



## Legislation Details (With Text)

**File #:** O-118-22      **Version:** 1      **Name:**  
**Type:** Ordinance      **Status:** Approved  
**File created:** 2/28/2022      **In control:** Fire and Rescue Department  
**On agenda:** 3/15/2022      **Final action:** 3/15/2022  
**Title:** Authorizing the mayor to accept bids and award a three-year contract for recruitment consulting services for the Department of Fire and Rescue Operations; authorizing the expenditure of an amount not to exceed \$54,000 over three years at \$18,000 annually from the General Fund; and declaring an emergency.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:**

Date	Ver.	Action By	Action	Result
3/15/2022	1	City Council	Suspension	Pass
3/15/2022	1	City Council	Emergency	Pass
3/15/2022	1	City Council	Passage	Pass

Contract for Minority Recruitment Service  
Fire & Rescue Department  
Ted Sheares (x3515)  
Revised

**Authorizing the mayor to accept bids and award a three-year contract for recruitment consulting services for the Department of Fire and Rescue Operations; authorizing the expenditure of an amount not to exceed \$54,000 over three years at \$18,000 annually from the General Fund; and declaring an emergency.**

**SUMMARY & BACKGROUND:**

The Toledo Fire & Rescue Department (TFRD) seeks to improve diversity within its ranks via enhanced recruitment practices. Accordingly, such means will assist TFRD in recruiting the best, most diverse, talented candidate pools possible through calculated engagement marketing strategies designed to produce effective and measurable recruitment results.

To assist the Department with this endeavor, TFRD issued a request for bids and upon receipt and review of the only bid, concludes it is in the city's best interest to enter into a three-year diversity recruitment marketing agreement with Vince Rocha Productions LLC, DBA VCREATIVE, a Toledo-based consulting firm. VCREATIVE is the area's only minority-owned and operated firm specializing in diverse audience communication and recruitment strategies for public safety organizations. VCREATIVE recently received the Mosaic Diversity Award from the American Advertising Federation for its work with the Toledo Police Department's recruiting campaign.

The total cost for said recruitment services is \$54,000 over the contract's 3-years at \$18,000 annually.

NOW, THEREFORE, Be it ordained by the Council of the City of Toledo:

SECTION 1. That the mayor is authorized to accept bids and award a contract for a term of three-years for the provision of recruitment consulting services under additional terms and conditions as approved by the Director of Fire and Rescue Operations and the Director of Law.

SECTION 2. That an annual expenditure in an amount not to exceed \$18,000 for a total of \$54,000 over said contract three-year term, subject to appropriation in future years, is authorized from the General Fund, Account Code 1001-53000-3341002PUBREC, for the purpose authorized in Section 1.

SECTION 3. That the Director of Finance is authorized to draw warrant or warrants against the above Account Code in an amount not to exceed \$18,000 annually for a total of \$54,000 over the contract's three-year term, in payment of the above-authorized obligations upon presentation of the proper voucher or vouchers.

SECTION 4. That this Ordinance is declared to be an emergency measure and shall be in force and effect from and after its passage. The reason for the emergency lies in the fact that the Department seeks to conduct, build, and maintain a diverse workforce to better represent the residents of Toledo, and said recruitment services are a means of accomplishing such ends.

Vote on emergency clause: yeas \_\_\_\_\_, nays \_\_\_\_\_.

Passed: \_\_\_\_\_, as an emergency measure: yeas \_\_\_\_\_, nays \_\_\_\_\_.

Attest: \_\_\_\_\_  
Clerk of Council

\_\_\_\_\_  
President of Council

Approved: \_\_\_\_\_

\_\_\_\_\_  
Mayor

I hereby certify that the above is a true and correct copy of an Ordinance passed by Council

\_\_\_\_\_.

Attest: \_\_\_\_\_  
Clerk of Council