

RESOLUTION 2026-###

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO ACCEPTING THE MARKETING AND BRANDING PROJECT DELIVERABLES FROM TRIPEPI SMITH & ASSOCIATES AND DIRECTING STAFF TO INITIATE IMPLEMENTATION ACTIONS CONSISTENT WITH THE CITY'S ECONOMIC DEVELOPMENT STRATEGY

WHEREAS, *Create City-Wide Economic Development Strategy and Implementation Plan in Consultation with SPEDC* is an adopted policy item under City of San Pablo City Council Priority Work Plan FY 2025-27, effective April 7, 2025, and this initiative is a goal outlined in the adopted Economic Development Strategy;

WHEREAS, on June 17, 2024, the City Council adopted the Economic Development Strategy via Resolution 2024-090;

WHEREAS, the Economic Development Strategy included a detailed implementation plan, which divides the action items by short-term, mid-term, and long-term actions. One of the eight focus areas included Marketing / Image Enhancement;

WHEREAS, On August 8, 2024, the City released a Request for Qualifications and Proposals (RFQ/RFP) to develop the City's Economic Development brand identity, a marketing strategy and placemaking plan, and provide marketing and branding services for the City;

WHEREAS, the City received fifteen (15) qualified proposals and, after review and interviews, staff is of the opinion that Tripepi Smith & Associates ("Tripepi Smith") best demonstrates the experience, expertise, and qualifications necessary to perform the services and requirements outlined in the RFQ/RFP;

WHEREAS, on February 18, 2025, the City Council adopted Resolution 2025-034 authorizing the City Manager to enter into a Consulting Services Agreement with Tripepi Smith & Associates in an amount not to exceed \$150,000 for a two-year term ending June 30, 2026;

WHEREAS, Tripepi Smith has completed the scope of work, including stakeholder engagement, development of a refreshed brand identity, marketing strategy, and templates for outreach materials, all designed to enhance San Pablo's image and competitiveness;

WHEREAS, defining San Pablo's citywide identity and creating distinct branding for each commercial district, including individual logos, is critical to attracting investment, fostering community pride, and supporting revitalization efforts;

WHEREAS, the City Council's adoption of the new Economic Development & Housing Division sub-brand and logo as part of the Marketing and Branding Project deliverables, which will serve as a key visual identity for the Division and reinforce the City's commitment to economic development, housing initiatives, and strategic branding efforts;

WHEREAS, future implementation will include close coordination with the San Pablo Economic Development Corporation (SPEDC) and commercial district partners such as Organización de Negocios Unidos to leverage the work completed by Tripepi Smith, and may include formation of formal Business Improvement Districts (BIDs) for each commercial corridor, consistent with best practices in economic development nationwide;

WHEREAS, Tripepi Smith has completed the scope of work, including stakeholder engagement, development of a refreshed brand identity, marketing strategy, and templates for outreach materials, all designed to enhance San Pablo's image and competitiveness; and

WHEREAS, this resolution is exempt from environmental review under the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15378(b)(5), as it can be seen with certainty that there is no potential for causing a significant effect on the environment because the project solely involves administrative activity and does not authorize any construction or development activities.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of San Pablo hereby accepts the Marketing and Branding Project deliverables prepared by Tripepi Smith & Associates;

BE IT FURTHER RESOLVED THAT the City Council of the City of San Pablo hereby directs staff to initiate implementation actions consistent with the Economic Development Strategy, including the following:

1. Rollout of Economic Development & Housing branding and district-specific logos;
2. Coordination with SPEDC and commercial district partners to leverage branding work;
3. Exploration of formal Business Improvement Districts (BIDs) for commercial corridors; and
4. Return to Council with budget recommendations for implementation during

the next budget cycle.

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

* * * * *

ADOPTED this 26th day of January, 2026, by the following votes:

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

ATTEST:

Dorothy Gantt, City Clerk

APPROVED:

Elizabeth Pabon-Alvarado, Mayor