



CITY COUNCIL AGENDA ITEM STAFF REPORT

MEETING DATE:	MARCH 10 TH , 2026
TITLE:	AN ORDINANCE AUTHORIZING THE APPROVAL OF A STATEMENT OF WORK AGREEMENT WITH FOURCE GROUP, INC. IN RELATION TO MARKETING AND RECRUITMENT FOR THE COLLINSVILLE POLICE DEPARTMENT
DEPARTMENT:	POLICE DEPARTMENT
PROJECT MANAGER:	BRETT BOERM; CHIEF OF POLICE
REQUESTED ACTION:	APPROVAL
STRATEGIC PLAN GOAL(S):	#6: KEEP COLLINSVILLE SAFE AND IMPROVE THE PERCEPTION OF PUBLIC SAFETY IN THE COMMUNITY #7: SUPPORT EXCELLENT MUNICIPAL SERVICES
ATTACHMENTS:	ORDINANCE, AGREEMENT, BIDS,

SUMMARY RECOMMENDATION

Staff is recommending the approval of an ordinance authorizing the approval of a statement of work agreement with the Fource Group, Inc. in relation to marketing and recruitment for the Collinsville Police Department.

EXECUTIVE SUMMARY

Over the course of the past 5-10 years, the recruitment and hiring of qualified police officers for the Collinsville Police Department has become increasingly more difficult. A department that once garnered 100-200 applicants per testing cycle in the 90's and 2000's, is now generating 15-20 applicants each testing cycle. This is not just a crisis for Collinsville; it is a regional and national police recruitment and retention crisis that has to be addressed. Nationally, police applicant pools have shrunk by about 40% since 2019. To this point, the Collinsville Police Department has managed to plug holes when they appear but soon, resignations and retirements are going to outnumber the number of qualified individuals who want to be police officers.

The Fource Group, based in O'Fallon, Illinois, is a full-service marketing and creative agency that focuses on agency branding and builds strategic marketing solutions, web design, social media, digital advertising, and recruitment campaigns. They have partnered with other police departments and municipalities in the area that include O'Fallon, Fairview Heights, Belleville, Granite City, and Centralia.

The attached agreement is a two-year agreement totaling \$90,000, of which \$45,000 will be paid in 2026 and another \$45,000 paid in 2027. The total cost will be fully reimbursed through a \$172,513 federal Department of Justice (DOJ) recruitment/retention grant obtained by Lieutenant Keith Jackson in late 2025. In return, the Collinsville Police Department will obtain an array of new recruitment videos produced by The Fource Group, a new recruitment and application webpage attached to the City's website, and wide array of digital marketing campaigns targeting a regional and national audience.

DEPARTMENT REVIEW

Administration, Corporate Counsel, Police Department

RECOMMENDATION

Staff is recommending approval of an ordinance authorizing the approval of a statement of work agreement with the Fource Group, Inc. in relation to marketing and recruitment for the Collinsville Police Department.

