



**CITY OF FORT WORTH
CHAPTER 252 EXEMPTION FORM**

Instructions: Fill out the entire form with detailed information. Once you have completed this form, provide it to the Purchasing attorneys for review. The attorneys will review the information you have provided to determine whether an exemption to Chapter 252's bidding requirements is defensible. Failure to provide sufficient information may result in follow up questions and cause a delay in the attorney's determination.

Section 1: General Information

Requesting Department: Police Department

Name of Contract Manager: Loraine Coleman

Departmental Attorney: Jerris Mapes, Amarna Muhammad, Hye Won Kim

Item or Service sought: Advertising campaign and web site build

Goods: ☐

Service: ☒

Anticipated Amount: \$258,050.00

Vendor: Cumulus Digital Media

Current/Prior Agreement for item/service: Yes ☒ No ☐

CSC or Purchase Order #: CSC 61825

Amount: \$99,150.00

Projected M&C Date: April 22, 2025

How will this item or service be used? Police Background and Recruiting Section will use Cumulus Media services to conduct a Digital Marketing 2025 Officer Recruitment Campaign, website build, and Search Engine Optimization (SEO).

Has your department started a requisition or otherwise contacted the Purchasing Division related to obtaining this good/service? Yes ☐ No ☒

If yes, please provide requisition number or brief explanation of contact with Purchasing Division: N/A

Section 2: Claimed Exemption and Justification (Other than sole source)

NOTE: For sole-source exemption requests, complete Section 3.

Please indicate the non-sole-source exemption you believe applies to the purchase and provide information to support its applicability. Please refer to the Exemption Primer (starting on page 5) for detailed information about common exemptions:

- ☐ A procurement necessary to preserve or protect the public health or safety of the City of Fort Worth's residents;
- ☐ A procurement necessary because of unforeseen damage to public machinery, equipment, or other property;
- ☒ A procurement for personal, professional, or planning services;
- ☐ A procurement for work that is performed and paid for by the day as the work progresses;
- ☐ A purchase of land or a right-of-way;
- ☐ Paving drainage, street widening, and other public improvements, or related matters, if at least one-third of the cost is to be paid by or through special assessments levied on property that will benefit from the improvements;
- ☐ A public improvement project, already in progress, authorized by the voters of the municipality, for which there is a deficiency of funds for completing the project in accordance with the plans and purposes authorized by the voters;
- ☐ A payment under a contract by which a developer participates in the construction of a public improvement as provided by Subchapter C, Chapter 212;
- ☐ Personal property sold:
 - at an auction by a state licensed auctioneer;
 - at a going out of business sale held in compliance with Subchapter F, Chapter 17, Business & Commerce Code;
 - by a political subdivision of this state, a state agency of this state, or an entity of the federal government; or
 - under an interlocal contract for cooperative purchasing administered by a regional planning commission established under Chapter 391;
- ☐ Services performed by blind or severely disabled persons;
- ☐ Goods purchased by a municipality for subsequent retail sale by the municipality;

☐ Electricity; or

☐ Advertising, other than legal notices.

Please provide details and facts to explain why you believe the exemption applies to the purchase. You may also attach documentation to this form. Cumulus Digital Media (Cumulus) will be creating a comprehensive digital media advertising campaign strategy for the Fort Worth Police Department's recruitment needs. This request is for Cumulus to analyze the existing recruitment challenges for Police and develop a comprehensive digital media outreach strategy targeting potential police officer recruits in the Texas metropolitan areas of Dallas, Houston, Austin, and San Antonio. Cumulus will utilize various digital platforms to reach and engage people from those areas who are likely to be interested in law enforcement careers. Advertising for Police opportunities in law enforcement will be placed on social media such as Facebook, Instagram, and Twitter along with Search Engine Marketing through Google Ads and video advertising on platforms like YouTube. All advertising content will be specifically designed for Police recruitment showcasing the department's culture and opportunities. Cumulus will continuously monitor and analyze the campaign's performance tracking Key Performance Indicators (KPIs) and adjusting strategies based on real-time data to optimize targeting efforts. Running effective multi-platform digital advertising campaigns requires specialized training and expertise across various areas which are listed below: 1) Social Media Advertising – requires in-depth knowledge of platform-specific ad formats and best practices for Facebook, Instagram, and Twitter along with advanced audience targeting techniques using demographics, interests, and behaviors; 2) Search Engine Marketing (SEM) – expertise in SEM requires understanding search engine algorithms and ranking factors; keyword research and selection for targeted campaigns; creating effective advertising copy for search ads; and knowledge of Google Ads and Microsoft Ads (Bing) platforms; 3) Display advertising – requires the ability to create visually appealing banner ads and rich media creatives; understanding various targeting options like contextual, behavioral, and retargeting; knowledge of programmatic advertising and real-time bidding (RTB); and performance tracking and optimization strategies; 4) Video advertising – requires expertise in video advertising with the ability to create engaging video content optimized for platforms like YouTube; understanding different video ad formats such as in-stream, discovery, bumper ads; applying ABCD (Attention, Branding, Connection, Direction) framework to video ads; optimizing video content for mobile viewing; and analyzing video ad performance metrics; 5) Audio/Radio Advertising – requires expertise in creating engaging audio content optimized for getting results from a cross-section audience; understanding different audio ad formats, such as broadcast, streaming, and podcasts; applying AIDA (Attention, Interest, Desire, Action) framework to audio ads; producing content aimed at recruits, family, and friends; and analyzing audio performance metrics; 6) Cross-Platform Strategy and Analytics – requires the ability to develop integrated multi-channel strategies; proficiency in analytics tools like Google Analytics; skills in data analysis and visualization for campaign optimization; knowledge of attribution modeling across multiple touchpoints; expertise in A/B testing and conversion rate optimization. Cumulus will also develop a recruiting website for Police containing information about the City's employee benefits, police officer minimum requirements, the hiring procedure, and specialized Police units. The new website will enable Police to be competitive with other police departments' 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. Cumulus personnel responsible for this recruitment campaign and website for Police hold Bachelor's Degrees in Communication, Business Administration, or Communication Specialist (Digital) and are certified in Google Adwords, Google Analytics, Google Digital Sales, Waze Ads Advanced, Tap Academy, The Trade Desk Edge Academy, and Meta Blueprint encompassing reporting and analysis; digital marketing – digital strategy; analytics; and digital media. The knowledge, skills, abilities, education, and certifications required to accomplish this digital media recruitment campaign and website development for Police officer recruitments are considered professional services.

