



## **REPORT TO CITY COUNCIL**

**To:** Honorable Mayor and Members of the City Council

**From:** Grant Yates, City Manager

**Prepared By:** Nicole Dailey, Assistant to the City Manager

**Date:** July 9, 2019

**SUBJECT:** Amendment No. 1 – Agreement for Professional Services with The Lew Edwards Group

### **Recommendation**

Authorize the City Manager to execute Amendment No. 1 to the Agreement for Professional Services between the City of Lake Elsinore and The Lew Edwards Group to provide engagement and communication services in such final form as approved by the City Attorney.

### **Background**

In January 2019, the City entered into a Professional Services Agreement with The Lew Edwards Group for initial strategic consulting planning and communication services related to customer satisfaction, budget adoption and community priorities.

The Lew Edwards Group (LEG) was incorporated in 1997, and is a California leader in providing innovative Public Engagement and/or Fiscal Sustainability Planning communications to public agencies throughout California, including counties, school districts, community college districts, cities, and selected nonprofit and private sector clients. The firm employs professionals from disciplines such as media, community organizing, revenue enhancement, government affairs, and public relations and has conducted successful communications and outreach efforts in virtually every county in California.

### **Discussion**

As the City of Lake Elsinore continues to face rapid growth, ongoing capital projects, and increased fiscal considerations, it is critical that the City regularly engages and communicates with the community. Staff is recommending the extension of the existing Professional Services Agreement with The Lew Edwards Group for engagement and communications support as outlined in Exhibit A.

### **Fiscal Impact**

The fiscal impact is up to \$62,000 per fiscal year and is included in the fiscal year 2019/2020 Operating Budget and will be included in the fiscal year 2020/2021 Operating Budget.

### **Exhibits**

A – Amendment No. 1  
B – Original Agreement