

**CLERK OF THE COUNCIL**

Dana Brown-Davis, C.M.C.

**COUNTY COURTHOUSE**

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



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**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

**DATE:** June 7, 2022

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

■ **Background and Purpose**

The Incarceration Prevention and Reduction Task Force (IPRTF) has achieved a number of major accomplishments since it was formed. The IPRTF would like to ensure there is clarity in the community's discussion about stakeholders' efforts to make improvements to the local criminal legal system, particularly at the intersection with local and regional behavioral health services. Community members get their information on local government efforts from a myriad of sources. A robust public relations and communications effort 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.

The Task Force will engage Pyramid Communications, the sole respondent to Request for Proposals (RFP) 22-03, to assist with improving IPRTF public communication efforts. The main tasks for the consultant team are: 1. Develop a specific communications campaign for Task Force initiatives, projects, key focus areas, activities, or messages. 2. Develop a communications framework for future achievements and initiatives that can be implemented by the Task Force, its Steering Committee, and staff.

■ **Funding Amount and Source**

The Council 2022 budget includes funding for this project.

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