

RESOLUTION 2023-###

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO AUTHORIZING THE CITY MANAGER TO ENTER INTO A THREE-YEAR AGREEMENT WITH COLE PRO MEDIA FOR CONSULTING SERVICES RELATED TO TRANSPARENCY ENGAGEMENT FOR A TOTAL COST NOT TO EXCEED \$114,000 OVER THE THREE YEARS

WHEREAS, *Improve Public Safety* is a major policy goal under the FY 2023/25 City Council Priority Workplan, effective May 1, 2023;

WHEREAS; in 2019, the Police Department solicited proposals to assist with transparency engagement;

WHEREAS, Cole Pro Media (Cole Pro) was selected due to its competitive pricing and responsive services. Beginning in July of 2019, the City entered into a series of one-year contracts with Cole Pro in an amount not to exceed \$30,000 per year;

WHEREAS, since 2019, Cole Pro Media has been integral in providing support and training to staff which has resulted in a significant increase of Social Media engagement with more than 21,200 followers on SPPD platforms from Facebook, Instagram, Twitter, TikTok, and Next Door, and Cole Pro Media has been valuable in media consultation during critical incidents;

WHEREAS, the City wishes to enter into a new 3-year Agreement (Agreement) with Cole Pro Media for consulting services related to transparency engagement at a total cost not to exceed \$114,000 over the three-year term;

WHEREAS, funding for the Agreement for fiscal year 23/24 is budgeted in the Police Department's Departmental Budget (#100-2110-43600); funding for succeeding years is subject to funding availability;

WHEREAS, the Agreement is exempt from formal City bidding requirements under the San Pablo Municipal Code section 3.16.110(A);

WHEREAS, furthermore, competitive bidding requirements may be dispensed if the public interest is better served by doing so, as where competitive bidding would not produce an advantage. (*Graydon v. Pasadena Redevelopment Agency* (1980) 104 Cal.App.3d 631; *Los Angeles Dredging Co. v. Long Beach* (1930) 210 Cal.348.) The exception may be invoked where the product or service contracted for is of unique value and may not be obtained elsewhere (*Hodgeman v. City of San Diego* (1942) 53 Cal.App.2d 610,618);

WHEREAS, based on Cole Media's pricing, breadth of transparency engagement services and exceptional past performance, the City Council finds that the public interest is best served by entering into new agreement with Cole Pro Media for transparency engagement.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of San Pablo hereby authorizes the City Manager to enter into contract with Cole Pro Media for transparency engagement consulting services for three years at a total cost not to exceed \$114,000, subject to funding availability authorized by the City Council.

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ADOPTED this 15th day of May, 2023, by the following votes:

AYES: COUNCILMEMBERS:
NOES: COUNCILMEMBERS:
ABSENT: COUNCILMEMBERS:
ABSTAIN: COUNCILMEMBERS:

ATTEST:

APPROVED:

Dorothy Gantt, Deputy City Clerk

Abel Pineda, Mayor