



City of San Pablo

Council Chambers
1000 Gateway Avenue
San Pablo, CA 94806
(510) 215-3000
www.SanPabloCA.gov

Meeting Agenda

City Council

Mayor Elizabeth Pabon-Alvarado
Vice Mayor Rita Xavier
Councilmember Abel Pineda
Councilmember Patricia Ponce
Councilmember Arturo Cruz

Monday, January 26, 2026

5:00 PM

City Council Chambers

Special Meeting

IMPORTANT NOTICE ABOUT PUBLIC COMMENTS AND MEETING PARTICIPATION

NOTICE:

Members of the public are invited to attend the meeting in-person at Council Chambers.

Members of the public may also view the meeting on online at <https://us02web.zoom.us/j/89046076519> or during livestream online at <https://sanpablo.legistar.com/Calendar.aspx>.

Please note the following temporary change to the City's public comment procedures: Public comment by zoom or telephone will not be accepted. Public comment may be provided only in-person in Council Chambers or via email as set forth below.

PUBLIC COMMENT

At each meeting, the public has the opportunity to address the City Council on items appearing on the agenda and, for items not appearing on the agenda but within the purview of the City Council, during ORAL COMMUNICATIONS. Persons addressing the Council must limit their remarks to three (3) minutes unless an extension or decrease of time is set. As allowed by the Brown Act, the Mayor may limit the total time for public comments to facilitate the completion of business on the agenda.

• IN-PERSON PUBLIC COMMENT:

Any person wishing to make such address Council should first complete and deliver a "Speaker Form" available at the speaker's podium and submit it to the City Clerk identifying the agenda item. The Mayor will invite you to speak at the appropriate time when the matter is being considered.

• WRITTEN PUBLIC COMMENT:

Public comments may also be submitted via email to CityClerk@SanPabloCA.gov. Each email must contain in the subject line "PUBLIC COMMENTS NOT ON THE AGENDA" [or] "PUBLIC COMMENTS AGENDA ITEM No. ___". Written comments received by 12:00 noon on the day of the meeting will be provided in advance to the City Council and posted online with the agenda materials. During the meeting, the public may provide written public comments via email to CityClerk@SanPabloCA.gov. All written comments received after noon the day of the meeting will not be read out loud and will be provided directly to the members upon receipt and distributed with supplemental materials following the meeting. Please note that all information provided in public comments, including email addresses and any other personal information written or stated, is subject to disclosure on the broadcast of the video- or tele-conferenced meeting.

AGENDA MATERIALS

Copies of this Agenda and non-exempt public records relating to an open session item on this Agenda will be available for public view at the City Clerk's Office, 1000 Gateway Avenue, San Pablo. The full agenda packet may also be viewed on the City website at:

<https://www.sanpabloca.gov/1400/City-CouncilLSA-Planning-Comm-AgendasMin>

AMERICANS WITH DISABILITIES ACT:

In accordance with the Americans with Disabilities Act and Brown Act, individuals requesting disability-related accommodations should send a written request to the City Clerk by email, preferably the day prior to the meeting. The e-mail subject line should read "ADA Accommodation Request" and include your name, address, telephone number, and a description of the request. Notification as early as possible in advance of the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. Requests may also be made by calling the City Clerk's Office at (510) 215-3000.

CALL TO ORDER**PLEDGE OF ALLEGIANCE****ROLL CALL****ORAL COMMUNICATIONS**

This is the time for comments on any item within the Council's subject matter jurisdiction, if such item is NOT listed on tonight's agenda. The Council may not engage in discussion or take action on any item that is not specifically listed on the agenda. Your item may be referred to city staff for investigation, report or placement on a future agenda. Persons addressing the Council are required to limit their remarks to three (3) minutes unless an extension or decrease of time is ordered. Please file your name and address with the City Clerk on forms available at the speaker's podium.

CITY MANAGER REMARKS**CONSENT CALENDAR**

The Consent Calendar includes routine items that are to be enacted by one motion. There will be no separate discussion of these items. If discussion is requested, the item will be removed from the Consent Calendar and considered separately.

CITY COUNCIL AUTHORIZATION

1. [25-547](#) CONSIDER APPROVING REQUEST FOR ISSUANCE OF PROCLAMATION RECOGNIZING PROFESSOR MARK WONG FROM CONTRA COSTA COMMUNITY COLLEGE

CEQA: This proposed action is not a project as defined by CEQA.

Recommendation: Approve by Minute Order

Attachments: [Att A - PRC Request: Mark Wong Faculty 02.02.26](#)

******* END OF CONSENT CALENDAR *******

CITY COUNCIL DISCUSSION/CONSIDERATION

2. [26-006](#) CONSIDER ADOPTING RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO ADOPTING 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 TO INCREASE ECONOMIC DEVELOPMENT IN THE COMMERCIAL DISTRICTS OF SAN PABLO AND ENCOURAGE HOUSING DEVELOPMENT AND PRIVATE INVESTMENT

CEQA: This proposed action is not a project as defined by CEQA.

Recommendation: Adopt Resolution

Attachments: [Att A - RES 2026-### Marketing and Branding Resolution](#)
[Att B - SanPablo Branding Marketing Final compressed](#)

3. [26-022](#) CONSIDER ADOPTING A RESOLUTION TO PROCEED WITH AMENDMENT NO. #1 TO THE FY 2025-27 CITY COUNCIL PRIORITY WORKPLAN, UNDER MAJOR POLICY AREA: FOCUS ON ECONOMIC DEVELOPMENT AND FISCAL DIVERSIFICATION TO ADD: POLICY No. 417 - POLICY IMPLEMENTATION OF AN ENHANCED INFRASTRUCTURE FINANCING DISTRICT (EIFD) FORMATION AND DEVELOPMENT, AND APPROPRIATE A TOTAL OF \$79,000 IN ONE-TIME FUNDING FROM FY 2025-26 GFDR FUND BALANCE (FUND 110) FOR POLICY IMPLEMENTATION

CEQA: This proposed action is not a project as defined by CEQA.

