



# Mendocino County

## Legislation Text

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**File #:** 21-0170, **Version:** 1

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**To:** Board of Supervisors

**From:** Sheriff-Coroner

**Meeting Date:** February 9, 2021

**Department Contact:** Matthew Kendall

**Phone:** 463-4085

**Department Contact:** My Lan Do Nguyen

**Phone:** 463-4408

**Item Type:** Regular Agenda

**Time Allocated for Item:** 15 mins

**Agenda Title:**

Discussion and Possible Action Including Approval of Retroactive Agreement with Elizabeth "Liz" Barney in the Amount of \$50,000, for the Purpose of Providing Social Media, Web Design, and Training Services for the Mendocino County Sheriff's Office, for the period of January 1, 2021 through December 31, 2021, with the Option to Extend the Agreement in the Amount of \$50,000 for One Additional One-Year Period from January 1, 2022 through December 31, 2022, with the Total Possible Agreement Amount of \$100,000 and the Possible Term Period of January 1, 2021 through December 31, 2022 (Sponsor: Sheriff-Coroner)

**Recommended Action/Motion:**

Approve Retroactive Agreement with Elizabeth "Liz" Barney in the amount of \$50,000, for the purpose of to providing social media, web design, and training services for the Mendocino County Sheriff's Office for the term of January 1, 2021 through December 31, 2021, with the option to extend the Agreement in the amount of \$50,000 for additional one-year period from January 1, 2022 through December 21, 2022, with the total possible agreement amount of \$100,000 with the possible term period of January 1, 2021 through December 31, 2022; authorize the Sheriff to sign future amendments that do not affect the total amount of the Agreement; and authorize Chair to sign same.

**Previous Board/Board Committee Actions:**

None.

**Summary of Request:**

On October 8, 2020, the Sheriff's Office released a Request for Proposal number SO-2020-003 for social media, web design, and training services. The Mendocino County Sheriff's Office (MCSO) has a mandate to inform the public of the latest law enforcement news and developments happening within Mendocino County. In order to fulfill this duty, the Sheriff's Office requires a private contractor to provide media, web design, and training services using social media platforms and traditional media channels. This use of social media enables the Sheriff's Office to efficiently and effectively disseminate information about law enforcement, emergency operations, and county government programs and services as well as unusual circumstances/situations of immediate public interest. The Sheriff's Office received three bids. Elizabeth "Liz" Barney is the highest scoring bidder in that RFP.

Elizabeth "Liz" Barney will write, post, edit, share photos, videos, links, and Public Service Announcements on

MCSO's Facebook, Twitter, Instagram, and Youtube accounts. The vendor will provide web site design, update information, and maintain MCSO's website. The vendor will also train MCSO staff on website security, social media security, social media monitoring, social media emergency management, marketing, public safety campaigns, and social media campaigns. The term of this Agreement shall be from January 1, 2021 through December 31, 2021, with the option to extend the Agreement for one additional one-year period.

Due to the withdrawal of the initial three-year term agreement and finalizing the details of the current contract, the agreement is being presented for retroactive consideration.

**Alternative Action/Motion:**

Return to staff for alternative handling.

**Supervisory District:** All

**vote requirement:** Majority

**Supplemental Information Available Online At:** N/A

**Fiscal Details:**

**source of funding:** 2310 862189

**current f/y cost:** \$45,000

**annual recurring cost:** \$50,000

**budget clarification:** \$50,000 for term; \$100,000 if Agreement extends for one additional one-year period.

**Agreement/Resolution/Ordinance Approved by County Counsel:** Yes

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**CEO Liaison:** Executive Office

**CEO Review:** Choose an item.

**CEO Comments:**

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**Executed By:** Atlas Pearson, Deputy Clerk I

**Date:** February 10, 2021

**Note to Department** Number of Original Agreements  
Returned to Dept: 0 Original Agreement Delivered to  
Auditor? No

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**Final Status:** Approved

**Executed Item Type:** Agreement **Number:** 21-026

