

**WHATCOM COUNTY CONTRACT  
INFORMATION SHEET**

Whatcom County Contract No.  
**202205018-2**

Originating Department:	County Council
Division/Program: <i>(i.e. Dept. Division and Program)</i>	n/a
Contract or Grant Administrator:	Dana Brown-Davis, Clerk of the Council
Contractor's / Agency Name:	Pyramid Communications

Is this a New Contract?    If not, is this an Amendment or Renewal to an Existing Contract?    Yes     No   
 Yes     No     If Amendment or Renewal, (per WCC 3.08.100 (a)) Original Contract #: 202205018

Does contract require Council Approval?    Yes     No     If No, include WCC: \_\_\_\_\_  
 Already approved? Council Approved Date: \_\_\_\_\_ (Exclusions see: Whatcom County Codes 3.06.010, 3.08.090 and 3.08.100)

Is this a grant agreement?  
 Yes     No     If yes, grantor agency contract number(s): \_\_\_\_\_ CFDA#: \_\_\_\_\_

Is this contract grant funded?  
 Yes     No     If yes, Whatcom County grant contract number(s): \_\_\_\_\_

**Is this contract the result of a RFP or Bid process?**    Contract  
 Yes     No     If yes, RFP and Bid number(s): (Original contract) RFP 22-03    Cost Center: 345100

Is this agreement excluded from E-Verify?    No     Yes     If no, include Attachment D Contractor Declaration form.

If YES, indicate exclusion(s) below:

- |   |  |
|---|--|
| <input type="checkbox"/> Professional services agreement for certified/licensed professional. | <input type="checkbox"/> Goods and services provided due to an emergency     |
| <input type="checkbox"/> Contract work is for less than \$100,000.                            | <input type="checkbox"/> Contract for Commercial off the shelf items (COTS). |
| <input type="checkbox"/> Contract work is for less than 120 days.                             | <input type="checkbox"/> Work related subcontract less than \$25,000.        |
| <input type="checkbox"/> Interlocal Agreement (between Governments).                          | <input type="checkbox"/> Public Works - Local Agency/Federally Funded FHWA.  |

Contract Amount:(sum of original contract amount and any prior amendments):  
 \$ 88,800.00  
 This Amendment Amount:  
 \$ 138,850  
 Total Amended Amount:  
 \$ 227,650

Council approval required for; all property leases, contracts or bid awards **exceeding \$40,000**, and professional service contract amendments that have an increase greater than \$10,000 or 10% of contract amount, whichever is greater, **except when:**

1. Exercising an option contained in a contract previously approved by the council.
2. Contract is for design, construction, r-o-w acquisition, prof. services, or other capital costs approved by council in a capital budget appropriation ordinance.
3. Bid or award is for supplies.
4. Equipment is included in Exhibit "B" of the Budget Ordinance.
5. Contract is for manufacturer's technical support and hardware maintenance of electronic systems and/or technical support and software maintenance from the developer of proprietary software currently used by Whatcom County.

Summary of Scope:

The general purpose of this contract amendment is to allow the current contractor to create additional public communications content for the Incarceration Prevention and Reduction Task Force.

Term of Contract: ongoing through the end of December 2023

Expiration Date: December 31, 2023

- |                   |   |                        |
|-------------------|---|------------------------|
| Contract Routing: | 1. Prepared by: <u>Jill Nixon</u>                       | Date: <u>3/13/2023</u> |
|                   | 2. Attorney signoff: _____                              | Date: _____            |
|                   | 3. AS Finance reviewed: _____                           | Date: _____            |
|                   | 4. IT reviewed (if IT related): _____                   | Date: _____            |
|                   | 5. Contractor signed: _____                             | Date: <u>3/29/2023</u> |
|                   | 6. Submitted to Exec.: _____ >                          | Date: <u>03/23/23</u>  |
|                   | 7. Council approved (if necessary): <u>(AB2023-209)</u> | Date: <u>03/21/23</u>  |
|                   | 8. Executive signed: _____                              | Date: <u>3/29/2023</u> |
|                   | 9. Original to Council: _____                           | Date: _____            |

**CLERK OF THE COUNCIL**

Dana Brown-Davis, C.M.C.

**COUNTY COURTHOUSE**

311 Grand Avenue, Suite #105  
Bellingham, WA 98225-4038  
(360) 778-5010



**COUNCILMEMBERS**

Barry Buchanan  
Tyler Byrd  
Todd Donovan  
Ben Elenbaas  
Carol Frazey  
Kaylee Galloway  
Kathy Kershner

**WHATCOM COUNTY COUNCIL**

**MEMORANDUM**

**TO:** Whatcom County Council  
Satpal Sidhu, County Executive

**FROM:** Jill Nixon, Legislative Coordinator

**RE:** Pyramid Communications Consultant Contract for the Incarceration Prevention & Reduction Task Force: Contract Extension

**DATE:** **March 21, 2023**

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Attached is a contract amendment between Whatcom County and Pyramid Communications for your review and signature.

