



Contra  
Costa  
County

To: Board of Supervisors  
From: David O. Livingston, Sheriff-Coroner  
Date: March 7, 2023

Subject: Fresh Eyes Development - Contract Renewal

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**RECOMMENDATION(S):**

APPROVE and AUTHORIZE the Sheriff-Coroner, or designee, to execute a contract with Fresh Eyes Development to provide social media management services, in an amount not to exceed \$100,000 for the term of April 1, 2023 to March 31, 2024.

**FISCAL IMPACT:**

\$100,000, 100% Sheriff Budgeted.

**BACKGROUND:**

Fresh Eyes Development provides social media management services and will be utilized to create advertising campaigns various media platforms, create copy for those campaigns and upload advertising utilizing in-house accounts. Additionally, Fresh Eyes will re-brand existing Sheriff's Office social media platforms, create content (video, ad content for promotional posts/ads for algorithm enhancement and regular posts to increase visibility in feeds), and integrate promotion of posts to increase following and reach new followers. The initial contract with Fresh Eyes Development is for six months and includes Special Conditions for modified insurance requires.

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

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Action of Board On: **03/07/2023** ☒ 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  
Ken Carlson, 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: March 7, 2023

Monica Nino, County Administrator and Clerk of the Board of Supervisors

By: Laura Cassell, Deputy

Contact: Donn David,  
925-655-0037

cc:

**CONSEQUENCE OF NEGATIVE ACTION:**

A negative action by the Board would prevent the Sheriff's Office from obtaining specialized assistance for its social media management.