

## **HERCULES CITY COUNCIL RESOLUTION NO.**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HERCULES AUTHORIZING THE CITY MANAGER TO CONTRACT WITH TRIPEPI SMITH IN AN AMOUNT NOT TO EXCEED \$93,588 FOR GENERAL COMMUNICATIONS SUPPORT TO INCLUDE PROJECT AND SOCIAL MEDIA MANAGEMENT, PRESS RELEASES, METRICS REPORTING AND QUARTERLY STRATEGIC COMMUNICATIONS PLANNING FOR FY 2025-2026**

**WHEREAS**, The City is currently working with Tripepi Smith to assist staff with implementing effective strategies, plans, and tactics to better engage our community; and

**WHEREAS**, enhancing media relations is a key aspect of being open and transparent with residents and the community; and

**WHEREAS**, working with Tripepi Smith has provided a measurable way to determine that the content we are creating is actually resonating with our communities; and

**WHEREAS**, the City Council has adopted the FY 2025-26 Budget on June 10, 2025, representing the financial plan for conducting the affairs of the City of Hercules; and

**WHEREAS**, staff is proposing that General Fund expenditure appropriations for the general communications support including social media management, press releases, metrics reporting and quarterly strategic communications planning; and

**WHEREAS**, The proposed agreement will continue to help us evaluate the success of our efforts as well as serve as an ongoing feedback mechanism for gathering valuable insights that can help inform ongoing communication strategy.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Hercules to authorize the City Manager to execute an agreement with Tripepi Smith for an amount not to exceed \$93,588 for General Communications Support.

The foregoing Resolution was duly and regularly adopted at a regular meeting of the City Council of the City of Hercules held on the 8th day of July 2025, by the following vote of the Council:

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

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Dion Bailey, Mayor

**ATTEST:**

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Eibleis Melendez, City Clerk