



CITY COUNCIL MEETING STAFF REPORT

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| Meeting Date: February 19, 2026 | | Subject: Resolution No. 3241 Approve a Professional Services Agreement with CFM Strategic Communications, Inc. for contracted Government Relations and Lobbying services Staff Member: Everett Wild, Government Relations Manager Department: Administration | |
| Action Required | | Advisory Board/Commission Recommendation | |
| <input checked="" type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 st Reading Date: <input type="checkbox"/> Ordinance 2 nd Reading Date: <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input checked="" type="checkbox"/> Consent Agenda | | <input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input checked="" type="checkbox"/> Not Applicable Comments: N/A | |
| Staff Recommendation: Staff recommend that City Council adopt the Consent Agenda. | | | |
| Recommended Language for Motion: I move to adopt the Consent Agenda. | | | |
| Project / Issue Relates To: | | | |
| <input type="checkbox"/> Council Goals/Priorities: | <input type="checkbox"/> Adopted Master Plan(s): | <input checked="" type="checkbox"/> Not Applicable | |

ISSUE BEFORE COUNCIL:

To approve or deny the contract for Government Relations and Lobbying services to supplement those services provided by staff.

EXECUTIVE SUMMARY:

Wilsonville maintains a strong government relations presence at the regional, state, and federal levels. The City has had a contracted lobbyist for nearly 30 years.

The contract lobbyist provides strategic counsel, advises on the development of the annual legislative agenda, monitors and engages on proposed legislative changes that affect Wilsonville, provides analysis of proposed legislation and budget forecasts, identifies and helps the city pursue funding opportunities, plans and facilitates the French Prairie Forum meetings, and provides other state legislative assistance under the direction of the City Manager and the Government Relations Manager.

In accordance with Oregon procurement rules, the City issued a competitive Request for Proposals (RFP). The RFP opened on November 10, 2025 and closed on December 12, 2025. The opportunity was advertised on the City website, the League of Oregon Cities website, and in the Daily Journal of Commerce. The City received two (2) responses; both were deemed qualified and scored based on the criteria outlined within the RFP by a panel of three (3) city staff members and one (1) external public sector government relations expert. Additionally, the City conducted interviews with both applicants.

CFM Strategic Communications, Inc. received the highest average scores. They represent a number of municipal clients in the Portland metro area, including neighboring cities such as Sherwood and Tigard. CFM plans to use Wilsonville's longtime consultant, The Leo Co., as a subcontractor for institutional knowledge and continuity, as well as to continue managing the French Prairie Forum.

EXPECTED RESULTS:

This contract will provide the City with additional expertise, flexibility, and capacity to engage with the State Legislature on matters that affect the City, residents, and businesses.

TIMELINE:

Contract begins April 1, 2026, and expires June 30, 2028. The contract contains two optional two-year extensions at the discretion of the City.

CURRENT YEAR BUDGET IMPACTS:

The City has a contract with The Leo Co. through March 31, 2026. The contract with CFM Strategic Communications, Inc. would begin on April 1, 2026, at the same monthly retainer rate as The Leo Co. through the end of the current Fiscal Year.

COMMUNITY INVOLVEMENT PROCESS:

This contract was publicly advertised in accordance with applicable Oregon Revised Statutes Oregon Administrative Rules, and Wilsonville Code 2.308 *et seq.*

POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:

Potential benefits include making changes to State law for the benefit of Wilsonville, changing or stopping legislation that would harm Wilsonville, and securing discretionary funds toward Wilsonville priority projects.

ALTERNATIVES:

- 1) Council could choose to decline the contract with CFM Strategic Communications, Inc. and direct staff to re-issue the Request for Proposals.
- 2) Council could choose to decline the contract with CFM Strategic Communications, Inc. and eliminate having a contracted lobbyist, relying solely on the Government Relations Manager.

CITY MANAGER COMMENT:

N/A

ATTACHMENTS:

1. Resolution No. 3241
 - A. Professional Services Agreement with CFM Strategic Communications, Inc., Contract No. 26438-0