



## **CITY OF SALINAS COUNCIL STAFF REPORT**

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**DATE:** MARCH 19, 2024

**DEPARTMENT:** SALINAS POLICE DEPARTMENT

**FROM:** JOHN MURRAY, ACTING CHIEF OF POLICE

**BY:** TONYA ERICKSON, POLICE SERVICES ADMINISTRATOR

**TITLE:** AGREEMENT WITH IHEART MEDIA FOR POLICE  
RECRUITMENT ADVERTISING

### **RECOMMENDED MOTION:**

A motion to approve a Resolution authorizing the Interim City Manager to execute a 5-month Agreement with iHeartMedia Entertainment Inc. for police recruitment advertising and marketing services for an amount not to exceed \$54,800.

### **RECOMMENDATION:**

Staff recommends that the City Council authorize the execution of a 5-month Agreement with iHeartMedia Entertainment Inc. for police recruitment advertising and marketing services for an amount not to exceed \$54,800.

### **EXECUTIVE SUMMARY:**

The Police Department is at critical sworn staffing levels, with only 127 sworn officers as of March 1, 2024. Given the approval of new police hiring incentives, the Salinas police Department wants to maximize our recruitment efforts and desires to enter into a Service Agreement with iHeartMedia Entertainment Inc. for a comprehensive audio and visual marketing campaign. Marketing will include audio commercials, radio endorsements, streaming commercials, podcast spots, and social media displays and advertisements. We anticipate advertising and marketing to begin by March 25<sup>th</sup> and extend through July 14<sup>th</sup>.

### **BACKGROUND:**

The Police Department is at critical sworn staffing levels, with only 127 sworn officers as of March 1, 2024. When factoring in recruits and trainees, we have 134 of the 161 authorized sworn positions filled, and a remaining 27 positions vacant. On March 7, 2023, the City Council approved the initial police hiring incentive and on March 5, 2024, the City Council approved and expanded hiring incentive to support increased recruitment efforts. After the passage of the initial hiring incentive, the City saw an increase in applications and successfully hired nine Police

Recruits and four lateral Police Officers, yet still experienced an overall decline in sworn staffing due to the departure of fifteen existing sworn personnel.

Given the approval of new police hiring incentives, the Salinas Police Department wants to maximize our recruitment efforts and desires to enter into a Service Agreement with iHeartMedia Entertainment Inc. for a comprehensive audio and visual marketing campaign. Marketing will include audio commercials, radio endorsements, streaming commercials, podcast spots, and social media displays and advertisements. We anticipate advertisement and marketing to begin by March 25<sup>th</sup> and extend through July 14<sup>th</sup>. The audio marketing will begin initially but given the additional production time required for visual marketing, that component will start approximately a month later.

iHeart Media encompasses multiple radio and social media outlets, including local English and Spanish stations, and contracts for advertising on many more. The extensive reach of iHeart Media makes them uniquely qualified to perform this recruitment-related advertising and marketing to ensure we reach the broadest audience, while still focusing on a target radius that is likely to result in successful applicants. Although the iHeartMedia Corporation is based in Texas, there is a local iHeartMedia office. The City Council has the authority to approve this Service Agreement under Salinas Municipal code Section 12-27 and without application of the local purchasing preference pursuant to Salinas Municipal Code Section 12-28.080.

#### POLICE COMMUNITY ADVISORY COMMITTEE

Given the transition in Police Department leadership, no Police Community Advisory Committee (PCAC) meetings were held in January or February 2024. The Acting Police Chief will discuss this Marketing Agreement with PCAC at the March 27, 2024, meeting. The Committee will have an opportunity to ask questions and provide comments or concerns.

#### CEQA CONSIDERATION:

**Not a Project.** The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

#### STRATEGIC PLAN INITIATIVE:

Approving the proposed Resolution will support the City Council's Strategic Plan Goals of Public Safety and Effective and Culturally Responsive Government.

#### DEPARTMENTAL COORDINATION:

The Police Department will coordinate with the Legal Department on the Service Agreement and will coordinate with the Finance Department during implementation.

FISCAL AND SUSTAINABILITY IMPACT:

Funds are appropriated and available within the Police Department budget. Account 1100.40.4112-64.1200 will be used for payment.

ATTACHMENTS:

Resolution  
Agreement with iHeartMedia and Marketing Agreement