

# Memorandum

**REPORT TO:** City Commission

**FROM:** Takami Clark, Communications & Engagement Manager

**SUBJECT:** Authorize the City Manager to Sign an Amendment 1 to the PSA with The Nest Collective, LLC for Public Relations Services

**MEETING DATE:** December 16, 2025

**AGENDA ITEM TYPE:** Agreement - Vendor/Contract

**RECOMMENDATION:** Authorize the City Manager to Sign an Amendment 1 to the PSA with The Nest Collective, LLC for Public Relations Services

**STRATEGIC PLAN:** 1.1 Outreach: Continue to strengthen and innovate in how we deliver information to the community and our partners.

**BACKGROUND:** The Transportation & Engineering and Utilities Departments aim to provide public communications that inform the community of our efforts in a consistent, proactive, and effective fashion. Outreach and education materials/campaigns have taken various forms and span a full range of media services. Examples of topics we've covered under this contract include, and are not limited to: street construction, garbage and recycling services, water conservation efforts, snow plowing, and drinking water quality. Effective public communication has helped to increase citizen awareness of projects and initiatives and provides citizens with the information they need to avoid construction conflicts and road closures.

These departments have been working with The Nest Collective since 2013. In November 2023, the City entered into a 1-year agreement with this firm for public relations services. The agreement allows for up to four 1-year extensions of the contract, and because of the history The Nest Collective has with staff, we are recommending to extend the contract one year as allowed in the original contract. This will be the first extension of this contract. The terms of the contract will remain the same.

**UNRESOLVED ISSUES:** None

**ALTERNATIVES:** As suggested by the Commission.

**FISCAL EFFECTS:** The budget is estimated to be \$160,000 and will be paid by Transportation & Engineering and Utilities.

Attachments:

Signed PSA with Nest  
PSA Amendment PW PR Nest.docx

Report compiled on: December 8, 2025