



Monterey County

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: 22-029

January 11, 2022

Introduced: 12/21/2021

Current Status: Agenda Ready

Version: 1

Matter Type: General Agenda Item

- a. Approve and authorize the Contracts/Purchasing Officer or the Contracts/Purchasing Supervisor to sign amendment #1 by and between Cole Pro Media, LLC for on-camera media training, crisis management, etc., adding two (2) years and \$60,000 to the existing agreement, for a total not to exceed amount of \$150,000 and term ending date of January 14, 2024; and
- b. Authorize the Contracts/Purchasing officer or the Contracts/Purchasing Supervisor to sign two (2) additional one (1) year amendments which do not significantly change the scope of work and where each amendment does not exceed the contracted total plus 10 percent.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Contracts/Purchasing Officer or the Contracts/Purchasing Supervisor to sign amendment #1 by and between Cole Pro Media, LLC for on-camera media training, crisis management, etc., adding two (2) years and \$60,000 to the existing agreement, for a total not to exceed amount of \$150,000 and term ending date of January 14, 2024; and
- b. Authorize the Contracts/Purchasing officer or the Contracts/Purchasing Supervisor to sign two (2) additional one (1) year amendments which do not significantly change the scope of work and where each amendment does not exceed the contracted total plus 10 percent.

SUMMARY/DISCUSSION:

Cole Pro Media (CPM) is a trailblazing transparency engagement advisor who has worked with dozens of cities, sheriff's offices and police departments throughout California. CPM is located in Vacaville, California and is available 24-hours a day. CPM places a strong emphasis on communicating relevant and accurate information to the public, which is one of the goals of the Sheriff's Office.

During the last two (2) years, CPM has provided public relations services to the Sheriff's Office which has been instrumental in helping to provide much needed information to the public in order to keep them aware and safe.

OTHER AGENCY INVOLVEMENT:

The agreement has been reviewed by County Counsel as to legal form and by the Auditor- Controller as to fiscal terms.

FINANCING:

This Agreement was included in the FY 2021-22 approved budget. There will be no increase in General Fund Contribution resulting from this Board action.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Mark a check to the related Board of Supervisors Strategic Initiatives

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

Prepared by: Arthur Curtright, Management Analyst II, Extension #3708

Approved by: Steve Bernal, Sheriff/Coroner, Extension #3750

Attachments:

Board Report

Attachment A - Cole Pro Media Agreement w/ Exhibit

Attachment B - Cole Pro Media Amendment 1

