

**AMENDMENT TO CONSULTING SERVICES AGREEMENT BETWEEN  
THE CITY OF SAN LEANDRO AND  
THE LEW EDWARDS GROUP**

This constitutes an Amendment to the Consulting Services Agreement executed by the City of San Leandro ("City") and the LEW EDWARDS GROUP ("Consultant"), that Agreement of which was effective December 2013. The Consulting Services Agreement shall be updated with the following Exhibits for contract extension:

**EXHIBIT "A"**

**SCOPE OF SERVICES—CONTRACT EXTENSION**

The Lew Edwards Group will provide the following Scope of Work initiated effective August 1, 2014 through October 31, 2014:

- 1) Update/refine key messages and themes for City's informational efforts for city newsletters, guest columns, copy for links on City website, and informational Speakers' Bureau presentations;
- 2) Recommend methods to disseminate budget, service, and measure information;
- 3) Conceive and produce up to three informational mailers about City fiscal and service needs and revenue measure information;
- 4) Update/refine a PowerPoint presentation and other collateral informational materials as needed; and
- 5) Advise the City on Earned Media strategies and address Rapid Response needs as appropriate.

The parties expressly agree that legal services or advice is not within Consultant's scope of services. Consultant will facilitate timely delivery of mail products to the US Postal Service, but cannot assume responsibility for delivery once mailing products are within the control and possession of USPS.

**EXHIBIT "B"**

**COMPENSATION AND PAYMENT SCHEDULE**

City shall pay Consultant an additional amount Not to Exceed Sixty-Two Thousand, Three Hundred and ninety-eight Dollars and sixty-two cents (\$62,398.62) for the following expenditures:

- Strategic services to be performed by The Lew Edwards Group: an additional Thirteen Thousand, Five Hundred Dollars (\$13,500) a rate that has been discounted by 21.8%;
- Three informational direct mailings: Not to Exceed Forty-Eight Thousand, Eight Hundred and ninety-eight Dollars and sixty two cents (\$48,898.62)

Payments shall be made on the following schedule:

- (a) Monthly payments of Four Thousand, Five Hundred Dollars (\$4,500) per payment due and payable at close of business on the last business day of each month commencing August 29<sup>th</sup>, September 30<sup>th</sup>, and October 31, 2014 for professional consulting services; and
- (b) Costs for mailings upon invoice by Consultant.

**CITY OF SAN LEANDRO**

**THE LEW EDWARDS GROUP**

By: \_\_\_\_\_

Chris Zapata, City Manager

Dated:

By: \_\_\_\_\_

Lloyd A. Edwards, Secretary-Treasurer

Dated: