



CITY OF SAN PABLO
City of New Directions



Branding & Marketing Project to Induce Economic Development

City Council
January 26, 2026

City Council Priority Workplan

Major Policy Goal: Focus on Economic Development and Fiscal Diversification

412. Create a City-wide Economic Development Strategy and Implementation Plan in consultation with the SPEDC is an adopted policy item under Council's Priority Workplan. This initiative is a goal outlined in the adopted Economic Development Strategy.

Request for Proposals (RFP) Background

- An Interdepartmental RFP Review Team scored each proposal independently and held an in-person meeting to discuss each proposal and their score.
- The two highest scored finalists were interview by Executive Leadership Staff members in-person.
- Following reference checks and further discussion, staff recommended and Council approved Tripepi Smith & Associates on February 18, 2025.



TRIPEPI SMITH
marketing • technology • public affairs

Consultant Background



TRIPEPI SMITH
marketing • technology • public affairs



CERTIFICATIONS
#ABL = "Always Be Learning"



Branding and Marketing Scope of Work

Phase	Deliverables
1: Research	Kickoff meeting, scheduling stock photoshoot, interviews/surveys, brand research and a discovery report and implementation plan
2: Brand Design & User Training	Proposed brand messaging, test messaging with stakeholders, brand statement, creation of color palettes, creation of font options, design logos, and report stakeholder feedback
3: Branding Toolkit & Implementation	Deliver logo library, creation of brand templates, brand style guide and guidelines, and launch of strategy and plan
4: Brand & Marketing Strategy	Development and delivery of brand and marketing strategy and placemaking plan and hold presentations for executive staff and City Council
5: Special Projects	One (1) annual report

- Cost: Consultant Services Agreement with Tripepi Smith & Associates not to exceed \$150,000



City of San Pablo

ECONOMIC DEVELOPMENT BRAND RESEARCH SUMMARY

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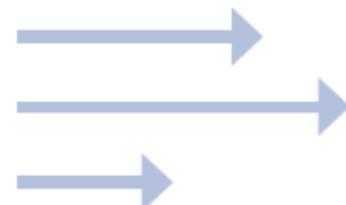
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THE EXISTING CITY OF SAN PABLO BRAND IS STRONG

The placemaking and development branding is not meant to replace the over-arching City of San Pablo brand that is strong and well entrenched. Rather, it collates research and outreach that suggest visuals and language to drive overall development efforts and celebrate the identity of different parts of the City.



Brand Statement

**Growing forward,
grounded in community.**

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Growing forward, grounded in community.

San Pablo is a mosaic of vibrant places. The city's sense of place is shaped by diverse cultures, strengthened by community pride and positioned at the heart of the Bay Area.

As the city invests in new civic spaces and revitalized corridors, it is defining itself as a destination where businesses, residents and visitors can thrive together. San Pablo's story is one of transformation: embracing opportunity and ready to showcase a new era of growth while staying true to its roots and the community that shapes it.

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Brand Pillars

Connected
Opportunity

Safe &
Welcoming

Business
Ready

Authentic
Roots &
Cultural Mosaic

Everyday
Belonging

Investing
in the
Future

The new Economic Development &
Housing Division logo is.....





San Pablo Arch
City Hall & PD Colonnades
East Bay Hills

Identity and Branding of our
3 Commercial Corridors...

About San Pablo Avenue

Brand Statement

San Pablo Avenue is the city's backbone. It connects historic San Pablo with today's civic center, retail hubs and neighborhoods—from the casino to the college. This is the corridor people see and it's where the city is manifesting its growth most visibly—new civic buildings, stronger gateways and space for more housing and business. San Pablo Avenue is where the city comes together, past and future, to show what's next.



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San Pablo Avenue: building the heart of the city and pulse of the East Bay.



