



City of Cleveland Memorandum

Justin M. Bibb, Mayor

TO: Blaine A. Griffin, Chair
Committee of the Whole

FROM: Karrie D. Howard, Director
Department of Public Safety

DATE: December 5, 2022

SUBJECT: Ordinance No. 1228-2022 Authorizing the Director of Public Safety to apply for and accept a grant from the Ohio Emergency Management Agency for the FY22 ARPA First Responder Wellness, Recruitment, Retention & Resiliency Grant - Safety Recruitment Program; authorizing the Director to enter into one or more contracts to obtain marketing, promotional, public relations, advertising, and creative services, including materials, equipment, and supplies necessary for recruitment; authorizing the purchase or lease of television and radio advertising time and other media

If passed by Council, Ordinance No. 1228-2022 would authorize the Director of Public Safety to accept grant funding from the Ohio Emergency Management Agency for the FY22 Ohio ARPA First Responder Wellness, Recruitment, Retention & Resiliency Grant. This legislation will provide funding for recruitment efforts for first responders.

Purpose of Grant:

The goal of the grant is to assist first responder agencies with recruitment of police officers, firefighters, EMS personnel and dispatchers.

A hiring bonus of \$3,000 will be given to new first responders and dispatchers. Additionally, funds will be used for recruitment efforts, including a contract with a marketing firm to create a public safety recruitment marketing message, and monthly fees for advertising on busses, billboards, radio, etc....

Expenses to be reimbursed:

Travel:	\$ 34,680 (Travel to other cities for recruitment)
Contractor:	\$ 150,000 (Contract with marketing firm)
Contractor:	\$ 109,800 (Advertising fees)
Other:	\$1,650,000 (\$3,000 signing bonuses for 550 first responders)
Total:	<u>\$1,944,480</u>

Grant Information:

- Grant Period is 1/01/23 thru 12/31/24
- There is no local match
- This a new grant