



STAFF REPORT
5/13/2026

TO: Honorable Mayor and City Council Members

FROM: Gabriel Gonzalez, Interim City Manager

SUBJECT: Authorize the Interim City Manager to Execute a Professional Services Agreement with CV Strategies for On-Call Services in the Amount not to Exceed \$24,500.00

STAFF RECOMMENDATION:

Authorize the Interim City Manager to execute a Professional Services Agreement with CV Strategies for on-call services in the amount not to exceed \$24,500.00

BACKGROUND:

CV Strategies is a communications and community engagement firm that leverages expertise, influence and instincts to enhance the way public agencies tell their stories. Founded in 2007 CV Strategies helps clients blend media, messaging and audiences to connect with communities and drive support on the issues that matter.

DISCUSSION/ANALYSIS:

City staff is requesting support from CV Strategies to enhance its communication and community engagement efforts. The anticipated scope of work includes the following:

- Provide on-call strategic communications and media relations support to the City's executive team, including guidance on messaging and communications approach
- Develop communications tools
- Provide media relations guidance and support
- Support internal coordination on communications matters, including alignment across executive leadership and relevant departments to ensure accurate, transparent information flow and consistent messaging

FISCAL IMPACT:

\$24,500 by undesignated reserves