Purchasing Documents)