

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 _____, 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

John Hoyt, Founder

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

WHATCOM COUNTY:

Recommended for Approval:

Dana Brown-Davis, Clerk of the Council Date

Approved as to form:

Karen Frakes, Prosecuting Attorney Date

Approved:

Accepted for Whatcom County:

By: _____
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
TOTAL COSTS			\$138,850