

PBA 7-142
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New York City
Police Department



REQUEST FOR PROPOSAL FOR FURNISHING ALL LABOR AND
MATERIAL NECESSARY AND REQUIRED FOR:
PIN 056020000290: RECRUITMENT, ADVERTISING, AND
PRODUCTION SERVICES

Proposals Due:
2:00 PM, June 19, 2002
(Unless Extended)

Submit Proposals to:
Mary Keating, DACCO
NYPD-Contract Administration Unit
51 Chambers Street, Rm. 301
New York, New York 10007

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The screening process is made up of four (4) major phases. A candidate who successfully passes the written exam must then pass:

1. A full medical exam
2. Full written and oral psychological exams
3. A physical agility test
4. A full and complete background investigation

The NYPD goals and objectives are to be achieved within the framework of an approximate annual advertising and promotion budget of \$4 million - \$6 million per year over the five-year period for which the contract will be awarded or any extension thereafter. The NYPD may increase or decrease the budget at any time during the contract period with all terms and conditions of the original contract subject to and contingent upon the City of New York appropriating funds for this purpose. Increases may also be subject to the City's Procurement Policy Board Rules concerning contract modifications (See Section VII F. Multi-Year Contracts below in this RFP).

The firm(s) awarded the contract(s) based on this RFP will work with the NYPD in the development and execution of an integrated marketing program that accomplishes the goals and objectives set forth above.

3. Recent Recruitment History and Results

In 1995, the Department increased its educational hiring qualifications, requiring possession of 60 college credits or military experience, rather than simply possession of the high school diploma required in the past. Prior to 1995, the Department easily met much of its recruitment needs via active recruitment programs at City high schools and those in the surrounding counties. Since that time, meeting the hiring goals has become more difficult.

From 1996 to 1998, the NYPD devoted little resources to advertising campaigns, relying primarily on word of mouth, Public Service Announcements and limited newspaper advertising. In 1999, the Department engaged a full-service, private advertising firm (firm #1 in the following chart) in an extensive advertising campaign, in which the firm donated its creative services pro bono. In 1999-2000, the Department also engaged a second, private advertising firm (firm # 2 in the following chart) in a similar pro bono creative services agreement. These campaigns included television, radio, billboard, newspaper and other. A "Join Us" theme was used in one of the two aforementioned firm's ads; and a "Mission: Possible" theme was used in the other firm's ads. In all campaigns, interested persons have been referred to the "212-RECRUIT" line.

Most recently, in 2001, the Department has used individual contract vendors to supply services relating to advertising (cable, TV, billboards, newspapers, etc.), within a total budget of about \$5 million. The campaign theme was "It's not just a job, it's the NYPD" was used. Interested persons were referred to the "212-RECRUIT" Phone line as well as the NYPD'S WEBSITE, NYC.GOV/NYPD.

Overall, with the possible exception of the On-Line filing option just introduced for the Police