

**RESOLUTION NO. \_\_\_\_\_ (N.C.S.)**

**A RESOLUTION APPROVING PROFESSIONAL SERVICES AGREEMENT  
BETWEEN THE CITY OF SALINAS AND CPRA STRATEGIES, INC FOR  
COMMUNITY OUTREACH AND EDUCATION RE: THE CITY'S STREET  
SWEEPING "NO PARKING" SIGNAGE PROGRAM**

**WHEREAS**, on August 12, 2022, a Request for Proposals (RFP) for providing community outreach for a "No Parking" street sweeping signage program was advertised on the "PlanetBids" website; and

**WHEREAS**, one submittal was received and reviewed based on the selection criteria listed in the RFP document; and

**WHEREAS**, Professional Services Agreements for Phase 1 and 2 of the education and outreach campaign were successfully negotiated, and secured with said firm;

**WHEREAS**, it has been determined that a continuance of community education and outreach for 2025 (Phase 3) is necessary for a successful "No Parking" street sweeping signage campaign; and

**WHEREAS**, The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

**NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SALINAS**, that the Professional Services Agreement between the City of Salinas and CPRA Strategies, Inc. to provide community outreach and education services related to the City's upcoming "No Parking" street sweeping signage program in an amount not to exceed \$150,000 with a period of one (1) one-year annual Agreement extension option, is hereby approved; and

**BE IT FURTHER RESOLVED** that the City Manager is hereby authorized to execute the Agreement for Professional Services between the City of Salinas and CPRA Strategies, Inc.

**PASSED AND ADOPTED** this 10th day of September 2024, by the following vote:

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

**APPROVED:**

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Kimbley Craig, Mayor

**ATTEST:**

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Patricia M. Barajas, City Clerk