

Board of Supervisors - Administrative Policy No. 75
Request for County Counsel Legal Review of Proposed Expenditure

Requesting District: District 5

Contact: Bret Rush

Date of Request: 10/14/2025

Dollar Amount: \$ 2,500.00

Title of Event/Expenditure: Public Service Announcement on Traffic Safety

Date of Event/Expenditure: 11/17/2025

**Entity Putting on Event
or Receiving Expenditure:**

Univision

Describe the public purpose of the event/Expenditure:

Boosting and sharing graphic and video assets on Univision with traffic safety campaign messages including, "Don't Drink and Drive/Die, Don't Text and Drive/Die, and Don't Speed and Drive/Die".

Describe the involvement of any County of Fresno Departments:

This is a partnership with the CAO, Fresno County Sheriff, District Attorney, Probation Department, as well as CHP-Fresno and other County law enforcement and educational entities.

If event is to be put on by a Supervisorial District, what preparations will be required in terms of arrangements or contracts for goods, services or venues to hold the event?

NA

(Note: necessary contracts may need to be processed through the CAO and purchasing agent ahead of the event).

Please attach any other relevant information or documentation.

Based on information provided by District Staff, I have determined that the foregoing is a legal expenditure of public funds.

Board of Supervisors Approval Required?

Yes

Yes or No

Lindsay Beaver

for **County Counsel; Date:** 10-17-25

Board of Supervisors - Administrative Policy No. 75
Request for County Counsel Legal Review of Proposed Expenditure

Requesting District: District 5

Contact: Bret Rush

Date of Request: 10/14/2025

Dollar Amount: \$ 6,667.00

Title of Event/Expenditure: Public Service Announcement on Traffic Safety

Date of Event/Expenditure: 11/17/2025

**Entity Putting on Event
or Receiving Expenditure:**

ScreenVision

Describe the public purpose of the event/Expenditure:

Boosting and sharing graphic and video assets on ScreenVision with traffic safety campaign messages including, "Don't Drink and Drive/Die, Don't Text and Drive/Die, and Don't Speed and Drive/Die".

Describe the involvement of any County of Fresno Departments:

This is a partnership with the CAO, Fresno County Sheriff, District Attorney, Probation Department, as well as CHP-Fresno and other County law enforcement and educational entities.

If event is to be put on by a Supervisorial District, what preparations will be required in terms of arrangements or contracts for goods, services or venues to hold the event?

NA

(Note: necessary contracts may need to be processed through the CAO and purchasing agent ahead of the event).

Please attach any other relevant information or documentation.

Based on information provided by District Staff, I have determined that the foregoing is a legal expenditure of public funds.

Board of Supervisors Approval Required? Yes **Yes or No**

Lindsay Beavers

for **County Counsel; Date:** 10-17-25

Board of Supervisors - Administrative Policy No. 75
Request for County Counsel Legal Review of Proposed Expenditure

Requesting District: District 5

Contact: Bret Rush

Date of Request: 10/14/2025

Dollar Amount: \$ 4,333.00

Title of Event/Expenditure: Meta/Google boosting

Date of Event/Expenditure: 11/17/2025

**Entity Putting on Event
or Receiving Expenditure:**

Meta/Google Boosting

Describe the public purpose of the event/Expenditure:

Boosting and sharing graphic and video assets on Meta/Google boosting with traffic safety campaign messages including, "Don't Drink and Drive/Die, Don't Text and Drive/Die, and Don't Speed and Drive/Die".

Describe the involvement of any County of Fresno Departments:

This is a partnership with the CAO, Fresno County Sheriff, District Attorney, Probation Department, as well as CHP-Fresno and other County law enforcement and educational entities.

If event is to be put on by a Supervisorial District, what preparations will be required in terms of arrangements or contracts for goods, services or venues to hold the event?

NA

(Note: necessary contracts may need to be processed through the CAO and purchasing agent ahead of the event).

Please attach any other relevant information or documentation.

Based on information provided by District Staff, I have determined that the foregoing is a legal expenditure of public funds.

Board of Supervisors Approval Required?

Yes

Yes or No

Kimberly Beaver

for

County Counsel; Date:

10-17-25

Board of Supervisors - Administrative Policy No. 75
Request for County Counsel Legal Review of Proposed Expenditure

Requesting District: District 5

Contact: Bret Rush

Date of Request: 10/14/2025

Dollar Amount: \$ 11,500.00

Title of Event/Expenditure: Public Service Announcement on Traffic Safety

Date of Event/Expenditure: 11/17/2025

**Entity Putting on Event
or Receiving Expenditure:**

Outfront

Describe the public purpose of the event/Expenditure:

Boosting and sharing graphic and video assets on Outfront billboards with traffic safety campaign messages including, "Don't Drink and Drive/Die, Don't Text and Drive/Die, and Don't Speed and Drive/Die".

Describe the involvement of any County of Fresno Departments:

This is a partnership with the CAO, Fresno County Sheriff, District Attorney, Probation Department, as well as CHP-Fresno and other County law enforcement and educational entities.

If event is to be put on by a Supervisorial District, what preparations will be required in terms of arrangements or contracts for goods, services or venues to hold the event?

NA

(Note: necessary contracts may need to be processed through the CAO and purchasing agent ahead of the event).

Please attach any other relevant information or documentation.

Based on information provided by District Staff, I have determined that the foregoing is a legal expenditure of public funds.

Board of Supervisors Approval Required?

Yes

Yes or No

Lindsay Beaver

for

County Counsel; Date: 10-17-25