About 23rd Street

Brand Statement

23rd Street is San Pablo's street of flavor and culture. Known for its Latinx restaurants and small businesses, it's a place where families gather, neighbors connect and visitors come for something authentic. With fresh investment and new energy, 23rd Street is ready to fill in with a wider variety of food and beverage, places for entertainment and shopping and creative experiences that leverage the distinct 23rd Street character.



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23rd Street: building on the foundation of our culture.



About Rumrill Boulevard

Brand Statement

Once a working corridor, Rumrill is now turning the page. Its industrial past leaves space that few other parts of the city have — room for housing, small businesses and new mixed-use development. With recent upgrades like bike lanes and safer streets, Rumrill is positioned for its next chapter: a corridor ready to reconnect its blocks into an affordable, accessible space to live, work and experience.



About Rumrill Boulevard

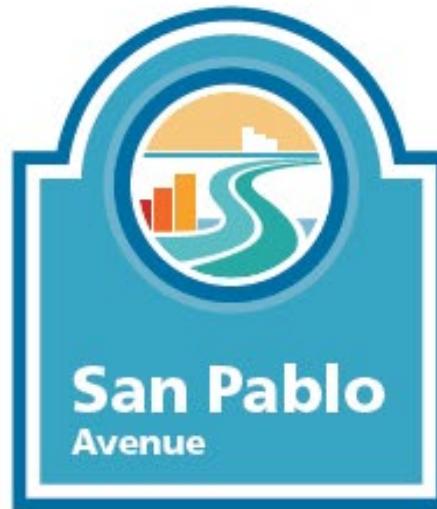
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Rumrill Boulevard: building character from the ground up.







- Neighborhood
- Kennedy Plaza
- Wildcat Creek
- Roots



- Neighborhood
- Kennedy Plaza
- Wildcat Creek
- Roots



- Growth bar chart
- Connected to region



**23rd
Street**



**San Pablo
Avenue**



**Rumrill
Boulevard**



- Neighborhood
- Kennedy Plaza
- Wildcat Creek
- Roots



- Growth bar chart
- Connected to region



- Mixed Use
- Upward movement
- Sports Complex



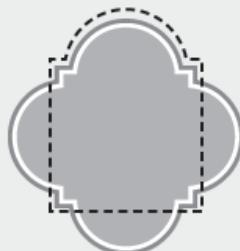
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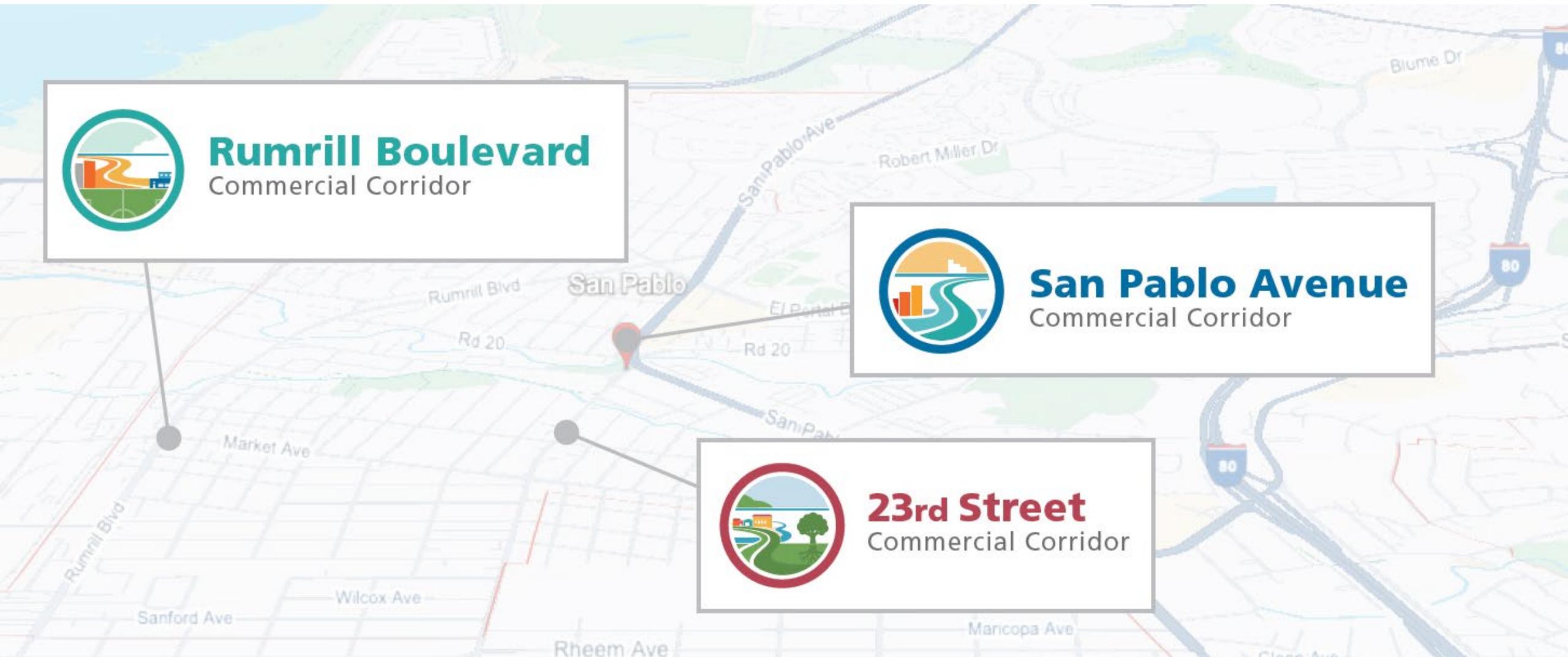


