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NEVADA COUNTY BOARD OF SUPERVISORS Board Agenda Memo

MEETING DATE: June 24, 2025

TO: Board of Supervisors

FROM: Alex Keeble-Toll – Director of Emergency Services

SUBJECT: Resolution approving the contract renewal between Anabella Funk and Nevada County Office of Emergency Services for a not to exceed amount of \$67,500.00 for use during the period July 1, 2025 and December 31, 2025 for Office of Emergency Services Public Relations Officer and authorizing the Director of Emergency Services to execute the contract, contingent upon adoption of the fiscal year 2025/26 County Budget.

RECOMMENDATION: Adopt the attached Resolution.

FUNDING: This contract will be paid from the Office of Emergency Services budget (Outreach). These services are included in the department's FY 25/26 Proposed Budget. There are no additional fiscal impacts to the FY25/26 budget.

BACKGROUND: The Office of Emergency Services (OES) contracted with Anabella Funk as the OES Public Relations Officer (PRO) on December 27, 2023 (PESR4860). The purpose of this contract was to support OES in pushing out "all-hazards" communication, to increase community literacy around concepts of wildfire mitigation, and to build understanding of project activities, objectives, and timelines. These goals are accomplished through management of the OES social media accounts, updates to the OES website (Ready Nevada County), maintenance of OES Project Pages, development and deployment of timely press releases, creation of new outreach materials (including films and reels), coordination, and design of the Ready Set Go Handbook, and execution of special events and projects.

In December of 2024, OES executed a new 6-month contract, increasing the number of hours worked by the Public Relations Officer on a weekly basis to account for increased need due to project volume (Res. 24-639).

The innovative approach of the OES PRO was highlighted this past spring when the *Ready Nevada County Campaign* was recognized at the 2025 Excellence in Public Information and Communications Awards put on by the California Association of Public Information Officials (CAPIO). OES received an EPIC AWARD, besting 108 other finalists in this category. CAPIO services more than 800 Public sector communicators in California.

Other notable assets produced in 2025 include an informational film on the Biomass Pilot Project, a County-wide Ready Nevada County mailer, the multi-media Free Community Green Waste Campaign, and the 30-second Youth Emergency Preparedness trailer that will be featured at Sierra Cinemas June-August.

Currently, OES wishes to execute new a six-month contract to continue PRO services at the same level. This is a no rate increase contract.

Item Initiated by: AJ Zekanoski, Administrative Analyst I

Approved by: Alex Keeble-Toll, Director of Emergency Services