



# Health and Community Services

Cynthia Foley

Council Initiated:

Yes

No

**ECAF:** 2026-0736

**Motion:** 26-139

**Type:**

- Contract
- Board Appt.
- Code Amendment
- Budget Action
- Other

**Requested Handling:**

- Normal
- Expedite
- Urgent

**Fund Source:**

- General Fund
- Other
- N/A

**Executive Rec:**

- Approve
- Do Not Approve
- N/A

**Approved as to**

**Form:**

- Yes
- No
- N/A

**Subject:** Emergency Management Public Service Announcements

**Scope:** The Department of Emergency Management is seeking to enter into an agreement with S-R Broadcasting, Co. for the provision of daily emergency management related preparedness public service announcements and emergency messaging on an as-needed basis. Additionally, the company will post preparedness information on station-associated mobile apps and a website. The contract scope includes real-time broadcast capability from the Emergency Operations Center and airtime to convey critical information.

**Duration:** Execution through March 31, 2029

**Fiscal Impact:**  Current Year  Multi-Year  N/A

Expenditures	Current Year	2027	2028	2029	2030	Total
General Fund	\$19,760	\$19,760	\$19,760			\$59,280
<b>Totals</b>	<b>\$19,760</b>	<b>\$19,760</b>	<b>\$19,760</b>	<b>0</b>	<b>0</b>	<b>\$59,280</b>

Revenue	Current Year	2027	2028	2029	2030	Total
General Fund	\$19,760	\$19,760	\$19,760			\$59,280
<b>Totals</b>	<b>\$19,760</b>	<b>\$19,760</b>	<b>\$19,760</b>	<b>0</b>	<b>0</b>	<b>\$59,280</b>

**Authority Granted:** Motion 26-139 authorizes the County Executive to sign a Professional Services Agreement with S-R Broadcasting Co and further that the County Executive be authorized to sign all related documents, if any.

**Background:** For over 11 years, DEM has partnered with KRKO and KKXA radio stations to develop and refine public service announcements. The radio station broadcast area provides close to complete coverage of the County and overlaps with neighboring counties.

S-R Broadcasting has invested in reinforcing the radio towers in the Snohomish River area to build redundancy within their broadcast operations to withstand multiple natural hazards.

**Requested Action:** Move to the GLS agenda for Council consideration.