Veteran government affairs and business leader named Costa Mesa's new Community Relations Manager

Costa Mesa City Manager Lori Ann Farrell Harrison announced that veteran government and business leader Lawrence "Broc" Coward has been named the City's new Community Relations Manager.

In this role, he will assist with constituent services, collaborate with City Council and City staff to strengthen community relations and engagement efforts to foster greater partnership opportunities with the City's residents, business community, faith-based organizations and government partners.

"Broc is a seasoned professional with 25 years of experience in the public and business sectors who will further our connections and enhance our community engagement and customer service efforts," Farrell Harrison said. "I'm so excited that he is now part of our team."

Coward comes to the City of Costa Mesa from the Downtown Long Beach Alliance (DLBA), which manages two of the City's 12 business improvement districts, where he held the title of Chief Operating Officer for seven years. He is experienced in both public and private sector management and has a broad understanding of finance, business advocacy/improvement, crime prevention strategies, special events, and public policy.

"Costa Mesa is a dynamic city with an engaged resident population, very supportive Council, and dedicated City staff," Coward said. "I'm humbled by the opportunity to serve this community and motivated to build on the good work that's already taking place."

During his tenure at DLBA, Coward helped lead the community-based business improvement district with its $5 million budget, committed to improving and promoting local businesses through a wide range of programs and services provided above the basic services offered by the city. His responsibilities included oversight of “clean and safe services,” capital improvement projects, development of special promotions and events, marketing and outreach campaigns.

Previously, Coward worked as the Chief of Staff for then Long Beach Vice Mayor and Council Member Suja Lowenthal; as well as, Chief of Staff for the L.A. Unified School District Board of Education, District 7 and Field Representative for then Assembly Member Alan Lowenthal, Assembly District 54. His experience working directly with elected officials at both the City and State levels, as well as for a Board Member of the second largest school district in the nation, will bode well for Costa Mesa.

Coward is also experienced in constituent services and public policy, drafting legislation, parking strategies, bikeway and mobility, water conservation and economic development.

Coward holds a Master’s Degree in Political Science from Cal State Fullerton and a Bachelor’s Degree in Political Science from UC Santa Barbara.