



Legislation Text

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File #: O-533-19, Version: 1

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Contract for Minority Recruitment Service  
Fire & Rescue Department  
Ch. Verdell Franklin (x3515)  
(Revised)

**Authorizing the mayor to accept bids and award a two-year contract for recruitment consulting services for the Department of Fire and Rescue Operations; authorizing the expenditure of an amount not to exceed \$59,600 over two years from the General Fund; and declaring an emergency.**

**SUMMARY & BACKGROUND:**

The Toledo Fire & Rescue Department (TFRD) is seeking to improve diversity within its recruitment efforts. It is also the department's desire to increase the number of diverse and capable candidates to complete the recruitment process, and continue to support all recruitment efforts with strategic, effective and measurable marketing strategies and tools.

To assist the Department with this endeavor TFRD wishes to enter into a two-year diversity recruitment agreement with Vince Rocha Productions LLC, DBA VCREATIVE, a Toledo based consulting firm. VCREATIVE is the area's only, minority-owned and operated firm that specializes in effectively communicating to diverse audiences for recruitment intended 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 fiscal impact of this ordinance is as follows:

- The amount of funds requested: \$25,400 for year 2020 and \$34,200 for year 2021
- The expenditure budget line item: 537410 Contractual Services
- New revenue generated (operational revenue, grants, if any):
- Revenue budget line item (if any): n/a
- Are funds budgeted in the current fiscal year (yes/no)?: yes
- Is this a capital project (yes/no)? No
- If yes, is it new or existing (new/existing)? N/A
- What section of the City's Strategic Plan does this support:
  - o Excellence in Basic Services (yes/no): yes
  - o Quality Community Investment (Livable City, Development) (yes/no): yes
  - o Workplace Culture & Customer Service (yes/no): yes
  - o Environment (yes/no): no

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 two 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 expenditure in an amount not to exceed \$25,400 for year 2020 and \$34,200 for year 2021, subject to appropriation in future years, is authorized from the General Fund, Account Code 1001-53000-3341002STDSTD, for the purpose authorized in Section 1.

SECTION 3. That the Director of Finance is authorized to draw his warrant or warrants against the above Account Code in an amount not to exceed \$59,600 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.

Vote on emergency clause: yeas 12, nays 0.

Passed: November 12, 2019, as an emergency measure: yeas 12, nays 0.

Attest:

Gerald E. Dendinger  
Clerk of Council

Matt Cherry  
President of Council

Approved:

November 12, 2019  
Wade Kapszukiewicz  
Mayor