



City of Austin

Recommendation for Action

File #: 26-1966, **Agenda Item #:** 62.

8/27/2026

Posting Language

Authorize negotiation and execution of an agreement with Reagan National Advertising of Austin for advertising services to produce and strategically display two billboards in high traffic locations and busy intersections during a 64-week Austin Police recruitment campaign in an amount not to exceed \$108,600. Funding: \$108,600 is available in the Fiscal Year 2025-2026 Operating Budget of Austin Police.

Lead Department

Austin Police.

Fiscal Note

Funding in the amount of \$108,600 is available in the Fiscal Year 2025-2026 Operating Budget of Austin Police.

For More Information:

Lee Rogers, Assistant Chief, Austin Police, 512-974-6644.

Additional Backup Information:

Austin Police (APD) is currently operating with a significant staffing shortage, employing 1,474 of its 1,819 authorized sworn positions. This agreement will provide advertising services, including costs to produce and display two illuminated billboards during a 64-week recruitment campaign. Measuring 14 feet x 48 feet, the billboards will be strategically placed in high traffic locations and at busy intersections. Specific locations of the billboards will be negotiated and finalized upon contract execution.

The billboards are expected to increase awareness and remind commuters that APD is a good career opportunity. The diversity of officers displayed will help many demographic segments envision themselves in uniform and serving the Austin community.

APD currently has no roadside advertising promoting recruitment of law enforcement officers. The only local advertising for recruitment is displayed on patrol vehicles.