

IN THE CITY COUNCIL OF THE CITY OF SAN LEANDRO

RESOLUTION NO. 2026-XXX

RESOLUTION TO APPROVE AND AUTHORIZE THE CITY MANAGER TO EXECUTE A CONSULTING SERVICES AGREEMENT WITH RESONANCE CONSULTANCY INC. FOR A CITY BRANDING ASSESSMENT & APPLICATION PLAN FOR A NOT TO EXCEED AMOUNT OF \$150,000

WHEREAS, the City Council adopted the San Leandro Economic Development Strategy in 2024, which identifies development of a City Brand Assessment and Marketing Strategy as a priority early action to strengthen the City's competitiveness, visibility, and identity; and

WHEREAS, the City seeks to undertake a comprehensive City Branding Assessment & Application Plan to better understand perceptions of San Leandro, define its unique identity and narrative, and provide consistent branding tools for use across City departments and initiatives; and

WHEREAS, on October 17, 2025, the City issued a competitive Request for Qualifications (RFQ) to identify a qualified consultant to perform this work; and

WHEREAS, thirty (30) consulting teams submitted statements of qualifications, which were evaluated and scored by a multi-departmental selection committee, and six (6) firms were invited to participate in interviews; and

WHEREAS, following the evaluation and interview process, Resonance Consultancy Inc. was identified as the most qualified firm based on its experience, proposed approach, and demonstrated ability to translate community research into a clear and authentic City brand; and

WHEREAS, Resonance Consultancy Inc. has agreed to enter into a Consulting Services Agreement with the City, subject to City Council approval; and

WHEREAS, funding for this Consulting Services Agreement is anticipated to be available within the City's Economic Development budget, subject to final confirmation; and

WHEREAS, the City Council is familiar with the proposed scope of services and budget for this project; and

WHEREAS, the City Manager recommends approval of said agreement.

NOW, THEREFORE, the City Council of the City of San Leandro does **RESOLVE** as follows:

1. That the City Council approves an amount of \$150,000, and the City Manager is hereby authorized to negotiate and execute a Consulting Services Agreement with Resonance Consultancy Inc. for a City Branding Assessment & Application Plan; and
2. That the City Manager or her designee is hereby authorized to make non-substantive revisions to the Consulting Services Agreement, subject to the approval of the City Attorney as to form.

Introduced by Councilmember _____ and passed and adopted this 17th day of February 2026 by the following vote:

AYES: 0

NOES: 0

ABSENT: 0

ATTEST: _____
Sarah K. Bunting
Acting City Clerk