



WASHOE COUNTY

Integrity Communication Service

www.washoecounty.gov

STAFF REPORT

BOARD MEETING DATE: March 10, 2026

DATE: February 12, 2026
TO: Board of County Commissioners
FROM: Sandra Barboza, Assistant Sheriff, Washoe County Sheriff's Office
Phone: 775-328-3328, sbarboza@washoecounty.gov
THROUGH: Darin Balaam, Sheriff
SUBJECT: Recommendation to approve one full-time 1.0 FTE Media Production Specialist within the Sheriff's Office; eliminate two full-time 1.0 FTE Communications Call Taker (600018728) positions and reclassifying one full-time 1.0 FTE Communications Center Manager (60018727) to support this position resulting in an approximate net savings of [\$10,743]. Sheriff. (All Commission Districts.) **FOR POSSIBLE ACTION**

SUMMARY

Request to approve one full-time Media Production Specialist within the Sheriff's Office. As the community we serve grows, so does the need for updating branding on internal and external sites using current technology through digital signage systems. Creating and sustaining a robust safety messaging process ensures a cohesive and effective approach to communicating and engaging with the community we serve.

Washoe County Strategic Objective supported by this item: Efficient Delivery of Regional Services and Supports a Thriving Community.

PREVIOUS ACTION

N/A

BACKGROUND

There continues to be an increase in the number of emergency and critical incident situations requiring an individual to be readily available to quickly and appropriately message safety concerns and issues to the community. Our presence within the community along with the increase in partnerships made us prioritize production projects using video, audio, graphic design, print material, digital material and social media to

AGENDA ITEM # _____

create and maintain positive branding and perceptions of the Office and the County to continue fostering and building public relations. This position will increase reach, enhance visibility, improve engagement and demonstrate community support and collaboration, which in turn can foster trust and encourage more participation from residents.

The JEC approved this request to move forward on February 10, 2026.

FISCAL IMPACT

Funds saved during the current fiscal year, by eliminating two Communications Call Taker (600018728) positions and reclassifying the Communications Center Manager (60018727) will be utilized to support the Media Production Specialist position. The net result of this request is savings of approximately \$10,743, which will fall to fund balance.

RECOMMENDATION

It is recommended that the Board of County Commissioners: approve one full-time 1.0 FTE Media Production Specialist within the Sheriff's Office; eliminate two full-time 1.0 FTE Communications Call Taker (600018728) positions and reclassifying one full-time 1.0 FTE Communications Center Manager (60018727) to support this position resulting in an approximate net savings of [\$10,743]

POSSIBLE MOTION

Should the Board agree with staff's recommendation, a possible motion would be: "Move to approve one full-time 1.0 FTE Media Production Specialist within the Sheriff's Office; eliminate two full-time 1.0 FTE Communications Call Taker (600018728) positions and reclassifying one full-time 1.0 FTE Communications Center Manager (60018727) to support this position resulting in an approximate net savings of [\$10,743]."