

1. Has PCPA conducted any previous research, surveys, focus groups, or other discovery related to law enforcement recruitment challenges, candidate perceptions, barriers to entry, or effective recruitment messaging that will be made available to the selected vendor?

- NO

2. Does PCPA anticipate the selected vendor conducting additional discovery or stakeholder interviews to inform the campaign strategy and messaging, or should the vendor primarily rely on existing PCPA/COPS Office research and resources?

- Empirical Evidence from COPS, PCPA, and other open-source areas

3. Does PCPA already have potential law enforcement personnel and participating agencies identified for the testimonial content, or will the selected vendor be expected to assist with identifying, recruiting, vetting, and coordinating participants?

- Yes, but not formally established

4. Approximately how many individuals does PCPA anticipate interviewing, and what geographic footprint should vendors assume for production (including the approximate number of filming locations, cities/states)?

- Across the five regions of Pa, to include minimum 3 departments.

5. Beyond testimonial interviews, what level of supporting B-roll does PCPA envision? For example, officers interacting with their communities, training, day-to-day activities, agency environments, vehicles, or other operational footage?

- Yes, we anticipate a broad overview of the law enforcement capabilities and potential career experiences.

6. Of the total \$399,768 project award budget, is there an anticipated or minimum amount that should be reserved for paid advertising/media placement?

- The application should recommend the advertising budget. Final budget approval will come from PCPA and DOJ.

7. Is the paid advertising campaign expected to run nationally, within selected priority/pilot markets, or through a combination of national and geographically targeted campaigns?

- Pennsylvania regional markets.

8. Can PCPA provide additional detail regarding the anticipated review and approval process between PCPA, the COPS Office, and the selected vendor, including key approval milestones, expected turnaround times, and the number of revision rounds vendors should account for?

- Milestone one would be to create the overarching video
- Milestone two, would be to create at least one to two regional videos in our most challenged employment areas.
- Milestone three – five to augment regions with additional videos
- Minimum three revisions.
- Ideally, we envision a library of video that encompasses 10 to 15 shorts

9. Can PCPA confirm when and where responses to vendor questions will be distributed or posted?

- <https://www.pachiefs.org>

10. Can PCPA confirm the required method for proposal submission, including the submission email address or portal and the required file format?

- PDF to gsimpson@pachiefs.org