- Mixed Use
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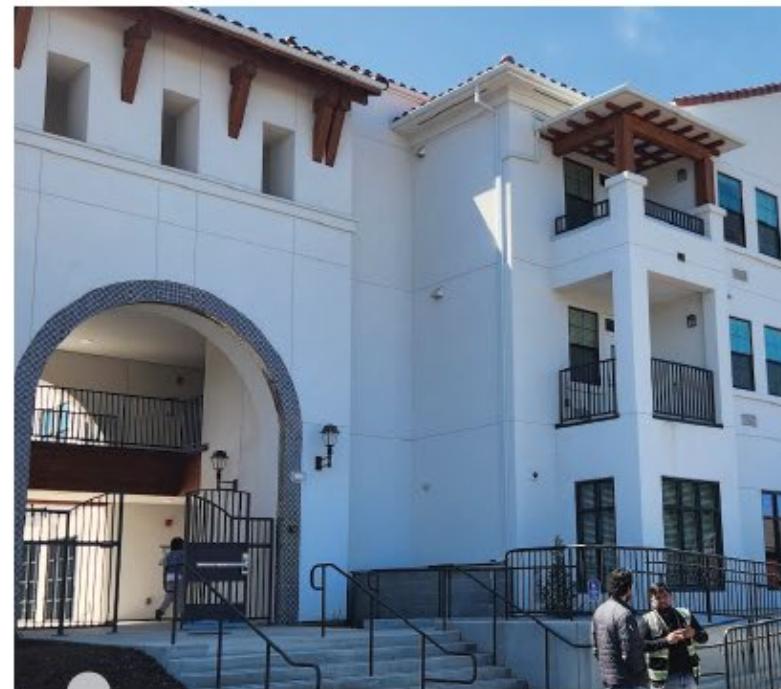


Shape is based
on City logo

Corridor Logos – Business Facing



Corridor Logos – Community Facing



23rd Street

Building on the foundation of our culture.



San Pablo Avenue

Building the heart of the city and pulse of the East Bay.



Rumrill Boulevard

Building character from the ground up.

Corridor Logos – Community Facing



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Corridor Emblems – Branding Corridors as Part of Division



Thank You!



Discussion

