

**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 \$85,000 FOR GENERAL COMMUNICATIONS SUPPORT TO INCLUDE PROJECT AND SOCIAL MEDIA MANAGEMENT, PRESS RELEASES, METRICS REPORTING AND QUARTERLY STRATEGIC COMMUNICATIONS PLANNING FOR FY 2024-2025**

**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**, Tripepi Smith has a strong record of working with public agencies across California to better engage and connect with residents; and

**WHEREAS**, The proposed agreement will continue to help the City 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 \$85,000 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 9th day of July 2024, by the following vote of the Council:

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

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Dan Romero, Mayor

**ATTEST:**

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Eibleis Melendez, City Clerk