



**COUNTY OF SAN MATEO**  
Inter-Departmental Correspondence  
Human Resources



**Date:** February 8, 2017

**Board Meeting Date:** February 28, 2017

**Special Notice / Hearing:** None

**Vote Required:** Majority

**To:** Honorable Board of Supervisors

**From:** Donna Vaillancourt, Human Resources Director

**Subject:** Contracts for Recruitment Advertising and Marketing Services

**RECOMMENDATION:**

Adopt a resolution authorizing an agreement with Spin Recruitment Advertising for advertising services, for the term March 1, 2017 through February 29, 2020, in an amount not to exceed \$360,000.

**BACKGROUND:**

When departments within the County of San Mateo have vacancies for employees, the Personnel Services Division of the Human Resources Department facilitates the recruitment processes in collaboration with the hiring departments. In order to attract well-qualified candidates, it is important to advertise these vacancies appropriately, e.g., on Job Boards, websites of professional journals, social media sites, etc.

**DISCUSSION:**

In August 2016, the Personnel Services Division of the Human Resources Department issued a request for quotes for providing recruitment advertising and marketing services. The request for quotes was published on Public Purchase, the County's automated system for receiving quotes. Four (4) vendors responded to the request with four (4) proposals.

Responses were received in August 2016.

All responses were reviewed by the Request for Quotes (RFQ) Committee. Based on the responses and the evaluation criteria, three vendors were selected to be interviewed by this committee.

As a result of the interviews, it was determined two companies, Spin Recruitment Advertising and Pier2 Marketing would best meet the current recruitment advertising and marketing needs.

Until the contract expired in October 2016, the Personnel Services Division was utilizing Spin Recruitment Advertising for the majority of advertising services. Spin Recruitment

Advertising is a small, women-owned advertising company that has best provided expertise in finding niche advertising sites. Their vast knowledge and connections with specialty advertising locations makes this company invaluable to the recruitment advertising needs of our County departments.

Pier2 Marketing is a larger company, but also woman-owned. During the selection process they were of interest because of their marketing expertise and their creative solutions to challenging advertising needs.

The fee schedules of these two agencies are reasonable and in-line with the prices we have been paying over the last few years. Both also provide a “pay as you use” model for services in which the County will pay only for the specific services requested and utilized.

This resolution and agreement will create a three year contract with Spin Recruitment Advertising for the amount \$360,000. A smaller departmental contract will be established with Pier2 Marketing.

The resolution contains the County’s standard provision allowing amendment of the County’s fiscal obligations of each agreement by a maximum of \$25,000 (in aggregate).

The agreement with Spin Recruitment Advertising and the resolution have been reviewed and approved by County Counsel as to form.

Authorizing this agreement will contribute to the Shared Vision 2025 outcome of a Collaborative Community by supporting fiscal accountability.

**PERFORMANCE MEASURE(S):**

<b>Measure</b>	<b>FY 2016-17 Actual</b>	<b>FY 2017-18 Projected</b>
Response time for general advertising requests	Within 24 hours	Within 24 hours
Report on success rate of advertisement	Within seven days after closing of recruitment	Within seven days of closing of recruitment

**FISCAL IMPACT:**

The cost of advertising varies depending on the job posting sites the hiring department and HR determine will be the most beneficial for attracting well-qualified candidates.

The term of the agreement with Spin Recruitment Advertising is March 1, 2017 through February 29, 2020 in an amount of \$360,000 for the three-year term.

The funding for these services comes from the hiring departments. The Human Resources Department is billed for the advertising services utilized and then charges the expenditure back to the hiring department. All advertising discussed with and agreed upon by the hiring department.

**Exhibit A**  
**Request for Quotes Matrix**

1.	General Description of RFP	Three (3) Year Contract for Recruitment Advertising and Marketing Services
2.	List Key Evaluation Criteria	<ul style="list-style-type: none"> <li>• Firm qualifications and experience, including capability and experience of key personnel</li> <li>• Experience successfully providing these or similar services for public and/or private agencies</li> <li>• Proposed approach, including understanding of the scope of services to be provided and appropriateness of the proposed solution/services</li> <li>• Level of customer service</li> <li>• Ability to meet any required timelines or other requirements</li> <li>• Cost to the County for the primary services described in the RFQ</li> <li>• References</li> <li>• Compliance with County RFQ and County requirements</li> </ul>
3.	Where Advertised	Public Purchase County Internet Page
4.	Total number of vendors who viewed or downloaded the Invitation to Bid	14 separate vendors
5.	Number of bids received	Four (4)
6.	Who evaluated the proposals	<ul style="list-style-type: none"> <li>• Personnel Services Manager Lisa Yapching</li> <li>• Personnel Services Acting Supervisors Chet Overstreet and Kristin Herman</li> <li>• Personnel Analyst Ericka Gosha</li> <li>• Human Resources Technicians Tim Rivera and Lillian Lilles</li> </ul>
7.	In alphabetical order, names of bidders	<ol style="list-style-type: none"> <li>1. Domain Experts Corporation</li> <li>2. Hearst Corporation/SF Gate</li> <li>3. Pier2 Marketing</li> <li>4. Spin Recruitment Advertising</li> </ol>