

## RESOLUTION 2026-###

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO (1) AUTHORIZING THE CITY MANAGER TO EXECUTE A CONSULTING SERVICES AGREEMENT WITH TRIPEPI SMITH & ASSOCIATES FOR EDUCATION AND OUTREACH CONSULTING FOR A POTENTIAL SALES TAX MEASURE FOR A TOTAL CONTRACT AMOUNT NOT TO EXCEED \$100,000; AND (2) APPROPRIATING \$100,000 FROM FY 2025-26 GENERAL FUND DESIGNATED RESERVES BY A BUDGET TRANSFER TO INCREASE THE CITY MANAGER'S OFFICE PROFESSIONAL SERVICES BUDGET LINE BY \$100,000 TO FUND THE AGREEMENT**

WHEREAS, *Explore Feasibility and Implementation of New General Fund Revenue Mechanisms* is an adopted policy item under City of San Pablo City Council Priority Work Plan FY 2025-27, effective April 7, 2025;

WHEREAS, this proposed action is not a project as defined by CEQA;

WHEREAS, on December 16, 2024, via Resolution 2024-149, the City Council adopted the revised Policy Amendment No. 10, which focused on Economic Development and Fiscal Diversification and it included revisions to adopted Policy No. 405 Explore and Sustain New Revenue Enhancement to the City's General Fund;

WHEREAS, one of the policies added was #405.3 Explore Feasibility and Implementation of New General Fund Revenue Mechanisms and one of the revenue mechanisms under Policy #405.3 is implementing a ½ cent or 1 cent sales tax (majority vote required);

WHEREAS, Tripepi Smith & Associates ("Tripepi Smith") is a company with a deep understanding of the dynamics of local communities as they have worked with over 250 local government agencies for communication needs; and

WHEREAS, a proposed consulting services agreement is attached to the staff report to contract Tripepi Smith to provide education and outreach services to the City regarding a potential sales tax measure. Tripepi's scope of services include:

- Strategizing an educational outreach plan;
- Developing key messaging and talking points;
- Creating and managing an informational webpage on the sales tax measure;
- Providing strategy and advice on responding to social media comments and messages related to the sales tax measure;
- Producing informational mailers (Community Services and Tax Matters);
- Creating post designs for publication on social media sites;
- Drafting press releases on the sales tax measure; and
- Producing optional creative elements, such as an animated explainer video.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of San Pablo hereby authorizes the City Manager to enter into a Consulting Services Agreement ("Agreement") with Tripepi Smith in an amount not to exceed \$100,000;

BE IT FURTHER RESOLVED that the City Manager is hereby authorized to execute the Consulting Services Agreement, in substantially the form attached, and to make such changes or additions with the concurrence of the City Attorney as are necessary or appropriate and which do not substantially alter the rights and obligations of the City;

BE IT FURTHER RESOLVED that the City Council of the City of San Pablo hereby appropriates \$100,000 from FY 2025-26 GFDR Fund Balance (Fund 110) to the City Manager's Office Professional Services Budget Line (100-1310-43600) to fund the Agreement; and

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

\* \* \* \* \*

ADOPTED this 2<sup>nd</sup> day of February, 2026, by the following votes:

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

ATTEST:

APPROVED:

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Dorothy Gantt, City Clerk

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Elizabeth Pabon-Alvarado, Mayor