



# AGENDA REPORT

Human Resources

<b>DATE:</b>	July 1, 2025
<b>TO:</b>	Mayor Martinez and Members of the City Council
<b>FROM:</b>	Nickie Mastay, Deputy City Manager – Internal Services Sharrone Taylor, Director of Human Resources
<b>Subject:</b>	Contract with All Star Talent, Inc., for
<b>FINANCIAL IMPACT:</b>	The contract limit is \$355,500. Funding for the contract will be provided by Human Resources and departments that will utilize the campaign to fill specialized and hard-to-fill vacancies (Account String: 01181016-400201)
<b>PREVIOUS COUNCIL ACTION:</b>	None.
<b>STATEMENT OF THE ISSUE:</b>	City Council's approval is required to enter a contract with All-Star Talent, Inc to fill specialized and hard-to-fill vacancies across various City departments.
<b>RECOMMENDED ACTION:</b>	APPROVE a contract with All Star Talent, Inc. for a term beginning July 1, 2025, to June 30, 2027, and a payment limit of \$355,500, to design a robust virtual recruitment and marketing campaign for specialized and hard-to-fill vacancies – Human Resources (Nickie Mastay/Sharrone Taylor 510-620-6602).

## DISCUSSION:

Filling specialized and hard-to-fill vacancies remains a significant challenge for public government agencies nationwide. This ongoing issue has prompted many agencies to explore innovative strategies to attract qualified candidates. The Human Resources Department aims to develop a cutting-edge marketing strategy, building on the success

of the 2023 campaign designed to attract Police Officer candidates, which resulted in over forty hires between 2022 and 2024.

The City issued a Request for Proposals (RFP) on October 18, 2024, and received six (6) responses. A panel was assembled in November 2024 and was given four weeks to carefully review the entries. After a thorough panel review, which assessed the submissions based on ability, experience, knowledge, and cost, the panel scored the proposals. All Star Talent, Inc., was selected because they demonstrated an understanding of the proposal and relevant experience and knowledge of unique strategies required for public safety positions, which include agility and a distinct skillset to address the challenges present in the current market. All-Star Talent, Inc. will design and lead a comprehensive virtual social media outreach marketing strategy. This strategy will encompass a multi-faceted approach, including casting a wide virtual net through social media, hosting virtual career fairs, and conducting state-wide and nationwide candidate searches.

The initial focus will be on filling vacancies in our Fire and Police Department, focusing on classifications such as Police Officer, Communications Dispatcher, and Firefighter Trainee positions. However, the contract will also be utilized as needed for other specialized and hard-to-fill vacancies across various departments.

**RECOMMENDATION:**

Human Resources recommends City Council approve the contract with All-Star Talent, Inc. to design a robust virtual recruitment and marketing campaign for specialized and hard-to-fill vacancies.

**DOCUMENTS ATTACHED:**

Attachment 1 – Original All-Star Talent, Inc. Contract  
Attachment 2 – Virtual Recruitment RFP