



**County of Los Angeles**  
**Sheriff's Department Headquarters**  
 4700 Ramona Boulevard  
 Monterey Park, California 91754-2169



LEROY D. BACA, SHERIFF

April 14, 2009

**ADOPTED**  
 BOARD OF SUPERVISORS  
 COUNTY OF LOS ANGELES

The Honorable Board of Supervisors  
 County of Los Angeles  
 383 Kenneth Hahn Hall of Administration  
 Los Angeles, California 90012

# 44      APRIL 14, 2009

*Sachi A. Hamai*  
 SACHI A. HAMAI  
 EXECUTIVE OFFICER

Dear Supervisors:

**APPROVE AMENDMENT NUMBER 2  
 TO AGREEMENT NUMBER 75665 WITH MEDIAFISH CREATIVE, LLC  
 FOR RECRUITMENT ADVERTISING SERVICES  
 (ALL DISTRICTS) (3 VOTES)**

**SUBJECT**

The Los Angeles County Sheriff's Department (Department) is seeking Board approval to amend Recruitment Advertising Services Agreement Number 75665 to extend the term and increase the maximum contract sum.

**IT IS RECOMMENDED THAT YOUR BOARD:**

Approve and instruct the Chairman of the Board of Supervisors to sign the attached Amendment Number 2 to Agreement Number 75665 with Mediafish Creative, LLC, (Mediafish) to extend the Agreement for Recruitment Advertising Services for nine months from May 9, 2009, to February 8, 2010, and to increase the maximum contract sum by \$300,000.

**PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

The Department has successfully recruited and hired sworn personnel over the last three years, which reduced its vacancies to the salary savings threshold.

The Entry Level Stipulation of the Bouman Consent Decree requires the Department to raise the percentage of sworn females on the Department to 18.6 percent, which was determined to be relevant labor force parity level. The Department shifted its highly

successful recruitment campaign from a broad, overall diversity campaign to a campaign that places a heavier emphasis on recruiting qualified females for the position of deputy sheriff trainee.

The team at Mediafish, along with members of the Department's Recruitment Unit, designed a multi-layered, multi-impressionable campaign to recruit females. Print, video, radio, billboard, internet, advertising, and sports team sponsorships were strategically placed around colleges, grocery stores, parks, and other venues that would be seen by a high volume of women.

The results of this campaign proved highly effective. Whereas females made up 19 percent of the candidates testing for the position of deputy sheriff trainee, females now comprise 27 percent of the applicants testing for the position of deputy sheriff trainee. With the extension of the Agreement for nine months, recruitment efforts will continue to increase the percentage of female recruits.

It is the Department's belief that there would be an adverse impact on the recruitment goal if a solicitation was issued and potentially another agency were awarded the contract for the following reasons:

- There would be a steep learning curve for a new agency to familiarize themselves with the Department's uniquely successful recruitment message. A new agency would be limited to trying to maintain what was designed and implemented by another advertising agency.
- There could be the potential loss of our current advertising partners that have been secured at a discounted rate based on the relationship that Mediafish has with those advertising partners. The potential losses include: the Los Angeles Dodgers, the Los Angeles Sparks, the Los Angeles Lakers, as well as the significant discount we receive on our billboards from CBS Outdoor Media.

#### Implementation of Strategic Plan Goals

The services provided under this Agreement support the County's Strategic Plan, Goal 1, Operational Effectiveness, by contracting with Mediafish to amplify the recruitment goals and missions of the Department.

#### **FISCAL IMPACT/FINANCING**

The Department has identified funding in the amount of \$300,000 for the nine-month extension period.

**FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

In May 2006, the County entered into Agreement Number 75665 with Mediafish to develop a management strategy to oversee the recruitment campaign and analyze the effectiveness of the Department's hiring, recruitment goals, and objectives. In April 2008, the County amended Agreement Number 75665 to increase the maximum contract sum.

Mediafish has assisted the Department in meeting our recruitment goals. The Bouman Consent Decree's requirement of raising the percentage of sworn females needs to be fulfilled with the effective recruitment advertising strategies that Mediafish continues to provide. Mediafish's coordination with vendors to acquire the best advertising methods, costs, and supplies has contributed to the successful recruitment record.

