

S500
6/19/18

(R-2018-604)

RESOLUTION NUMBER R- 311840

DATE OF FINAL PASSAGE JUN 22 2018

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO AUTHORIZING THE MAYOR TO EXECUTE AN AGREEMENT FOR A TWO-YEAR PERIOD WITH OPTIONS TO EXTEND THE CONTRACT FOR THREE ADDITIONAL ONE-YEAR PERIODS NOT TO EXCEED \$950,000 WITH LOMA MEDIA PARTNERS FOR CONSULTANT SERVICES.

WHEREAS, one of the top priorities of the San Diego Police Department (SDPD) is to successfully find and hire talented police recruits to fill the four police academies a year; and

WHEREAS, the recruitment of up to 50 highly qualified police recruits per academy helps SDPD remain adequately staffed and ensures the public welfare and safety of the community at large; and

WHEREAS, a Request for Proposal was issued in February 2018 for a company to develop a branding and marketing strategy for the implementation of a recruitment campaign exclusively for SDPD; and

WHEREAS, Loma Media Partners, a local company based in San Diego, was selected for their experience in successfully developing, executing, and implementing strategic communication programs with other government agencies and that best met SDPD's needs;

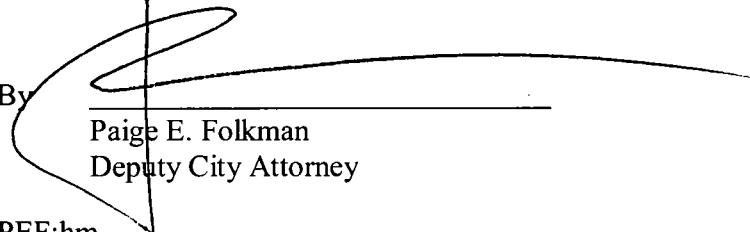
NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the Mayor or designee is authorized to execute an agreement for a two (2) year period with options to extend the contract for three (3) additional one-year periods with Loma Media Partners for consultant services in an amount not to exceed \$ 950,000.

BE IT FURTHER RESOLVED, the Chief Financial Officer is authorized to expend funds in an amount not to exceed \$350,000 for an initial two (2) year period, and an amount not

to exceed \$200,000 per additional year for up to three (3) additional one-year periods contingent upon the Chief Financial Officer furnishing one or more certificates certifying that funds necessary for expenditure are, or will be, on deposit with the City Treasurer.

APPROVED: MARA W. ELLIOTT, City Attorney

By 
Paige E. Folkman
Deputy City Attorney

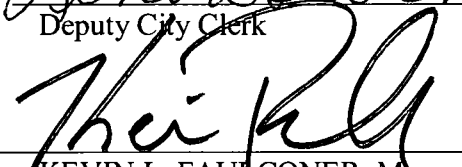
PEF:hm
June 5, 2018
Or.Dept:PSE

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of JUN 19 2018.

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved: 4/22/18
(date)


KEVIN L. FAULCONER, Mayor

Vetoed: _____
(date)

KEVIN L. FAULCONER, Mayor

Passed by the Council of The City of San Diego on JUN 19 2018, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Barbara Bry	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lorie Zapf	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Ward	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Myrtle Cole	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mark Kersey	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Cate	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scott Sherman	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
David Alvarez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Georgette Gomez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage JUN 22 2018

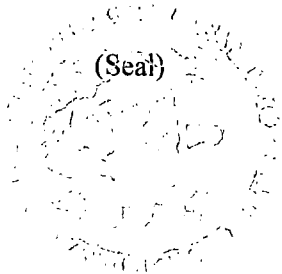
(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)

AUTHENTICATED BY:

KEVIN L. FAULCONER
Mayor of The City of San Diego, California.

ELIZABETH S. MALAND
City Clerk of The City of San Diego, California.

By *Hindabruin*, Deputy



Office of the City Clerk, San Diego, California
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