

CLERK OF THE COUNCIL

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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: Contract Extension

DATE: **March 21, 2023**

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.