Mediafish is in compliance with all Board and Chief Executive Office requirements.

County Counsel has approved Amendment Number 2 as to form.

**CONTRACTING PROCESS**

The existing Agreement with Mediafish resulted from a solicitation. This request is to extend the term of the existing contract and increase the maximum contract sum.

**IMPACT ON CURRENT SERVICES (OR PROJECTS)**

There will be no negative impact on the Department's operations due to the extension of the Agreement.

**CONCLUSION**

Upon approval by your Board, please return three adopted copies of this Board letter and two fully executed Amendment Number 2, to the Department's Contracts Unit.

Sincerely,



LEROY D. BACA  
SHERIFF

LOS ANGELES COUNTY SHERIFF'S DEPARTMENT

AMENDMENT NUMBER 2  
TO AGREEMENT NO. 75665 FOR  
RECRUITMENT ADVERTISING SERVICES

This Amendment Number 2 ("Amendment No. 2") is entered into by and between the County of Los Angeles (hereinafter "COUNTY") and Mediafish Creative, LLC (hereinafter "CONTRACTOR"), effective upon execution by the Chairman of the Board, based on the following recitals:

- A. WHEREAS, on May 9, 2006, COUNTY and CONTRACTOR entered into COUNTY Agreement Number 75665 (hereinafter "AGREEMENT") for the Recruitment Advertising Services; and
- B. WHEREAS, the AGREEMENT was amended on April 8, 2008 to increase the Maximum Contract Sum; and
- C. WHEREAS, the AGREEMENT currently expires on May 8, 2009; and
- D. WHEREAS, COUNTY and CONTRACTOR desire to amend the AGREEMENT to extend the Term and increase the Maximum Contract Sum by \$300,000.

NOW THEREFORE, in consideration of the foregoing recitals, COUNTY and CONTRACTOR hereby further agree to amend the AGREEMENT as follows:

- 1. The Agreement Term shall be extended for nine (9) months from May 9, 2009 to February 8, 2010.
- 2. Subsection 8.2, Maximum Contract Sum is amended as follows:
  - 8.2 The dollar amount in this paragraph is amended to read "Six Million Three Hundred Thousand Dollars (\$6,300,000)".

Except as expressly provided in this Amendment No. 2, all other provisions and conditions of the AGREEMENT shall remain the same and in full force and effect.

[continued on the following page for signatures]

No 75665  
Supplement No. 2

LOS ANGELES COUNTY SHERIFF'S DEPARTMENT

AMENDMENT NUMBER 2  
TO AGREEMENT NO. 75665 FOR  
RECRUITMENT ADVERTISING SERVICES

The person executing this Amendment No. 2 for CONTRACTOR represents and warrants that he or she is an authorized agent, who has actual authority to bind CONTRACTOR to each and every item, condition, and obligation of Amendment No. 2, and that all requirements of CONTRACTOR have been fulfilled to provide such actual authority.

IN WITNESS WHEREOF, the parties hereto have caused this Amendment No. 2 to be executed on their behalf by their duly authorized officers.

ATTEST:

SACHI A. HAMAI  
Executive Officer  
Los Angeles County  
Board of Supervisors

THE COUNTY OF LOS ANGELES

By: *Don Krabe*  
CHAIRMAN OF THE BOARD

By: *[Signature]*  
Deputy

MEDIAFISH CREATIVE, LLC

By: *[Signature]*  
Nalin DeSilva

Title: Project Director

Date: 3/27/09



APPROVED AS TO FORM:

RAYMOND G. FORTNER, JR.  
County Counsel

I hereby certify that pursuant to  
Section 25103 of the Government Code,  
delivery of this document has been made.

**ADOPTED**  
BOARD OF SUPERVISORS

By: *[Signature]*  
Deputy County Counsel

SACHI A. HAMAI  
Executive Officer  
Clerk of the Board of Supervisors  
By: *[Signature]*  
Deputy

44

APR 14 2009

*Sachi A. Hamai*  
SACHI A. HAMAI  
EXECUTIVE OFFICER

No 75665

Supplement No. 2