



Committee of the Whole

Cynthia Foley

Council Initiated:

Yes

No

ECAF: 2026-0427

Motion: 26-094

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: Agreement with the Lamar Company LLC for Advertising Services

Scope: Motion 26-094 authorizes an advertising contract between Snohomish County and The Lamar Company LLC for promoting health awareness messages, including an MMR awareness campaign, on public transit. The contract total not to exceed amount is \$85,869.00.

Pursuant to SCC 3.04.140(2), contracts for services that exceed \$50,000 are authorized by the County Council.

Duration: February 23, 2026, through February 21, 2027

Fiscal Impact: Current Year Multi-Year N/A

Expenditures	Current Year	2027	2028	2029	2030	Total
Fund 125	\$85,869.00					\$85,869.00
Totals	\$85,869.00	0	0	0	0	\$85,869.00

Revenue	Current Year	2027	2028	2029	2030	Total
Fund 125	\$85,869.00					\$85,869.00
Totals	\$85,869.00	0	0	0	0	\$85,869.00

Authority Granted: Motion 26-094 authorizes the Executive to sign an agreement with The Lamar Company LLC for advertising services.

Background: On March 20, 2024, Council approved an agreement with the Lamar Company LLC for advertising services for health campaigns via Motion 24-098¹. The not-to-exceed amount for the agreement is \$73,180.39 and it expired on August 4, 2024.

Requested Action: Consider taking action.

¹ [2024-0241 - Motion 24-098](#)