



POLICE DEPARTMENT  
CITY OF BURLINGTON

## **Recruitment Campaign for The Burlington Police Department RFP Questions and Answers.**

These questions were received from potential respondents to the Burlington Police Department's Request for Proposals "Recruitment Campaign for the Burlington Police Department, The City of Burlington, Vermont." These answers are being posted on February 23, 2023.

### **Question 1:**

Can companies from outside the USA apply for this? And, can tasks be performed (related to the RFP) outside the USA?

### **Answer:**

Provided that the respondent can meet the contractor/consultant qualification in Section 8 of the RFP and obtain a State of Vermont business license with the Vermont Secretary of State, no company will be excluded based solely on their location. Preference may be given to companies within North America.

It is at the discretion of the respondent/company/contractor to abide by Exhibit B – Livable Wage Certification for any work done by its subcontractors or subgrantees under this contract, including those that may live outside the United States.

### **Question 2:**

Will companies need to come on location for meetings?

### **Answer:**

No, companies will not be required to come onsite for meetings.

### **Question 3:**

Can proposals be submitted via email?

### **Answer:**

Yes. Proposals should be submitted via email, in accordance with the specifications in the RFP in Section 7.



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**Question 4:**

Page 1 - RFP states the need for a robust internet presence. Is this defined as a digital campaign or are you referring to the city website? If there are specific website build requirements, please provide them.

**Answer:**

The RFP statement is meant to refer to an online, digital campaign using sites other than the City of Burlington website.

**Question 5:**

Page 1 - RFP references this campaign will have a “national scope.” Is there a budget that supports a national campaign? Note, for reference a typical national campaign has a supported media budget (hard costs/media buys) of excess of \$250,000.

**Answer:**

The City has reserved funds generally commensurate with that amount for this project.

**Question 6:**

With almost every community trying to recruit police officers, what makes Burlington different than any other community to live and work in? What is the value prop?

**Answer:**

The City of Burlington regularly ranks among America’s best places to live. It is Vermont’s largest city, but still maintains an intimate sense of community with 44,000 residents. Vibrant nightlife and culture. Renowned for outdoor excellence, Burlington’s incredible recreational activities including biking, sailing, and skiing. Bike paths, parks and public beaches line the City’s shoreline of Lake Champlain. The Police Department has been at the forefront of tactical training and de-escalation, and was a founding creator and adopter of PERF’s ICAT program. We allow external vest carriers and assign rifles to all employees. We use unsworn officers for some quality-of-life calls and employ embedded social workers who help handle non-emergent incidents. Some of the department’s employment benefits include: weekends off every other month, 4-days on/3-days off 10 hour work days, beard and tattoos permitted, applicant can be a non-US citizen if a permanent resident/green-card holder. The Department offers a wide range of Specialized Units & Assignments, including a domestic violence prevention officer, an emergency response unit, and an airport division at Burlington International Airport. The BPD’s starting salary is \$71,000 for sworn officers, with non-supervisory top pay at \$100,000.



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**Question 7:**

Page 1: You mention the response should include a description of the campaign but proposal requirements do not list spec creative. Are you expecting spec creative as part of the response?

**Answer:**

We invite respondents to include all aspects of the proposed campaign that articulate the respondent's vision.

**Question 8:**

Page 3: RFP states that the consultant will use BPD's brand and brand guidelines, however the following paragraph states that you are looking for a new brand strategy. Please clarify. Perhaps you can define how you define "brand strategy" to help us align on this.

**Answer:**

The RFP statement using BPD's "brand and brand guidelines" means the physical brand colors and fonts, as per our style guide. The "brand strategy" is about articulating the brand in a more abstract way: how can the respondent help Burlington share its core values widely, in a way that and attracts applicants who are sympathetic to those values?

**Question 9:**

What are current application levels/performance? What are the goals for this campaign? Increase applicants to what number?

**Answer:**

Please see [pages 18, 19, and 20 of the RFP](#).

**Question 10:**

Is media part of this or are you only looking for creative execution? If media is included, please provide your media (placements) budget so we can better understand the scale of this engagement.

**Answer:**

See the answer to Question 5.



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**Question 11:**

Page 4: RFP states that the city will own everything produced without payment to the firm. Is this an error in the RFP? I am not sure any firm will agree to this term (we won't be able to).

**Answer:**

We apologize for any lack of clarity. The engagement is of course a paid engagement. The successful respondent will be paid for goods and services, and upon payment the BPD will own physical and, if applicable, digital copies of all final materials produced in a way that allows their continued use by the BPD at its discretion, separate from or after the campaign. For example, specific artwork like a print advertisement produced by the respondent for the BPD will belong to the BPD, and the BPD will be able to continue to use the art from that print advertisement in subsequent endeavors.

**Question 12:**

What existing research exists? Can you share it? Where do you see the gaps in the research?

**Answer:**

No recent marketing research exists.

**Question 13:**

Under project management you reference meetings. Can these be virtual?

**Answer:**

Yes, the meetings can be virtual.

**Question 14:**

Are local companies given preference?

**Answer:**

Preference may be given to local companies, but will not be used as the sole basis of award.

**Question 15:**

Is there a budget for the Burlington Police Department RFP?

**Answer:**

See the answer to Question 5.

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