



Contra
Costa
County

To: Board of Supervisors
From: David O. Livingston, Sheriff-Coroner
Date: January 15, 2019
Subject: Bay Alarm Contract

RECOMMENDATION(S):

APPROVE and AUTHORIZE the Sheriff-Coroner, or designee, to execute a contract with Bay Alarm Inc. in an amount not to exceed \$20,000 and includes a contribution from Bay Alarm Inc. in the amount of \$40,000, for a profile and recruiting video, which will be produced by the subcontractor Campcreative, for the term January 1, 2019 through December 31, 2019.

FISCAL IMPACT:

\$20,000; Budgeted.

BACKGROUND:

The Contra Costa County Office of the Sheriff Recruiting Unit is seeking the development of a recruiting video to help attract Deputy Sheriff-Recruit and Dispatch candidates to our agency. Competition for recruitment has increased and a having a professionally produced recruiting video has become industry standard. Bay Alarm and the Contra Costa County Office of the Sheriff are presently entered into a Sponsorship and Licensing Agreement that assists our agency with sponsorships for non-affiliated recruits in the Sheriff's Office Law Enforcement Academy, and also with advertising for recruiting. Bay Alarm has generously

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **01/15/2019** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor
Candace Andersen, District II Supervisor
Diane Burgis, District III Supervisor
Karen Mitchoff, District IV Supervisor
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: January 15, 2019

David Twa, County Administrator and Clerk of the Board of Supervisors

By: Stacey M. Boyd, Deputy

Contact: Sandra Brown
925-335-1553

cc:

agreed to assist our agency in the production of a recruitment video, to be produced by the subcontractor Campcreative, by contributing \$40,000 towards the total cost of production of the recruitment video.

CONSEQUENCE OF NEGATIVE ACTION:

The Office of the Sheriff would need to locate an additional \$40,000 in funding to move forward with the Recruiting Video project.