



City Council Staff Report

Subject: Agreement with Clifford Moss LLC for Continued Public Engagement and Communications Services - Amendment No.1

Date: May 12, 2026

Submitted By: Andrew Keys, Assistant City Manager
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Department: City Manager's Office

Recommendation:

Adopt a Resolution of the City Council of the City of Rocklin Authorizing Amendment No. 1 to the Professional Services Agreement with Clifford Moss LLC for Continued Public Engagement and Communication Services.

Background:

Over the past several months, the City has conducted substantial public outreach to better understand community priorities, service expectations, and perspectives regarding the City's long-term fiscal outlook including possible future funding options. These efforts included a resident survey mailed to all residential households in Rocklin (approximately 24,000) in September 2025. The survey was also heavily promoted through video advertisements on existing City social media channels. This generated 2,886 responses from residents, resulting in many direct responses to those residents from City leaders. City staff also presented to 18 community groups, met with more than 30 individual community leaders, and conducted four town halls - two in person, one by Zoom, and one in a hybrid format. The town halls took place in March of 2026 and were promoted through a second citywide mailer in February 2026 that also shared high-level survey results. While official attendance was not taken at these meetings, staff counted over 400 attendees at the community group meetings and over 125 combined at the four town halls. Additionally, at the May 2, 2026 Civic Celebration staff received feedback from more than 100 residents regarding community priorities.

The outreach completed to date has produced important themes.

First, residents clearly value Rocklin's high quality of life. Community feedback and the City's outreach efforts reflect that residents love Rocklin, value living here, and believe City services are an important part of what makes Rocklin a desirable place to live. Public safety, including police services, fire prevention and 911 emergency medical response, parks and open space, recreation opportunities, infrastructure maintenance, and fiscal accountability and transparency in all City operations emerged as priorities in community input.

Second, residents generally trust the City of Rocklin. The City has built this public trust over years through transparent outreach and prudent financial stewardship. The City is currently in a sound financial position and has a longstanding history of responsible budget management, long range planning, and accountability. At the same time, the City continues to evaluate future needs and challenges in order to protect service levels and Rocklin's quality of life over the long term.

These communication and outreach efforts were undertaken in collaboration with consultant Clifford Moss LLC under an agreement executed in August 2025. One of the goals of the outreach process is to help inform the City Council's consideration of whether to move forward with a 2026 ballot measure. The City's existing agreement with Clifford Moss LLC expired on April 30, 2026. At this time, staff recommends approving an amendment to continue the City's public engagement and communications support through the City Council's consideration of a measure, and if approved by the City Council, the public's consideration of the measure.

The scope of work for the proposed amendment includes assisting the City prepare and distribute factual information-only materials such as website content, fact sheets, FAQs, and related communications, and coordinate City-approved objective education material, including potential direct mail and paid digital communications. The total not to exceed for the agreement will be \$207,000 should City Council approve Amendment No. 1. Services included in the proposed Amendment No. 1 to the agreement are in an amount not to exceed \$132,000 for professional communications consulting services and project-related communications costs for the period of May 1, 2026 through October 31, 2026. Of that total, \$42,000 is the \$7,000 per month professional services fees for Clifford Moss LLC to manage the project. The remaining \$90,000 is the execution of specific communications strategies and materials including direct mail, digital public service outreach, data support, and miscellaneous expenses, as recommended by Clifford Moss and approved by the City.

The proposed amendment provides continuity in a specialized area of work at an important point in the process. Staff recommends the City Council approve Amendment No. 1 to the agreement with Clifford Moss LLC.

Fiscal Impact:

There is no direct impact to the General Fund from the staff recommendation. Sufficient funding is available in the Fiscal Years 2025/26 and 2026/27 Operating Budget.

ATTACHMENTS:

1. [Resolution](#)
2. [Amendment No. 1 to the Agreement with Clifford Moss, LLC](#)
3. [Agreement with Clifford Moss, LLC](#)