



# CITY OF RIALTO

## SOLE SOURCE/STANDARDIZATION VENDOR REQUEST

**VENDOR:** Raincross, Inc.

**ADDRESS:** 5029 La Mart Dr Suite B, Riverside, CA 92507

**REQUISITION NUMBER:** \_\_\_\_\_

- Standardization:** The City requires the item(s) to standardize parts, design quality, etc. (explain in more detail below).
- Sole Source:** No other items are known to exist which perform the same function.
- Proprietary:** The item is held under exclusive title, trademark or copyright by a private person or company; or a proprietary distributorship.

1. Describe the product/service:

Comprehensive digital marketing campaign. This campaign will include addressable geofencing, social geofencing, location-targeting geofencing, keyword ad display, the creation of highly engaging ads, and website redesign and maintenance

2. Describe how the product or service is unique and/or one of a kind:

Raincross, Inc. utilizes proprietary tools and methodologies specifically tailored to our needs and refined through prior projects. Their unique approach and advanced capabilities in addressable and social geofencing, combined with their expertise in creating engaging ads and maintaining our website, position them uniquely in the marketplace.

3. Is the product or service available from other sources?

Yes

4. Can your requirements be modified so that competitive products or services may be used?

Please explain:

No, given Raincross, Inc.'s familiarity with our systems and their proven track record, continuing with them as a sole source contractor will be more cost-effective and efficient than seeking new proposals. This approach will minimize the time and resources required for a new procurement process and ensure that the campaign is executed promptly and effectively.

5. Submit a detailed memo explaining the steps taken to determine this is a sole source vendor and justify the need.

See Attached

Requestor Signature:  Date: 09/23/2024

**Approvals:**

Department Head

City Manager

Chief Finance Officer

Purchasing Manager

# RIALTO POLICE DEPARTMENT

## MEMORANDUM



**TO:** Michael Milhiser, Interim City Manager

**FROM:** Mark Kling, Chief of Police

**SUBJECT:** Raincross, Inc. Sole Source Justification

**DATE:** September 23, 2024

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This document serves as the sole source justification with Raincross, Inc. for a comprehensive digital marketing campaign. This campaign will include addressable geofencing, social geofencing, location-targeting geofencing, keyword ad display, the creation of highly engaging ads, and website redesign and maintenance.

Raincross, Inc. has a demonstrated track record of success in managing digital marketing campaigns for the City of Rialto. Their work on prior projects has shown a clear understanding of our specific needs, local market dynamics, and the intricacies of effectively engaging our target audience. Their previous campaigns have led to measurable improvements in engagement and outreach, validating their expertise.

Through prior engagements, Raincross, Inc. has developed a deep understanding of the City of Rialto's marketing goals and requirements. Their familiarity with our operational context and objectives ensures that they can deliver tailored solutions that align precisely with our needs, minimizing the learning curve and ensuring continuity in campaign execution.

The proposed digital marketing campaign requires a high degree of integration among various elements, including geofencing, ad display, and website management. Raincross, Inc. has already established an integrated framework for these services in previous contracts. Awarding the contract to them will ensure seamless continuity from past work, avoiding disruptions that could arise from onboarding a new contractor. Raincross, Inc. utilizes proprietary tools and methodologies specifically tailored to our needs and refined through prior projects. Their unique approach and advanced capabilities in addressable and social geofencing, combined with their expertise in creating engaging ads and maintaining our website, position them uniquely in the marketplace.

Given Raincross, Inc.'s familiarity with our systems and their proven track record, continuing with them as a sole source contractor will be more cost-effective and efficient than seeking new proposals. This approach will minimize the time and resources required for a new procurement process and ensure that the campaign is executed promptly and effectively.

Based on the criteria outlined in Section 2.48.290 of the Rialto Municipal Code, Raincross, Inc. is uniquely qualified for this project due to their proven expertise, specialized knowledge of our requirements, and the continuity they offer. Awarding the contract to Raincross, Inc. without competition is justified and serves the public interest by ensuring the successful continuation of our digital marketing efforts with a trusted and experienced partner.

It is recommended that the City of Rialto move forward with a sole source justification for the digital marketing campaign with Raincross, Inc. Their unique qualifications and proven track record demonstrate their outstanding suitability for this project.

Prepared by Sergeant Jonathan Palmer