

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 \$95,340 FOR GENERAL COMMUNICATIONS SUPPORT TO INCLUDE PROJECT AND SOCIAL MEDIA MANAGEMENT, PRESS RELEASES, METRICS REPORTING AND QUARTERLY STRATEGIC COMMUNICATIONS PLANNING FOR FY 2026-2027

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 one year current contract with Tripepi Smith expires on June 30, 2026; and

WHEREAS, there are adequate funds available within the FY 2026-2027 City Manager's General Fund budget to accommodate this expenditure; 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 that the City Manager is authorized to execute a professional services agreement with Tripepi Smith for an amount not to exceed \$95,340 for General Communications Support for FY 26-27.

The foregoing Resolution was duly and regularly adopted at a regular meeting of the City Council of the City of Hercules held on the 23rd day of June 2026, by the following vote of the Council:

AYES:

NOES:

ABSENT:

ABSTAIN:

Chris Kelley, Mayor

Eibleis Melendez, City Clerk