

Clarifying Questions

PCPA FY25 Recruitment Video and Toolkit Initiative

RFP Number: 2026-608-01

Re: PCPA FY25 Recruitment Video and Toolkit Initiative

1

Scope of "nationwide"

Does this project require national distribution of PA-produced assets, filming across multiple states, PA-based production intended for national applicability, or recruitment marketing targeting candidates nationwide? Clarifying this is essential to right-size the proposal to budget.

PCPA Response:

Filming in the State of Pennsylvania intended to recruit within and around the Northeast region of the United States.

2

Officers and locations

How many officers and filming locations are anticipated for testimonials, or is this left to vendor discretion within budget?

PCPA Response:

The Commonwealth has five distinct regions along with several delivery models, from less than 5 officers to hundreds, from local to Regional, etc. A minimum of 3 locations throughout the state will be selected for filming and testimonials.

3

Video deliverable count

Beyond the one required flagship film, how many short-form, density-specific, or themed video assets are expected? Is the final count at the vendor's discretion to support engagement goals?

PCPA Response:

Ideally, we envision a library of video that encompasses 10 to 15 shorts.

4

Advertising spend inclusion

Is paid media and advertising spend included within the \$399,768 total award, or budgeted and administered separately?

PCPA Response:

Yes, the advertising is included in that total amount.

5

Contract structure

Will this be a fixed-price contract, or cost-reimbursement consistent with federal award allowable-cost rules? This affects how the budget narrative should be built.

PCPA Response:

This will be a cost-reimbursement contract.

6

Deliverable ownership and licensing

Does PCPA intend to retain full ownership and exclusive licensing of final assets and source files, or standard federal-award terms (e.g., government-use license with vendor or PCPA retaining title)? Please clarify the intended IP and licensing structure.

PCPA Response:

Yes, the PCPA intends to retain full ownership and exclusive licensing of assets and files.

7

Review cycle

How many rounds of revision are anticipated per deliverable, and does the COPS Office conduct a separate federal review or approval step in addition to PCPA's review?

PCPA Response:

3 revisions per deliverable. The DOJ has ultimate approval/rejection over project and deliverables.

8

Toolkit distribution scale

Is the customizable toolkit intended for PCPA-affiliated PA agencies specifically, or for broader or national agency use upon request?

PCPA Response:

This video and still toolkit is intended for national use on request.

9

Existing creative assets

Are there prior COPS Office funded recruitment campaign materials PCPA wants this project to align with, reference, or build upon?

PCPA Response:

No, there are not previous campaigns to align this project with.

10

Advertising account ownership

Will PCPA hold and grant access to ad platform accounts (Meta Business Manager, Google Ads), or will the vendor manage campaigns under its own accounts and report results for reconciliation?

PCPA Response:

The vendor will manage campaigns under their own accounts and report data for quarterly reports.