

## RESOLUTION 2026-###

### **RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO AUTHORIZING THE CITY MANAGER TO EXECUTE A CONSULTING SERVICES AGREEMENT WITH INTEGRATED MARKETING COMMUNICATIONS (IMC) FOR THREE YEARS (FISCAL YEARS 2026-2029) FOR SOCIAL MEDIA SERVICES, FOR A TOTAL COMPENSATION OVER THE THREE YEARS NOT TO EXCEED \$159,000**

WHEREAS, *Major Policy Goal: Enhance Community Resilience; Policy #205 - Civic Engagement* are adopted policy items under the FY 2025-27 Council Priority Workplan, effective April 7, 2025;

WHEREAS, entering into this agreement is not a project as defined by CEQA;

WHEREAS, since July 2019 after a Request for Proposals process, Integrated Marketing Communications (“IMC”) has worked with the City to provide a host of services involving social media and to interface with certain departments that conduct community outreach via their own social media platforms. IMC’s approach is to maintain the City’s present community outreach efforts and assist in creation and execution of effective campaigns;

WHEREAS, the proposed consulting services agreement will involve retaining IMC for a three-year period to assist the City Manager’s Office and staff in continuing the on-going social media/public outreach efforts, and adopted policies under the adopted FY 2025-2027 Council Adopted Priority Workplan;

WHEREAS, IMC’s scope of services include:

- Compile 2-3 social media posts per week for Facebook and Twitter;
- Create a Youtube and Nextdoor account for the City;
- Continue to build and grow an Email Tree and build a Feedback Email/Loop into each platform, so visitors are encouraged to provide their feedback and/or ask questions;
- Continue to partner with City officials and staff in identifying and developing topics to promote;
- Continue to work with community officials to come up with ideas for community related events;
- Review of photos and videos that can be used to tell a story;
- Continue to assist with ideas for monthly E-Newsletter;
- Continue to provide City Manager with weekly or monthly analytics;

WHEREAS, although the City's Purchasing Guidelines indicate that three written quotes or an RFP process is appropriate for engaging professional services, competitive bidding requirements may be dispensed if the public interest is better served by doing so, as where competitive bidding would not produce an advantage; and

WHEREAS, the exception may be invoked where the product or service contracted for is of unique value and may not be obtained elsewhere, which is the case with IMC, Inc. IMC has institutional knowledge (as a sister organization to Strategy Research Institute) of the City and understands how to realize the goals and objectives through community outreach resources.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of San Pablo hereby authorizes the City Manager to dispense with competitive bidding/proposal requirements and to execute a three-year consulting services agreement for FY 2026-2029 for social media and community outreach services with Integrated Marketing Communications in an amount not to exceed \$159,000 over the three-year life of the agreement in account 100-1310-43600; and

BE IT FURTHER RESOLVED that the foregoing recitations are true and correct and are included herein by reference as findings.

\* \* \* \* \*

ADOPTED this 15<sup>th</sup> day of June, 2026, by the following votes:

AYES: COUNCILMEMBERS:  
NOES: COUNCILMEMBERS:  
ABSENT: COUNCILMEMBERS:  
ABSTAIN: COUNCILMEMBERS:

ATTEST:

APPROVED:

\_\_\_\_\_  
Dorothy Gantt, City Clerk

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Elizabeth Pabon-Alvarado, Mayor