

ATTACHMENT J
2025-26 Proposed Rates
County Communications

County Communications supports the County's communications and marketing needs by providing consistent high-quality branding, marketing, events support, graphic design, and video production packages.

County Communications is funded by a combination of Discretionary General Funding (Net County Cost) and rate revenue based on actual salaries and benefits costs.

Changes to Rates for 2025-26

For 2025-26, County Communications will transition from rate revenue based on actual salaries and benefits cost to a rate per service model. County Communications will charge separate hourly rates for Graphic Design Services and Multimedia Services.

Approval of the County Communications rates below will generate revenue to offset the costs associated with providing these services.

The proposed hourly service rates for Graphic Design and Multimedia services for 2025-26 are as follows:

Classification	Current Rate	Proposed Hourly Rate
County Marketing Media & Communications Coordinator	Actual S&B	Delete
Communications Officer	Actual S&B	Delete
Graphic Designer I	Actual S&B	Delete
Graphic Designer II	Actual S&B	Delete
Multimedia Production Supervisor	Actual S&B	Delete
Multimedia Production Specialist II	Actual S&B	Delete
Service	Current Rate	Proposed Hourly Rate
Graphic Design Services	N/A	\$62
Multimedia Services	N/A	\$66

Impacts of Changes:

Approval of the service rates above will have the following impact:

Service	2024-25 Revenue (Projected)	2025-26 Revenue (Estimated)	Change
Graphic Design Services	\$175,194	\$236,282	\$61,088
Multimedia Services	\$216,804	\$269,544	\$52,740

The new rate per service model will ensure that customers are quoted consistently per hour. The increase in revenue for all services for 2025-26 will offset increases in salaries and benefits.