

RESOLUTION NO. _____ (N.C.S.)

A RESOLUTION APPROVING A PROFESSIONAL SERVICES AGREEMENT IN THE AMOUNT NOT TO EXCEED OF \$140,000 BETWEEN THE CITY OF SALINAS AND CALIFORNIA PUBLIC RELATIONS & ADVOCACY FOR PHASE II OF THE COMMUNITY OUTREACH FOR THE NO PARKING/STREET SWEEPING 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, a Professional Services Agreement for Phase 1 of the education and outreach campaign was successfully negotiated, and secured with said firm;

WHEREAS, it has been determined that a continuance of community education and outreach for 2024 (Phase 2) is necessary for a successful “No Parking” street sweeping signage campaign;

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 California Public Relations & Advocacy LLC for Phase II of the community outreach for the No Parking/Street Sweeping Signage Program in an amount not to exceed \$140,000 is hereby approved; and

BE IT FURTHER RESOLVED that the City Manager is hereby authorized to execute the Agreement with California Public Relations & Advocacy, a limited liability company; and

BE IT FURTHER RESOLVED that the City Manager is authorized to execute extensions and/or non-substantive modifications to the Agreement, as necessary.

PASSED AND ADOPTED this 9th day of January 2024, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Kimbley Craig, Mayor

ATTEST:

Patricia M. Barajas, City Clerk