

Cost Proposal: draft 1

City of Clearlake, Communications Consulting
Engagement and Outreach July 1, 2025–June 30, 2026



Proposed Scope of Work and Activities

Clearlake Rising: Progress & Promise serves as the unifying brand message behind the City's community engagement and public outreach efforts. Lucy & Company will continue to lead and expand this initiative by developing a year-round communications program that increases awareness of City achievements and provides residents with clear, accessible information about available services and resources.

They will continue the activities such as Clearlake Express, social media, lobby signs, digital signs, fact sheets, media relations, facilitation, coordination with outside organizations and coordinating with city staff to obtain information and provide materials and services.

To amplify Clearlake's momentum and improve clarity around who provides what, Lucy & Company will integrate trusted service organizations into the City's communication strategy. These partners provide essential services that directly impact public health, safety, education, and quality of life. Through coordinated messaging, shared content distribution, and community-wide campaigns, this program will reinforce civic pride while reducing confusion about the roles of each organization. The meetings will discuss inclusive communications and outreach opportunities, and translate materials, as needed.

The citywide outreach program will:

- Highlight the City's progress through unified storytelling and coordinated messaging
- Clarify which agencies and partners are responsible for specific services
- Increase participation and trust by aligning communication efforts across all providers
- Deliver consistent, themed content throughout the year on key topics such as education, health, public safety, water, waste, and animal services
- Ensure communications are inclusive, bilingual, and accessible across digital and physical platforms

Partnering organizations and their primary service areas include:

- **Woodland Community College** – Higher education, associate degree programs, and adult learning
- **Konocti Unified School District** – K-12 education, school enrollment, graduation, and youth support programs
- **North Bay Animal Services** – Animal control, sheltering, pet licensing, and enforcement
- **Animal Care Support Organizations** – Volunteer-led and nonprofit partners that provide low- and no-cost vaccinations, spay/neuter clinics, microchipping, adoption events, and community education programs not currently offered by the City's primary contractor
- **Clearlake Police Department & Code Enforcement** – Public safety, law enforcement, code compliance
- **Adventist Health & Tribal Health** – Local healthcare access, wellness programs, and community health services
- **Lake County Fire Protection District & CAL FIRE** – Fire protection, emergency medical services, and wildfire prevention
- **Konocti County Water District, Highlands Mutual Water Company, Golden State Water** – Water delivery, infrastructure maintenance, and customer service
- **Clearlake Waste Solutions** – Garbage and recycling collection, large-item pickup, and seasonal disposal services

Organize and lead quarterly planning meetings and consider themes such as:

- **July:** Clearlake Rising annual report mailer

- **August:** back to school including college courses & resources, AA degrees
- **Sept:** police & code focus
- **Oct:** city projects/programs progress & status
- **Dec:** waste management (how to properly dispose of Xmas trees, wrapping paper recycling, etc)
- **Jan:** 2025 in review, 2026 goals and projects, mayor/council group photo + mayor quote
- **Feb.** infrastructure/road projects (road rehab, other city infrastructure, etc.)
- **March:** animal care and control (include all volunteer, non-profit organizations supporting Clearlake animal care and control + North Bay Animal Services)
- **April:** water efficiency reminders (check irrigation systems, landscape watering, consider drip systems, etc.)
- **May:** graduation (Konocti & Woodland)
- **June:** City events, water activities/water safety (check out life jackets at PD for free during summer?) + wildfire safety tips (include info from Lake Co Fire + CalFire, etc.)

Potential message channels:

- City of Clearlake (Clearlake Express, Clearlake digital signs, Clearlake Facebook & IG)
- Clearlake PD social media (either share info or do own post)
- Health & Wellness (Adventist and Tribal Health social media, flyers in lobby, etc)
- Konocti Unified (share, comment and/or create own post) and include info in Superintendent's newsletter
- Woodland Community College (social media, potentially other coms)
- Water agencies (feature in social media, bill inserts): Konocti Water, Highlands Water, Golden State Water
- Waste Solutions (feature in bill insert, billboards on side of trucks)

Ensure information is inclusive for all audiences: post flyers/info in restaurants, coffee shops, etc.

ONGOING CITYWIDE ACTIVITIES

For the project types listed below, Lucy & Company will complete the following activities to continue public relations and community engagement activities for the City of Clearlake. This will include communications, government relations, media relations, public outreach and community engagement activities and assist with project-specific community engagement.

- For **Clearlake Express** e-newsletter, develop 2 e-blasts a month (writing, editing, design, programming, etc.)
- Develop **social media posts** and coordinate posting calendar and other social media activities
- Continue **government relations** public education representatives to share information back and forth, obtain content
- Attend/monitor occasional **city council and planning commission meetings/hearings** and **external briefings and hearings.**
- **Coordinate and engage** business, volunteer, nonprofit, service group stakeholders in city activities, events, and planning.
- **Assist with event ideation**, promotion and development.
- Organize and facilitate **monthly City communications planning** meetings.
- **Media relations:** Develop news releases, statements and story ideas, create media pitch materials, arrange interviews and/or stories with regional media. Also includes developing LTEs and opinion editorials.

PROPOSED BUDGET

Proposed Retainer Fee: \$10,000/month retainer for activities and projects listed above, billed in arrears.
\$120,000

Outside Direct Costs: Estimates do not include graphic design, travel, printing or other outside costs; outside costs can be paid by the City directly or be passed through Lucy & Company with no markup unless

advance payment is necessary. Lucy & Company will receive authorization from City manager for expenses including postage, graphic design, signs, etc.

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