

## **San Benito County Sheriff's Office Justification of Sole Source Request**

**Preferred Contractor:** Cole Pro Media, LLC  
3069 Alamo Drive, Ste 122  
Vacaville, CA 95687

**1). Why was contractor chosen?**

Cole Pro Media is a proven crisis communications and training company specializing in media coverage and training before, during, and after crisis situations. The company has been used successfully by Cal Sheriffs and other law enforcement agencies.

**2). What are the unique performance features of the contractor that are not offered by other contractors? For Services: What unique qualifications, rights, and licenses does the contractor possess to qualify as a sole source request?**

Cole Pro Media provides unique services in the area of media relations training to include; 24 hour access to one on one consultation, on-site training of Sheriff's personnel, crisis media response, media content creation, social media production and distribution, and understanding and familiarity with law enforcement culture and procedures. Cole Pro Media is based in California for immediate, in person responses to crisis.

**3). Why are these specific qualifications required?**

It is not uncommon for the Sheriff's Office to be involved in crisis situations. Careful and calculated media relationships are required during these difficult situations. Development and ongoing training of Sheriff's personnel is also required. Our staff lacks the knowledge and skill set to fully utilize social media, and this skill is needed for both communications, and recruitment efforts.

**4). Why are other sources providing like goods and services unacceptable?**

The needs of the Sheriff's Office in this area are wide ranging and at the same time specific. The ability of Cole Pro Media to respond to the Sheriff's Office personally in the time of a crisis to assist in the public relations and crisis media management is vital. Combined with that the social media management, development, distribution, and initial and on-going training is unmatched any other known contractor.

- 5). **What are the unique features REQUIRED, not preferred, and how would that requirement be inhibited without this particular service?**

The Sheriff's Office requires media training (to include social media, press releases, press conferences) and the crisis media response provided by this vendor which this office does not currently have.

- 6). **Estimated costs:**

The Sheriff's Office is requesting a one year contract not to exceed \$30,000 payable in twelve (12) monthly installments of \$2,500.00. This cost will be shared between the Sheriff's Operations and Corrections divisions. This allows the Office to have the flexibility to have Cole Pro "on call" for presentations, telephone consults, etc.