



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: 26-187

March 10, 2026

Introduced: 2/26/2026

Current Status: Agenda Ready

Version: 1

Matter Type: General Agenda Item

Approve and authorize the County Purchasing Agent or their designee to execute Amendment #2 with We Create Content Corporation, to provide a strategic marketing and communication plan, by extending the contract to June 30, 2026 and adding \$30,000 for a new not to exceed total of \$230,000.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Approve and authorize the County Purchasing Agent or their designee to execute Amendment #2 with We Create Content Corporation, to provide a strategic marketing and communication plan, by extending the contract to June 30, 2026 and adding \$30,000 for a new not to exceed total of \$230,000.

SUMMARY:

The Monterey County Sheriff's Office (MCSO) contracted with We Create Content in April of 2023 to focus on strategic marketing and communications to increase engagement with the community, this board report would extend the agreement so that work can be completed and conclude our service with them.

DISCUSSION:

We Create Content (WCC) started with the Executive Management team, which consists of the Sheriff, US, and three (3) Chiefs to get an overall understanding of MCSO's vision. Using that information they have become integrated with the Recruitment team and provide direction on recruitment for the MCSO and with the Community involvement, social media, etc.

WCC provided support which advanced the Sheriff's Office Website presence through coordinated collaboration with the Sheriff's Office contributing media assets, including photos and promotional videos. WCC supported the development of a Squarespace website by assisting with the migration of content from the legacy platform. WCC also played a key role in improving ADA accessibility by supporting updates to readability, layout, and form workflows. In addition, WCC assisted with licensing and integration of JotForm and essential plug-ins to ensure compliant, efficient data collection.

OTHER AGENCY INVOLVEMENT/COMMITTEE ACTIONS:

The Office of County Counsel has reviewed and advised on this Agreement as to legal form. The Auditor-Controller has reviewed and approved the Agreement as to fiscal provisions.

FINANCING:

The cost of this contract is included in the FY2025-26 Adopted Budget. There will be no increase in the General Fund Contribution resulting from this Board action.

BOARD OF SUPERVISORS STRATEGIC PLAN GOALS:

Mark a check to the related Board of Supervisors Strategic Plan Goals:

- Well-Being and Quality of Life
- Sustainable Infrastructure for the Present and Future
- Safe and Resilient Communities
- Diverse and Thriving Economy
- Dynamic Organization and Employer of Choice

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Approved by: Tina Nieto, Sheriff/Coroner, ext. #3750

Attachments:
Board Report
Amendment 2
Agreement with Amendment 1