▪ **Background and Purpose**

The County Council approved the Incarceration Prevention and Reduction Task Force (IPRTF) public communications contract in June 2022. The recent launch of communications improvements has resulted in immediate outcomes and engagement from the community. In February 2023, the Council tasked the IPRTF with providing guidance to the County Executive in the Justice Project Implementation Planning effort.

▪ **Difference from Previous Contract**

A goal of the IPRTF's improved public communications is to significantly raise awareness of and educate the community about recent achievements and current and future activities. Extending the contract through the Justice Project Implementation Plan planning phase would allow the IPRTF to continue to provide a robust public communications effort that will provide more transparency about the work of the IPRTF, create a more informed community, build trust with community members, and strengthen partnerships with other jurisdictions, agencies and community groups.

As a result of the current contract, Pyramid Communications already has background knowledge of and expertise in the work of the Task Force and the specific issues and challenges in our community. This contract extension will allow the IPRTF and Steering Committee to build on its already-successful partnership with Pyramid Communications and to efficiently carry out this expanded scope of work.

The main tasks for the consultant team are to continue to develop additional communications messages regarding Task Force initiatives, projects, key focus areas, and activities.

▪ **Funding Amount and Source**

Funding for the amendment will come from the Public Health, Safety, Justice Fund, cost center 345100

Please contact Councilmember Barry Buchanan at extension 5026 or Jill Nixon at extension 5032 if you have any questions or concerns regarding this request.

Whatcom County Contract No.  
202205018-2

Amendment No. 2  
Whatcom County Contract No. 202205018  
CONTRACT BETWEEN WHATCOM COUNTY AND  
**Pyramid Communications**

THIS AMENDMENT is to the Contract between Whatcom County and Pyramid Communications, dated June 22, 2022 and designated "Whatcom County Contract No. 202205018". In consideration of the mutual benefits to be derived, the parties agree to the following:

This Amendment extends the term of this Agreement through December 31, 2023, and increases the maximum consideration by \$ 138,850 to a total consideration of \$ 227,650.

This Amendment also adds the following to the Scope of Work, Exhibit A: See attached Exhibit A, Scope of Work Amendment: Additional Goal, Tasks, and Deliverables.

Unless specifically amended by this agreement, all other terms and conditions of the original contract shall remain in full force and effect.

This Amendment takes effect: upon signature completion, regardless of the date of signature.

IN WITNESS WHEREOF, Whatcom County and Pyramid Communications have executed this Amendment on the date and year below written.

DATED this \_\_\_\_\_ day of 3/29/2023, 20\_\_\_\_.

Each person signing this Contract represents and warrants that he or she is duly authorized and has legal capacity to execute and deliver this Contract.

**CONTRACTOR:**

CONTRACTOR NAME

DocuSigned by:  
John Hoyt 3/29/2023  
E05A570B30784DC...  
John Hoyt, Founder

CONTRACTOR  
John Hoyt, Founder  
Pyramid Communications, Inc.  
1932 – 1<sup>st</sup> Ave., Suite 507  
Seattle, WA 98101  
206-374-7788  
jhoyt@pyramidcommunications.com

**WHATCOM COUNTY:**

Recommended for Approval:

DocuSigned by:  
Dana Brown-Davis 3/23/2023  
77FBFB9930CFE46B  
Dana Brown-Davis, Clerk of the Council Date

**Approved as to form:**

DocuSigned by:  
Karen Frakes 3/29/2023  
EE1164653FD944A...  
Karen Frakes, Prosecuting Attorney Date

**Approved:**

Accepted for Whatcom County:

By: Satpal Sidhu 3/29/2023  
1192C7C18B864E3...  
Satpal Singh Sidhu, Whatcom County Executive



**EXHIBIT A**  
(Scope of Work Amendment: Additional Goals, Tasks, and Deliverables)

**Project:** Consultant services for public communications for the Incarceration Prevention and Reduction Task Force’s work.  
**Extension:** Expand scope to continue IPRTF Public Communications through December 31, 2023  
**Timeline:** Extend the current contract deadline to December 31, 2023.

## **I. Background**

### Initial Contract

In May 2022, the County entered into a contract with Pyramid Communications to develop a communication strategy and framework for the Whatcom County Incarceration Prevention and Reduction Task Force (IPRTF). Since the IPRTF was founded in 2015, it has achieved a number of major accomplishments in the community. However, those efforts have largely gone unnoticed by our residents. Therefore, the Task Force engaged Pyramid Communications to assist with improving our public communication efforts.

