

STAFF REPORT

City Council Business Item

DATE: December 16, 2024

TO: Honorable Mayor and Council Members

FROM: Casey J. Day, Chief of Police

THRU: Amy Nilsen, City Manager

SUBJECT: Consider the Approval of a Supplemental Budget Request to Produce a Fortuna Police Department Recruitment Video

STAFF RECOMMENDATION:

Staff recommends that Council approve a supplemental budget request in the amount of \$3,000.00 for the production of a police recruitment video. The funds will be drawn from reserves, with the agreement and understanding that the full amount will be reimbursed to the reserves upon receipt of the next allotted asset forfeiture disbursement.

BACKGROUND:

The Fortuna Police Department faces significant challenges in recruiting new officers. The nationwide shortage of qualified law enforcement personnel has intensified competition among agencies, making it imperative to adopt innovative strategies to attract talent. A professionally produced recruitment video will enable our department to effectively showcase the unique benefits of working in Fortuna, our commitment to community policing, and the exceptional quality of life in our region.

Local law enforcement recruitment is a pressing priority to maintain our department's high standards and ensure public safety. Current efforts, including job postings and traditional outreach, are no longer sufficient to compete with higher-paying agencies or those offering substantial incentives. This video will enhance our ability to reach a broader and more diverse pool of applicants through online platforms, social media, and community events.

DISCUSSION:

The requested \$3,000.00 will be allocated for the services of a local video production company (*Sightseer Productions*) with a proven track record. This company previously delivered a high-quality production for the *Every 15 Minutes* educational event, which received excellent feedback for its professionalism and impact.

The recruitment video will highlight the following:

- The department's commitment to community oriented policing and public safety.
- Opportunities for professional growth and advancement within the department.
- The supportive and welcoming culture of our team.
- The benefits of living and working in Fortuna.

This video will serve as a powerful tool to enhance our recruitment efforts, enabling us to connect with candidates on platforms where they are most engaged. By presenting a polished and authentic representation of our department, we can improve our chances of attracting top-tier talent.

FISCAL IMPACT:

The \$3,000.00 supplemental budget request will come from City reserves. However, these funds will be fully reimbursed using the next disbursement from asset forfeiture proceeds, ensuring no long-term impact on City reserves.

The City and the police department have utilized *Sightseer Productions* in the recent past for events such as *Every 15 Minutes*, department inspections, and trainings. The department will want to have access to and utilize the previously shot video footage for consideration in this project and ensure continuity of service with a vendor who has shown a specialized and technical expertise for this type of law enforcement specific video production. The Fortuna Municipal Code (FMC) §§ 2.50.080 allows the City to obtain goods and services by negotiated contract, and without a competitive procurement process, when the Council determines that a competitive procurement process is not likely to serve the best interests of the City or to result in the lowest price, or when competitive procurement is impractical.

CONCLUSION:

Investing in a professional recruitment video is a strategic move to address the current staffing challenges facing the Fortuna Police Department. By utilizing a trusted local video production company, we can create a compelling and effective recruitment tool that will help secure the future of our department and the safety of our community.

RECOMMENDED COUNCIL ACTION:

1. Receive staff presentation and review Council questions with staff
2. Open Public Comment
3. Close Public Comment
4. Motion to approve a supplemental budget request for \$3,000.00 for the production of a police recruitment video. Voice vote.

ATTACHMENTS:

- Supplemental Budget Request Worksheet
- Comparative Cost and Sole Source Worksheet