

City of Fort Worth, Texas

# Mayor and Council Communication

DATE: 05/13/25 M&C FILE NUMBER: M&C 25-0452

LOG NAME: 35CUMULUS DIGITAL POLICE OFFICER RECRUITMENT CAMPAIGN

SUBJECT

(ALL) Authorize Execution of a Professional Services Agreement with Cumulus Media New Holdings for New Officer Recruitment Campaign in the Amount of \$258,050.00 for the Police Department with Four One-Year Renewal Options in the Same Amount

RECOMMENDATION:

It is recommended that the City Council authorize execution of a Professional Services Agreement with Cumulus Media New Holdings for New Officer Recruitment Campaign in the amount of \$258,050.00 for the Police Department with four (4) one-year renewal options in the same amount.

DISCUSSION:

The purpose of this Mayor and Council Communication (M&C) is to authorize execution of a Professional Services Agreement with Cumulus Media New Holdings (Cumulus) for New Officer Recruitment Campaign for the Police Department (Police) Recruitment Unit.

In August 2024, the City entered into a Professional Services Agreement with Cumulus to conduct a three-month digital media campaign targeting people already employed as police officers in the Chicago, Seattle, and Southern California areas. Until now, the largest lateral police officer academy class was 27. As a result of last year's Cumulus digital media campaign for Police, the next lateral class will be 45.

Upon City Council approval of this M&C, the City will enter into a Professional Services Agreement with Cumulus for a targeted digital media advertising campaign for the Dallas, Houston, Austin, and San Antonio metropolitan areas. The campaign will identify and engage people who are likely to be interested in law enforcement careers. There are approximately 150 sworn officer vacancies that the Police Department is seeking to fill in the next year.

Cumulus will also develop a recruiting website containing information about the City's employee benefits, police officer minimum requirements, the hiring procedure, and specialized Police units. The new website will enable the Fort Worth Police Department to be competitive with other police recruiting websites. Cumulus will provide on-going support, including Search Engine Optimization (SEO) to help keep the Police recruiting website at the top of search results for those looking for law enforcement jobs.

Funding is budgeted in the Other Contractual Services account within the Treasury Asset Forfeiture Fund for the Police Department.

DVIN-BE: This solicitation was reviewed by the Business Equity Division for available business equity prospects according to the City's Business Equity Ordinance. There were limited business equity opportunities available for the services/goods requested, therefore, no business equity goal was established.

ADMINISTRATIVE CHANGE ORDER: An administrative change order or increase may be made by the City Manager up to the amount allowed by relevant law and the Fort Worth City Code and does not require specific City Council approval as long as sufficient funds have been appropriated.

AGREEMENT TERM: Upon City Council's approval, the term of the Agreement will become effective upon City Secretary Contract execution and expire twelve (12) months after.

RENEWAL OPTIONS: The Agreement may be renewed for up to four (4) one-year renewal terms, at the City's option. This action does not require specific City Council approval provided that the City Council has appropriated sufficient funds to satisfy the City's obligations during the renewal period.

A Form 1295 is not required because: This contract will be with a publicly-traded business entity or a wholly-owned subsidiary of a publicly-traded business entity: Cumulus Media New Holdings

FISCAL INFORMATION / CERTIFICATION:

The Director of Finance certifies that funds are available in the current operating budget, as previously appropriated, in the Treasury Asset Forfeiture Fund, to support the approval of the above recommendation and execution of the Professional Services Agreement. Prior to an expenditure being incurred, the Police Department has the responsibility to validate the availability of funds.

Submitted for City Manager's Office by: William Johnson 5806

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**Additional Information Contact:**

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