### Justice Project Needs Assessment Implementation Plan

In February 2023, the Whatcom County Council approved [Resolution 2023-006](#) accepting the Justice Project Needs Assessment Report developed by the Stakeholder Advisory Committee and confirming next steps to develop an Implementation Plan. The Council resolved, in part, that the IPRTF, acting as the County’s Law and Justice Council, will provide guidance to the County Executive in developing an Implementation Plan for the of the Justice Project Needs Assessment recommendations.

To effectively provide guidance to the County Executive’s implementation team, the IPRTF would like to extend the existing communications contract with Pyramid Communications to continue developing a proactive education and communications strategy that will increase awareness in the community about the Task Force’s work, challenges, accomplishments, and next steps.

## **II. Additional Scope and Statement of Work**

The goal, tasks, and deliverables below are in addition to the original scope of work. The schedule for these additional tasks and deliverables is expected to occur through July 31, 2023. The overall contract is extended to December 31, 2023, to complete all the goals, tasks, and deliverables in the original contract.

**Goal:** In addition to the scope of work in the original contract, the contractor will continue to work with and report to the IPRTF, its Steering Committee, and the Whatcom core communications planning team on developing effective and efficient communication messages for the community on topics regarding the development of a Justice Project Implementation Plan, for which the IPRTF is playing a key role in developing. The goal of successful communications is to significantly raise awareness of and educate the community about IPRTF achievements and current and future activities. A successful strategy will use public communication best practices that will enhance and optimize the IPRTF’s current efforts with:

- Proactively developing public information and outreach
- Responding to community feedback about the implementation planning efforts
- Engaging the public in informed dialog with the Task Force

Tasks:

Effective immediately and until July 31, 2023:

- Meet remotely either weekly or every other week as needed with the IPRTF, the Steering Committee and/or core planning team to provide guidance and recommendations on appropriate public communications, to identify clear and measurable goals for communications for the coming year, and to review and request final approval of all draft content and communications plan from the core planning team.
- Develop messaging for use across channels and in service of goals and priorities: Create three to five sets of messages speaking to identified priorities for communications. Work with Whatcom core planning team on three rounds of collaborative review and revision to finalize messaging.
- Develop an integrated communications plan, to deploy messaging across social, email, earned and paid media, as well as in community activations. Collaborate with the Whatcom core planning team through three rounds of review and revision to finalize the plan
- Review and analyze relevant reports and other written materials, such as the Justice Project Needs Assessment report, Vera Report, and past IPRTF annual reports.
- Implement communications in line with the approved communications plan, including copywriting building from key messages, graphic design, media pitching and monitoring.
- Advise on and manage response to community feedback and information.
- Align communications regarding the Implementation Plan within the new approved communications framework for IPRTF communications, including social media, website, email, and other communication strategy tactics and methodologies.

Deliverable(s):

Submit deliverables throughout the term of the executed contract

Identify in writing:

1. The goals and measures of success for communications, including interviews with key stakeholders; and identified priority topics.
2. Message framework: three to five messages that speak to communication priorities.
3. Communications plan to deploy messaging across social, email, earned and paid media, as well as in community activations.
4. Measuring, monitoring, and reporting on results of this community engagement and communications strategy

EXHIBIT B  
(Compensation)

**Project Budget for Whatcom County  
Communications for the Incarceration Prevention and Reduction Task Force**

**I. Additional Costs**

Following are costs for the work, as described above. These costs are additional to the original contract costs.

Costs should include as necessary, team travel to Whatcom County, materials production, stock photography purchase or the costs of paid advertising and materials production.

Tasks	Hourly Rate	# of Hours	Total Cost
1. Planning and Strategy: Meet with IPRTF core team and other identified key players to identify communication goals	Sakara Remmu   \$300 Emily Goetz   \$175 Digital Strategist   \$175 Earned Media Specialist   \$175	11 10 5 5	\$6,800
2. Message Development: Develop messages that reflect on goals and priorities and include collaborative review via meetings with core team and others as necessary	Sakara Remmu   \$300 Emily Goetz   \$175 Digital Strategist   \$175 Earned Media Specialist   \$175	43 30 5 5	\$19,900
3. Communications Planning: Develop communications plan that may include meetings with core team and others as necessary	Sakara Remmu   \$300 Emily Goetz   \$175 Digital Strategist   \$175 Earned Media Specialist   \$175	27 30 5 5	\$15,100
4. Ongoing Task Force and Steering Committee engagement	Sakara Remmu   \$300 Emily Goetz   \$175	11 10	\$5,050
5. Communications plan implementation (May-December)	Sakara Remmu   \$300 Emily Goetz   \$175 Digital Strategist   \$175 Earned Media Specialist   \$175 Designer   \$175	110 65 40 25 30	\$61,000
Materials translation			\$6,000
Paid media buys			\$25,000
<b>TOTAL COSTS</b>			<b>\$138,850</b>