



CITY OF HAYWARD

Hayward City Hall
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Cover Memo

File #: CONS 19-501, **Version:** 1

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.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Resolution