Recommendation: Adopt Resolution

Attachments: [Att A - RES 2026-### EIFD FY 202527 Council Priority Workplan Amendment #](#)
[Att B - Proposed Presentation on Phase I - EIFD Feasibility Analysis and next st](#)

4. [26-023](#) RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO (1) AUTHORIZING THE CITY MANAGER TO PROCEED WITH A PROPOSED DRAFT CONCEPTUAL CITY HALL PARKING PLAN (PHASE I AND II) TO ACCOMMODATE ALL PARKING USERS, CITY OFFICIALS, CITY EMPLOYEES AND THE PUBLIC; (2) AUTHORIZING A ONE-TIME FUNDING ALLOCATION FROM FY 2025-26 GFDR FUND 110 OPERATING RESERVE IN THE AMOUNT OF \$50,000 FOR PARKING PLAN PROJECT EXPENSES UNDER THE CITY MANAGER'S BUDGET AUTHORITY OR FORMAL BIDDING UNDER THE PUBLIC CONTRACT CODE, IF REQUIRED; (3) REALLOCATING AND APPROPRIATING \$50,000 FROM GFDR FUND 110 FOR TO FUND 200; AND (4) AUTHORIZING THE CITY MANAGER TO NEGOTIATE A PARKING AGREEMENT WITH THE PROPERTY OWNER OF THE WALGREEN'S SITE FOR POLICE DEPARTMENT DESIGNATED PARKING

CEQA: This proposed action is not a project as defined by CEQA.

Recommendation: Adopt Resolution

Attachments: [Att A - 2026-### City Hall Parking Conceptual Plan](#)

SUPPLEMENTAL MATERIALS (IF ANY)

5. [25-541](#) MATERIALS SUBMITTED AFTER PUBLICATION OF THE AGENDA WILL BE APPENDED AFTER THE COUNCIL MEETING. THIS IS NOT AN ACTION ITEM BUT MERELY A MECHANISM FOR MATERIALS SUBMITTED AFTER PUBLICATION OF THE AGENDA TO BE APPENDED TO THE PUBLISHED AGENDA AFTER THE COUNCIL MEETING.

MAYOR AND CITY COUNCIL ASSIGNMENTS REPORTS

(Approved by Resolution 2026-007)

Informational reports from Councilmember representatives to the following committees, commissions and organizations; brief reports on meetings attended at the expense of the City or Agency, as required by Government Code section 53232.3(d) (AB 1234); and other reports regarding items of general interest to the City Council. The City Council may take action on other items of interest that are specifically agendaized herein:

(a) Councilmember Arturo Cruz

Memberships: Marin Clean Energy Board of Directors (Alternate); San Pablo Community Grant Foundation Board (Member); Sister City Manzanillo Future Board Member Designation (Alternate); West Contra Costa Transportation Advisory Committee (Alternate);

Standing Committees: Community Services Standing Committee, Economic Development, Housing & Project Management Standing Committee

Ad-Hoc Subcommittees: Local Business Association/Group/Watch Meetings Ad-Hoc Subcommittee

(b) Councilmember Patricia Ponce

Memberships: Marin Clean Energy Board of Directors (Primary); Sister City Manzanillo Future Board Member Designation (Primary); City Auditor Review of City Financial Statements (Alternate); Green Empowerment Zone (GEZ) for the Northern Waterfront Area of the County of Contra Costa Board of Directors (Primary)

Standing Committees: Budget, Fiscal & Legislative Standing Committee, Economic Development, Housing & Project Management Standing Committee

Ad-Hoc Subcommittees:

(c) Councilmember Abel Pineda

Memberships: Association of Bay Area Governments (Alternate); Green Empowerment Zone (GEZ) for the Northern Waterfront Area of the County of Contra Costa Board of Directors (Alternate); West County Integrated Waste Management/Recyclemore JPA Authority (Alternate);

Standing Committees: Community Services Standing Committee

Ad-Hoc Subcommittees:

(d) Vice Mayor Rita Xavier

Memberships: Association of Bay Area Governments (ABAG/MTC) Board (Primary); Contra Costa Mayors' Conference (Alternate); League of CA Cities East Bay League Division (Alternate); San Pablo Community Grant Foundation Board (Member); West County Integrated Waste Management/Recyclemore JPA Authority (Primary); West Contra Costa Mayors' & Supervisors' Association (Alternate); West Contra Costa Transportation Advisory Committee (Primary);

Standing Committees: Public Safety Standing Committee

Ad-Hoc Subcommittees: Casino San Pablo/Lytton Tribe Ad Hoc Subcommittee

(e) Mayor Elizabeth Pabon-Alvarado

Memberships: Contra Costa Mayors' Conference (Primary); City Auditor Review of City Financial Statements (Primary); League of CA Cities East Bay League Division (Primary); West Contra Costa Mayors' & Supervisors' Association (Primary);

Standing Committees: Budget, Fiscal & Legislative Standing Committee, Public Safety Standing Committee

Ad-Hoc Subcommittees: Casino San Pablo/Lytton Tribe Ad Hoc Subcommittee, Local Business Association/Group/Watch Meetings Ad-Hoc Subcommittee

ADJOURNMENT

Adjourn to the Regular City Council Meeting of Monday, February 2, 2026 at 6:00 pm.