



## REPORT TO CITY COUNCIL

**To:** Honorable Mayor and Members of the City Council

**From:** Jason Simpson, City Manager

**Prepared by:** Remon Habib, City Engineer

**Date:** June 11, 2024

**Subject:** Downtown Projects Comprehensive Outreach Plan Professional Services Agreement with Arellano Associates

### **Recommendation**

Approve and authorize the City Manager to execute the Professional Services Agreement with Arellano Associates for a 2 year term in an amount not to exceed \$65,990.10 per year, or \$131,980.13 for the duration of the agreement and in such final form as approved by the City Attorney.

### **Background**

The City is working on several projects as part of the Revitalization of Downtown, Lake Elsinore. These projects include a new City Hall Building, a new Library, Main Street road and pedestrian circulation improvements, I-15 Main Street Interchange Landscape Improvements, Main Street Landscape and Aesthetics Improvements, and the soon to be completed I15 Main Street Interchange Improvements and Signalization.

In an effort to increase public engagement and awareness of the Downtown Projects as well as impacts, City Staff reached out to Arellano Associates to structure a comprehensive Public Outreach plan, which would facilitate the flow of information to Downtown residents and merchants. It would also create several outlets for the public to voice concerns, questions, and feedback to the City and stay up to date on project information, closures, detours, and project milestones.

### **Discussion**

Arellano Associates will develop a comprehensive and flexible Public Outreach Plan (Plan) describing outreach strategies, engagement activities, and proposed schedule. The Plan aims to emphasize meaningful engagement and active participation with a variety of stakeholder groups. The Plan will outline specific strategies for engagement, with particular consideration for the

business community. In addition to describing the overall vision, key collaterals, and deliverables schedule, the Plan will identify the following:

- Targeted audiences and tailored notification tactics
- Digital outreach and engagement tools and platforms

To promote project awareness, Arellano Associates will utilize a multifaceted outreach approach that provides targeted outreach to key community stakeholders and takes a broader strategy to reach the general public, relying on new and established relationships with businesses and community groups to promote the project's messaging and provide details about upcoming and in-progress projects.

Arellano Associates will also develop cohesive branding for the project which will give tangible identity for these projects and enable to the public to easily visualize finished products.

### **Fiscal Impact**

The fiscal impact is \$131,980.13 over a 24-months period. This has been allocated as part of the City's CIP program.

### **Attachments**

Attachment 1 - Agreement for Professional Services  
Exhibit A - Scope and Cost Proposal