



Legislation Details (With Text)

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Title: Staff Report for a Resolution Authorizing the City Manager to Execute an Amendment to the Consulting Services Agreement with The Lew Edwards Group for Strategic Messaging and Informational Services Associated with the City’s Revenue Measure on the 2014 Ballot

Sponsors: Lianne Marshall

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Staff Report for a Resolution Authorizing the City Manager to Execute an Amendment to the Consulting Services Agreement with The Lew Edwards Group for Strategic Messaging and Informational Services Associated with the City’s Revenue Measure on the 2014 Ballot

SUMMARY AND RECOMMENDATIONS

Staff recommends approval of an amendment to the Consulting Services Agreement (CSA) with The Lew Edwards Group (LEG) that calls for the amount of compensation to increase \$62,400, from the previously authorized \$66,500, for a total not to exceed amount of \$128,900.

BACKGROUND

At the December 2, 2013 meeting, the City Council authorized the City Manager to execute a \$49,500 agreement with LEG to provide lead consulting and strategic project management support. The results of a community survey that LEG helped facilitate as part of its contract were subsequently presented to the City Council at the February 1, 2014 City Council Planning Session.

On April 21, 2014, the City Council authorized a \$17,000 amendment to the previously authorized agreement with LEG for the production of an interactive mailer that was distributed to San Leandro residents in order to better gauge community service priorities. The results of this survey were subsequently collected and analyzed by City staff, and a summary of the results was included in the July 7, 2014 staff report that was presented to the City Council.

On July 7, 2014, the City Council placed a measure on the November 2014 ballot asking voters to authorize an extension of Measure Z at the half cent rate for a 30-year duration. In order to assist the City to disseminate factual information about the proposed measure, staff recommends that the City Council authorize the City Manager to execute an amendment with LEG to be effective from August

1, 2014 through October 31, 2014. The scope of work for this contract amendment would include the following:

- Assist the City in its efforts to present factual informational about the measure including but not limited to newsletters, updates to the City's website, and informational presentations;
- Recommend methods to disseminate budget, service, and measure information;
- Advise and assist in the production of up to three informational mailers about City fiscal and service needs and revenue measure information;
- Refine presentations and other collateral informational materials as needed; and
- Advise on media strategies and address rapid response informational needs, as necessary.

Fiscal Impacts

The proposed consulting services would cost \$13,500. Three informational mailers would cost \$48,900, which includes the costs of printing and postage. The total cost of the contract therefore would increase from the previously authorized \$66,500 to \$128,900.

Budget Authority

Staff proposes to fund these agreements using funds from the General Fund economic contingency reserve. Therefore, funds will be transferred to the City Manager's Consulting account number 010-12-020-5120.

ATTACHMENT

Attachment to Resolution

- Amendment to Consulting Services Agreement

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