

RESOLUTION NO. 2025-113

A RESOLUTION OF THE CITY COUNCIL OF MARINA AUTHORIZING
ADDITIONAL FUNDING FOR THE EXISTING PROFESSIONAL SERVICES
AGREEMENT WITH TRIPEPI SMITH AND ASSOCIATES FOR
COMMUNITY ENGAGEMENT, EDUCATION AND OUTREACH FOR
CONSTRUCTING CITY FACILITIES AND POTENTIAL FUNDING
STRATEGIES

WHEREAS, the City of Marina is considering constructing new city facilities and is discussing potential funding strategies and new revenues sources to construct new city facilities; and

WHEREAS, Tripepi Smith & Associates has demonstrated expertise in providing public education and outreach services to municipalities on complex fiscal and policy matters, including local revenue measures; and

WHEREAS, effective outreach and education are critical to building public understanding, promoting transparency, and maintaining trust between the City and the community; and

WHEREAS, Tripepi Smith has proposed a scope of services designed to assist the City in developing and implementing a comprehensive public education program.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Marina does hereby:

1. Authorize an additional \$120,000 for the existing professional services agreement with Tripepi Smith and Associates for community education and outreach for constructing new city facilities and developing funding strategies.
2. Authorize \$40,000 to fund an Opinion Survey to assess citizen support and viability of new revenue sources for a potential November 2026 ballot measure.
3. Authorize the Finance Director to make necessary accounting and budgetary entries.
4. Direct staff to provide bi-monthly update on expenditures and to also include a work plan with timelines.

PASSED AND ADOPTED by the City Council of the City of Marina at a regular meeting duly held on the 7th day of October 2025 by the following vote:

AYES: COUNCIL MEMBERS: McAdams, McCarthy, Biala, Visscher, Delgado

NOES: COUNCIL MEMBERS: None

ABSENT: COUNCIL MEMBERS: None

ABSTAIN: COUNCIL MEMBERS: None

ATTEST:

Bruce C. Delgado, Mayor

Anita Sharp, Deputy City Clerk

October 3, 2025

Item No. **13a**

Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of October 7, 2025

**CITY COUNCIL TO CONSIDER ADOPTING RESOLUTION NO. 2025-,
AUTHORIZING ADDITIONAL FUNDING FOR THE EXISTING
PROFESSIONAL SERVICES AGREEMENT WITH TRIPEPI SMITH
AND ASSOCIATES FOR COMMUNITY ENGAGEMENT, EDUCATION
AND OUTREACH FOR CONSTRUCTING CITY FACILITIES AND
POTENTIAL FUNDING STRATEGIES**

REQUEST:

It is requested that the City Council:

1. Authorize an additional \$100,000 for the existing professional services agreement with Tripepi Smith and Associates for additional community engagement, education, and outreach for constructing new city facilities and potential funding strategies.
2. Authorize \$40,000 to fund an Opinion Survey to assess citizen support for constructing new city facilities and viability of new revenue sources for a potential November 2026 ballot measure.
5. Authorize the Finance Director to make necessary accounting and budgetary entries.

BACKGROUND:

The City has a current agreement with Tripepi Smith for professional assistance with public outreach and engagement, strategic marketing, surveys, social media and web content creation, and general communications and public relations support for the City. The contract with Tripepi Smith is on a time-and-materials basis that provides maximum flexibility while providing resources necessary to meet the city's needs.

On September 23, 2025, the City Council held a special Study Session regarding potential funding alternatives and strategies for constructing critical city facilities.

Following this discussion, the Council directed staff to establish a Citizen's Advisory Committee within the coming months to work with Tripepi Smith, staff, and other consultants as appropriate; initiate community outreach efforts, including tours, public meetings, and engagement opportunities to involve residents early in the process; conduct further research into funding mechanisms such as bonds and utility users tax options, potential exemptions, and case studies from other cities; and provide Council with preliminary analysis of voter demographics, past election results, and a summary of the City's available facility sites.

To accomplish this, staff requested that Tripepi Smith provide an estimate of the additional cost to their current contract to provide this support.

ANALYSIS:

Tripepi Smith's estimates this additional outreach and community engagement including facilitating the Citizen's Advisory Committee and other community meetings will be in the range of \$100,000 to \$120,000 over the next 14-month period. This also includes:

- Production content for news articles, press releases, social media posts, webpage information, and other community messaging.
- Informational mailers
- Animated video production
- Public outreach meetings (both in-person and virtual)

The scope is structured on a time-and-materials basis, allowing the City flexibility to scale services up or down depending on Council priorities, community needs, and available budget. The pricing structure reflects industry standards for public education and ballot measure outreach efforts of this scale, particularly given the amount of in-person and virtual public meetings.

Additionally, there is a need to conduct another Public Opinion Survey to assess citizen support for constructing new city facilities and viability of new revenue sources for a potential November 2026 ballot measure. Staff requests that an additional \$40,000 be approved for funding this survey. This contract will be brought back to the council later.

FISCAL IMPACT:

\$140,000 will need to be approved from unallocated General Fund balance.

Respectfully submitted,

Cyrah Caburian
Executive Assistant
City of Marina

REVIEWED/CONCUR

Layne Long
City Manager
City of Marina