



DATE: July 9, 2019

TO: Mayor and City Council

FROM: Interim Chief of Police

SUBJECT: Authorize the City Manager to Negotiate and Execute a Contract Between Cole Pro Media, LLC and the Hayward Police Department to Provide Media Consulting Services in an Amount Not to Exceed \$127,500

RECOMMENDATION

That the City Council adopts a resolution (Attachment II) authorizing the City Manager to execute an agreement with Cole Pro Media, LLC to counsel, advise, and guide HPD in matters of media questions, crisis communications, and social media messaging in an amount not to exceed \$127,500.

SUMMARY

The Police Department has utilized Cole Pro Media, LLC for the past two years to provide media consulting services on news releases, crisis communication issues, support for social media, including reviewing what is and is not working, content creation, responses to comments, and guidance on how to use the platform(s) to share HPD's news stories. To date, the Police Department has spent \$65,000 for these services. As part of the Department's continued efforts to enhance communication with the community, Cole Pro Media will be instrumental in working with and developing the Community Engagement Specialist when responding to communication needs and will support the Department's Social Media Committee by providing coaching and guidance on the Department's use of social media. Staff requests authorization to negotiate and execute a contract with Cole Pro Media, LLC for an amount not to exceed \$127,500 to provide media consulting services and support to the Community Engagement Specialist and the Social Media Committee.

BACKGROUND

For the past two years, the Police Department has utilized Cole Pro Media, LLC to provide media consulting services to advise the Police Department on news releases, crisis communication issues, and for assistance with mainstream media, which includes preparing for questions the media may ask. The media consultant has provided support for social media, including reviewing what is and is not working, content creation, responses to comments, and guidance on how to use the platform(s) to share HPD's news stories.

Since June of 2017, the Hayward Police Department has contracted with Cole Pro Media, LLC. To date, the Police Department has spent \$65,000 for services with Cole Pro Media, LLC.

DISCUSSION

The Hayward Police Department plans on using the services provided by Cole Pro Media, LLC, to continue to enhance communications to the community. The contract with Cole Pro Media provides the Police Department with access to consultants who are on call to consult on crisis communications. The consultants assist with external messaging surrounding significant incidents that have strong community interest. As part of the Department's efforts to enhance communication with the community, Cole Pro Media will be instrumental in working with and developing the Police Department's Community Engagement Specialist when responding to communication needs. Additionally, Cole Pro Media will help the Police Department's Social Media Committee by providing coaching and guidance on the Department's use of social media.

FISCAL IMPACT

There are adequate funds in the Police Departments adopted FY 2020 Operating Budget to cover the costs associated with this request.

STRATEGIC INITIATIVES

This agenda item is a routine operational item and does not relate to one of the Council's Strategic Initiatives.

NEXT STEPS

If the Council authorizes this action, staff will enter into an amended contract for services to Cole Pro Media, LLC.

Prepared by: Adam Lumia, Senior Management Analyst

Recommended by: Bryan Matthews, Interim Chief of Police

Approved by:



Kelly McAdoo, City Manager