



City Council Staff Report

Subject: Transparency Engagement Advisory Services Contract

Date: January 14, 2025

Submitted By: Chad Morris, Captain
Rustin Banks, Chief of Police

Department: Police

Recommendation:

Adopt a Resolution of the City Council of the City of Rocklin Approving a Contract for Professional Services with Cole Pro Media, Corp for Transparency Engagement Advising, and Authorizing the City Manager to Execute the Agreement and Subsequent Amendments.

Background:

Social media plays an integral role in communicating with Rocklin residents and has changed the way the public interacts with law enforcement. As many law enforcement agencies respond by creating an online presence on a variety of popular digital platforms, the Rocklin Police Department takes full advantage of this approach to engage and serve the community. The department has leveraged social media over the past several years to engage with the community with public service announcements, recruiting efforts, and up-to-date information about critical incidents or emergent situations.

The Rocklin Police Department has successfully partnered with Cole Pro Media, Corp to provide transparency engagement and crisis communication advisory services for the past two years, and would like to continue this valuable partnership for another year. Cole Pro Media, Corp specializes in transparency engagement and crisis communications advisory services, empowering law enforcement agencies to communicate directly, honestly, and effectively with their community through clear, unfiltered information. In addition, Cole Pro Media, Corp services include vital 24/7 access to consultants during critical or emergent incidents as well as accessible seven days a week to provide training, advising, or work product.

Cole Pro Media, Corp works mainly with law enforcement, district attorneys, and government agencies in California and has the subject matter expert knowledge, understanding and a familiarity with law enforcement culture, and their extensive procedures. More than 26 law enforcement agencies contract with Cole Pro Media, Corp in navigating their social media and communications with the public.

Staff has negotiated a fee of \$2,000 per month for transparency and media consultant services, which includes bi-monthly communication strategy sessions, trainings on latest trends in social media, content, photography, best practices for handling critical incident, media releases, and crisis communications as well as writing high-profile news releases when necessary.

Although this is a new contract for a one-year term for a not to exceed amount of \$24,000, the Police Department staff wanted to continue to use the same Consultant's services for a third year in row, without starting over with a new procurement process to find a new Consultant for these services. Therefore, this new one-year contract is effectively an amendment to extend the previous two years of agreements with the Consultant through a third year. Since the total compensation for the three years of the same Consultant's services exceeds \$50,000, City Council approval of the Agreement is required.

Fiscal Impact:

The total amount of the contract is \$24,000 for one year, January through December. Half of the funds are budgeted in the Fiscal Year (FY) 2024/25 Operating Budget, and the Department will budget for remaining funding in the FY 2025/26 Operating Budget.

ATTACHMENTS:

1. [Resolution](#)
2. [Exhibit A 2025-26 Cole Pro Media Corp Contract](#)