



Agenda Action Form Overview

The Board is requested to approve Budget Ordinance Amendment No.26BCC032 recognizing \$140,000 from the Department of Justice’s FY25 Community Policing Development Microgrants, Office of Community Oriented Policing Services (COPS) to the Durham County Sheriff’s Office.

Background/Justification

The entirety of the requested grant funding for this project is dedicated to securing essential services through contracts with qualified local and national vendors. The public information and community engagement offices, in collaboration with initiatives like Project Safe Neighborhoods, will strategically coordinate with these vendors. Their expertise will be leveraged to produce and disseminate impactful public service announcements (PSAs) designed to articulate the mission and successes of law enforcement as a whole, while also informing and educating the public about the comprehensive support and services available through this agency. Existing equipment, supplies, and venues will be utilized to complement these contracted services, maximizing efficiency and impact.

Procurement Contracts:

- Video Productions: \$50,000 This contract secures the services of a professional production company specializing in law enforcement and community outreach content. This firm will be responsible for the high-quality shooting, editing, and final production of Public Service Announcements (PSAs). These PSAs are critical for effectively communicating law enforcement's message to a broad audience, with intended distribution across diverse digital platforms, including streaming services and the internet.
- Strategic Marketing: \$60,000 This contract is for a comprehensive media placement strategy executed by a professional marketing firm. Their role will be to strategically place the produced PSAs across all relevant media channels—including streaming platforms, radio, social media networks, and print publications. This ensures the consistent and wide dissemination of key messages about the law enforcement profession, fostering trust, transparency, and public cooperation.
- Law Enforcement Mobile App (Placeholder Name): \$30,000 This contract provides for the essential administration, ongoing maintenance, security, and necessary updates for a mobile application designed for community engagement with law enforcement. This mobile application serves as a vital direct communication channel between law enforcement and the community, offering real-time information, access to services, and a platform for public engagement. Ensuring its continuous functionality and relevance is paramount to outreach efforts for the profession.

Other Costs NA

Indirect Costs NA

Budget Total: \$140,000

Policy Impact



No impact

Procurement Background

These use of these funds will follow all county procurement policies.

Project & Budget Start Date: October 1, 2025

Project & Budget End Date: September 30, 2027

Fiscal Impact

No match is required for this grant

Recommendation

The County Manager recommends that the Board approve Budget Ordinance Amendment No.26BCC032 recognizing \$140,000 from the Department of Justice’s FY25 Community Policing Development Microgrants, Office of Community Oriented Policing Services (COPS) to the Durham County Sheriff’s Office.