



MEMORANDUM

Council Agenda
Item No. IX. AG
2/13/2024

The City of OKLAHOMA CITY

TO: Mayor and City Council

FROM: Craig Freeman, City Manager

Request for Proposals to be advertised for Public Relations Support to the Public Safety Partnership for the Police Department, Fire Department and other stakeholders, providing public relations and community outreach consultation and other professional services (RFP-OCITY-160).

Purpose:

Authorization of this request for proposals will allow solicitation from qualified organizations to provide marketing, public relations, graphic design, web maintenance, community engagement, media engagement, and other professional services for the Public Safety Partnership, OKC Police Department, OKC Fire Department, and other internal/external stakeholders (herein after known as the Public Safety Partnership [PSP]).

Background:

The PSP is a continued effort to enhance communications and broaden audiences for the purpose of better informing the community about various public safety initiatives and programs managed by the City Manager's Office and the Police and Fire Departments. These initiatives include but are not limited to community policing, alternative response, de-escalation, and crisis response training.

In June 2020, Council received a resolution that contained six (6) public safety initiatives adopted as priorities by Council. As a result, the Community Policing Working Group was formed. The Law Enforcement Policy Task Force was formed in July 2020 in response to community concerns about law enforcement policies. In March 2022, Council received a report which was the product of the extensive research, collaboration, and community engagement of both groups. This report includes 39 recommendations focused on eight (8) topics.

Building on these previous efforts, the Public Safety Partnership (PSP) was formed in August 2023. The PSP plans to use a Public Relations and Marketing Consultant to provide original content and to support and augment existing City public information staff. Recommendations in the report specifically addresses the need to develop and deliver comprehensive public education campaigns, community engagement programs, and enhance communications for the purpose of better informing the community about public safety initiatives.

Proposal Receipt Date:

April 3, 2024 – 4:00:00 p.m.

Review:

City Manager's Office

Recommendation: Request for Proposals be approved and the City Clerk be authorized to advertise for proposals.