



**LOS ANGELES COUNTY  
SHERIFF'S DEPARTMENT**

**REQUEST FOR INFORMATION  
RFI NO. 601-SH**

**RECRUITMENT ADVERTISING AND GLOBAL  
MARKETING PROGRAM**

**MAY 2018**

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## 1.0 Introduction

- 1.1 The Los Angeles County (County) Sheriff's Department (Department) is seeking information from vendors who can implement a timely and multifaceted marketing plan, and provide ongoing tracking and evaluation of the plan's progress. The plan shall, at minimum, address the needs of the Department as outlined in this Request for Information (RFI).
- 1.2 Vendors of interest are those who are equipped to provide marketing solutions and maintain flexibility in meeting the evolving needs of the Department.
- 1.3 The Department will review the responses to this RFI, which may subsequently lead to requests for additional information, including vendor presentations. The information received may be used in the preparation of a Request for Proposal (RFP), an Invitation for Bid (IFB), or another County solicitation method.
- 1.4 Vendors who wish to furnish information about a product or service of which they have knowledge and that might be of interest to the Department, may do so formally in writing. Vendors who wish to offer marketing/advertising services for sale are requested to submit the information outlined in this RFI.

## 2.0 Background

- 2.1 The County encompasses an area of 4,083 square miles with a population of nearly 10 million. The Department provides general and specialized law enforcement services to approximately five million of these residents, spanning an area of approximately 3,157 square miles.
- 2.2 The Department is comprised of, in part, 23 patrol stations across four patrol divisions. Each patrol station has an independent detective bureau. In addition, there are seven centralized detective bureaus and multiple other detective units within the Special Operations Division, Court Services Division, and Custody Division. The Department fields more than 5,000 patrol officers and 1,500 detectives across the County.
- 2.3 The Department's mission is to prevent crime and preserve a high quality of life for County residents. The Department also responds promptly to emergencies and disasters, maintains order at public events, demonstrations, and civil disturbances, and partners with local communities to provide safety. The Department desires to promote trust between its personnel and the communities they serve. Mutual trust between the Department's law enforcement professionals and the community is essential to ensuring crimes are reported and witnesses provide information. The Sheriff has placed a critical emphasis on building this trust. The Department is committed to its

mission while treating every citizen with courtesy, professionalism, respect, and impartiality.

- 2.4 The Sheriff is an elected County official who serves as the chief law enforcement officer of the County. The Sheriff enforces Federal, State, and local laws in the County unincorporated areas, as well as in hospitals, museums, office buildings, parks and other County property, and provides law enforcement and security for the Los Angeles Superior Courts. Moreover, the Sheriff provides traffic and general law enforcement services under contract to the Southern California Regional Rail Authority (METROLINK), the Los Angeles County Metropolitan Transportation Authority, the Community Colleges, and more than 40 cities. The Sheriff operates and maintains the County Jail System, inclusive of inmate transportation services within the County, provides bailiffs and security to the courts, and serves civil and criminal processes as dictated by the courts. In addition, the Department provides housing, supervision and care for an average daily population of approximately 17,000 inmates located within seven custody facilities.

### **3.0 Challenge Statement**

- 3.1 While earning public trust is one of the Sheriff's top priorities, the Department operates in a contemporary environment of scrutiny directed toward law enforcement agencies and their practices. Not since the 1960s has the practice of policing nationwide faced intensely critical questions about its policies and procedures. Within this context, the Department is functioning with 1,000 vacancies in a highly competitive employment market. The situation has been described as a talent war, as City and County public safety entities simultaneously try to recruit the best qualified candidates. The Department must use its limited resources to respond to this challenge by creating and strategically presenting impactful photos, videos, and effective marketing narratives. Department staff lack the professional competencies necessary to understand marketing strategies and place ads where they will most efficiently and effectively reach our target audiences.
- 3.2 The Department's human resource deployment philosophy of regularly rotating sworn personnel through different assignments has succeeded in producing well-rounded staff with a breadth of experience, but has not focused on the acquisition of subject-matter expertise for the long-range strategic planning necessary to build a contemporary marketing and public relations campaign. Accordingly, the Department lacks consistency in its brand image and message, and the capacity to publish the desired message.

## 4.0 Goals

The goals of this project are to:

- 4.1 Strategically guide and create a comprehensive internal and external public and employee-relations (marketing) effort by the Department;
- 4.2 Provide its Sworn Staffing and Recruitment offices with the tools necessary to educate the public about how the Department fulfills its core mission and by doing so, support the recruitment of highly qualified deputy sheriff candidates across a diverse demographic population on an ongoing basis;
- 4.3 Create marketing strategies and materials that support the Department's priority of recruiting and retaining highly qualified personnel;
- 4.4 Establish internal narrative and media that supports the message of dynamic opportunities and a culture of family;
- 4.5 Establish external narrative and media that positively educates and stimulates public interest in the complex nature of policing;
- 4.6 Simultaneously and immediately execute a go-to-market advertising placement with an existing library of creative assets;
- 4.7 Implement the various marketing materials across a broad spectrum of public and private communication platforms;
- 4.8 Attract highly qualified law enforcement candidates during peak recruitment seasons; and,
- 4.9 Establish a cohesive organizational brand and voice that flows between external (public) and internal (employee) narratives.