Section 3: Claimed Sole-Source Exemption and Justification

NOTE: For all non-sole-source exemption requests, complete Section 2.

Please indicate the sole-source exemption you believe applies to the purchase and provide information to support its applicability. Please refer to the Exemption Primer (starting on page 5) for detailed information about common exemptions:

- ☐ items that are available from only one source because of patents, copyrights, secret processes, or natural monopolies;
- ☐ films, manuscripts, or books;
- ☐ gas, water, and other utility services;
- ☐ captive replacement parts or components for equipment;
- ☐ books, papers, and other library materials for a public library that are available only from the persons holding exclusive distribution rights to the materials; and
- ☐ management services provided by a nonprofit organization to a municipal museum, park, zoo, or other facility to which the organization has provided significant financial or other benefits;

How did you determine that the item or service is only available from one source?

[Click or tap here to enter text.](#)

Attach screenshots and provide an explanation of any independent research you conducted, through internet searches, searching cooperatives, or discussions with others knowledgeable on the subject matter that corroborate that the item is available only from a single source.

[Click or tap here to enter text.](#)

Did you attach a sole source justification letter? ☐ Yes ☐ No

Describe the uniqueness of the item or service (e.g. compatibility or patent issues, etc.). [Click or tap here to enter text.](#)

Section 4: Attorney Determination

With the facts provided by the department, is the use of the claimed exemption defensible if the City were to be challenged on this purchase? ☒ Yes ☐ No.

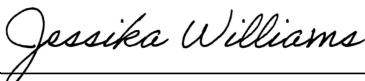
Was there anything attached to this form that was relied on in making this determination? ☐ Yes ☒ No.

If yes, please explain: Click or tap here to enter text.

Was there anything not included on this form or attached hereto that was relied on in making this determination? ☐ Yes ☒ No.

If yes, please explain: Click or tap here to enter text.

Approved By:



Andrea Phillips / Jessika Williams
Assistant City Attorney

Date: 3/20/25

EXEMPTION FORM PRIMER

Below are explanations and examples of common exemptions that could apply to City purchases. If you have questions about the information provided or need additional information, please contact your department's assigned attorney or the appropriate purchasing attorney.

- **PUBLIC HEALTH & SAFETY** - A procurement necessary to preserve or protect the public health or safety of the municipality's residents;

Examples of activities that have been found to fall within this exception include ambulance services; solid waste collection and disposal; and first-responder safety equipment such as breathing apparatus for firefighters and bullet-proof vests for police officers.

- **UNFORESEEN DAMAGES** - A procurement necessary because of unforeseen damage to public machinery, equipment, or other property;

Examples of this type of procurement would include repairing or replacing roofs and windows damaged by hail or a tornado. But parts and services for routine maintenance or replacement of old, worn out roofs or windows would not meet this exception.

- **PERSONAL, PROFESSIONAL, OR PLANNING SERVICES**

Personal services are ones that are unique to the individual providing them. Therefore, personal services contract cannot generally be subcontracted or assigned.

Professional services are not defined under Chapter 252, so there is no precise definition to follow. While there is no universal definition of this term, "several cases suggest that [these types of services are] 'predominately mental or intellectual, rather than physical or manual.'" Tex. Atty Gen Op. JM-940 (1988) (*quoting Maryland Casualty Co. v. Cray Water Co.*, 160 S.W. 2d 102 (Tex. Civ. App.—Eastland 1942, no writ). The Texas Attorney General has also opined that "professional services" no longer includes only the services of lawyers, physicians, or theologians, but also those members of disciplines requiring special knowledge or attainment and a high order of learning, skill, and intelligence. *Id.*

Facts needed to support a professional service exemption include the specialized requirements of that profession and the mental and intellectual skill required by the person while performing the service. Purchases of goods are not professional services.

- **SOLE SOURCE** – A procurement for items available only from one source

This exemption is commonly referred to as the sole source exemption. The fact that the vendor in question has the best price or can meet our timing needs does not make a purchase of a good or service available from only one source. A sole source does not exist solely on the basis of personal or departmental preference or a desire to keep all units the same brand or make. The information needed to support this exemption is documentation showing that

no other provider can provide the service or category of good except for the vendor you are proposing. Some examples of sole source purchases include (i) service agreements when only one vendor is authorized to work on the equipment by the manufacturer and allowing another vendor would void the warranty and (ii) purchase of a good that is copyrighted or trademarked and only provided by one vendor.