## 5.0 General Scope Statement

The Department's Scope Statement is enumerated in Attachment A to this RFI.

Respondents shall provide a high level or strategic view of the Respondent's solution. Respondents shall use Attachment A to describe how the respondent's services, at a strategic level, will address and meet the needs of the Department as described in this RFI.

## 6.0 Additional Information

- 6.1 Respondents should provide detailed information, utilizing Attachment A to this RFI.
- 6.2 Additionally, please expand upon the following:
  - 6.2.1 Marketing process and background;
  - 6.2.2 Methods for monitoring advertising effectiveness;
  - 6.2.3 Business operations, including staffing, hours of business, and availability;
  - 6.2.4 Any supplemental information or material(s) not listed in Attachment A;
  - 6.2.5 Supplemental information which should be considered for the scope statement (refer to Section 5.0 General Scope Statement);
  - 6.2.6 Presumptions about and/or expectations of Department staff in the advertising process or in producing advertisements;
  - 6.2.7 Pricing model(s) used;
  - 6.2.8 General range of estimated annual costs [non-binding] based on the Department's profile and objectives and;
  - 6.2.9 Process for placing an orders and/or requests.

## 7.0 Vendor Responses

- 7.1 Responses and questions regarding this RFI should be labeled "Response to RFI 601-SH Sheriff's Recruitment Advertising and Global Marketing Program," and shall be addressed to:

Los Angeles County Sheriff's Department  
Office of the Sheriff, 8<sup>th</sup> Floor  
211 West Temple Street  
Los Angeles, CA 90012  
Attention: Carol Lin  
Phone: (213) 229-3000  
Email: [sibopsadmin@lasd.org](mailto:sibopsadmin@lasd.org)

- 7.2 Respondent are asked to supply contact information including company name, address, contact person, contact person's telephone number, and contact person's email.
- 7.3 Respondents are encouraged to respond to each item in this RFI.
- 7.4 The Department encourages all potential vendors to submit a response consistent with the content and with the instructions provided herein.

- 7.5 Responses to this RFI will be accepted in person, by private messenger, delivery service, or United States Postal Service (USPS) only. Responses to this RFI must be submitted to Department at the address above by 3:00 p.m. (Pacific Time) on June 21, 2018. **(Email responses will not be accepted)**

## 8.0 Other Information

- 8.1 Responses to this RFI shall become the exclusive property of the County of Los Angeles. Respondents should be aware that the information provided will be analyzed and may appear in various reports and/or requests, with the exception of those parts of each submission which meet the definition of "Trade Secret" and are plainly marked as "Trade Secret" or "Proprietary."
- 8.2 The County of Los Angeles shall not, in any way, be liable or responsible for the disclosure of any such record, or parts thereof, if disclosure is required or permitted under California Public Records Act or otherwise by law. A blanket statement of confidentiality or the marking of each page of the submission as confidential shall not be deemed sufficient notice of exclusion. Respondents must specifically label only those provisions of the submission which are "Trade Secrets" or "Proprietary" in nature.
- 8.3 Respondents to this RFI may also be invited by the Department to provide a non-competitive presentation of their services, for only those services, which relate directly to the subject and intent of this RFI. The presentation is intended for information gathering purposes only. **Such presentation will be conducted during a single 8-hour block and may be between four (4) to eight (8) hours in length.** The date(s), length, and times will be coordinated between the Respondent and the Department's Project Manager.
- 8.4 The Department will review the responses to this RFI which may subsequently lead to further investigation. **This is a request for information ONLY; this is not a solicitation.** Not responding to this RFI will not impact any vendor's ability to respond to any subsequent solicitation issued by the County. Information received in response to this RFI may be used in the preparation of a Request for Proposal (RFP), or another County method for solicitation. Respondents to this RFI will be notified by the County of Los Angeles of a future solicitation.

\* \* \* \* \*

## Attachment A

### Response Matrix Template

#	<u>Requirement</u>	<u>Yes</u>	<u>No</u>	<u>Explanation/Solution</u>
5.1	Conduct a baseline audit of the Department’s brand identity, existing advertising assets, tone and level of current audience engagement and other key observations, identify best practices and make preliminary recommendations for a strategic marketing plan. The audit results will inform best practices for engagement, content creation and ad placement as well as recommendations for the most effective communications channels to reach our targeted audience.			
5.2	Assess and identify desired target audiences and establish an integrated marketing approach using internal and external communications platforms with strategic outcomes articulated.			
5.3	Execute “go-to-market” advertising campaigns to increase the number of targeted, diverse, qualified applicants by leveraging existing Department efforts, assets and resources.			
5.4	Develop and maintain a strategic marketing plan around a customized brand that is readily identified and expresses the goals and ideology of the Department.			
5.5	Develop and implement the brand message through ongoing media and advertising products to a diversity of media resources with an emphasis on digital and social media.			
5.6	Develop and provide an ongoing quantifiable evaluation process that measures the success of the program, including successes within each target group, community, and events.			