

RESOLUTION NUMBER R- **316286**

DATE OF FINAL PASSAGE **JUN 23 2025**

A RESOLUTION OF THE COUNCIL OF THE CITY OF
SAN DIEGO AUTHORIZING THE AWARD OF AN
AS-NEEDED CONSULTANT AGREEMENT WITH IMAGINE
CREATIVE SERVICES LLC. FOR AS-NEEDED PUBLIC
OUTREACH AND ENGAGEMENT PROFESSIONAL
SERVICES AND RELATED ACTIONS.

RECITALS

The Council of the City of San Diego (Council) adopts this Resolution based on the following:

A. The City of San Diego (City) utilizes as-needed consultant agreements to support the City Planning Department's long-range planning initiatives.

B. In July 2024, the City issued a Request for Proposal (RFP) to solicit the services of a qualified consultant to provide public outreach and engagement services on an as-needed basis. Twelve firms submitted timely proposals in response to the RFP. City staff selected Imagine Creative Services LLC. (Consultant), along with three other firms, based on its qualifications in accordance with Council Policy 300-07.

C. The City desires to retain Consultant to provide public outreach and engagement services on an as-needed basis for tasks requiring specialized technical expertise in the preparation and support of long-range planning initiatives.

D. The City and Consultant negotiated a contract, Number 10090176-25-D (Consultant Agreement), included in the docket materials accompanying this Resolution. The Consultant Agreement is for a term of five years and in an amount not to exceed \$2 million.

E. The Office of the City Attorney prepared this Resolution based on the information provided by City staff (including information provided by affected third parties and verified by City staff), with the understanding that this information is complete and accurate.

ACTION ITEMS

Be it resolved by the Council of the City of San Diego:

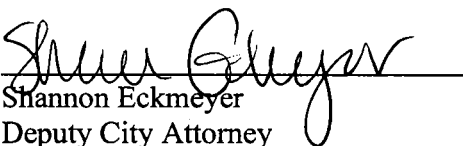
1. The Council approves the Consultant Agreement.
2. The Mayor or his designee is authorized, on the City's behalf, to sign and deliver the Consultant Agreement for a period of five years, in an amount not to exceed \$2 million under the terms and conditions in the Consultant Agreement. When signed by both parties, the Consultant Agreement will be placed on file in the Office of the City Clerk as Document No.

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3. The Chief Financial Officer is authorized to appropriate and expend funds under the Consultant Agreement in an amount not to exceed \$2 million over five years, contingent upon the adoption of the Annual Appropriation Ordinance for the applicable fiscal year and contingent upon the Chief Financial Officer first furnishing one or more certificates certifying that the funds necessary for expenditure are, or will be, on deposit with the City Treasurer.

4. Amendments to the Consultant Agreement that do not change any material terms of the Consultant Agreement or any of the scope of work under the Consultant Agreement may be administratively approved by the City.

APPROVED: HEATHER FERBERT, City Attorney

By 
Shannon Eckmeyer
Deputy City Attorney

SCE:cm
May 6, 2025
Or.Dept: City Planning
Doc. No. 4049868

I certify that the Council of the City of San Diego adopted this Resolution at a meeting held on
JUN 17 2025

DIANA J.S. FUENTES
City Clerk

By Krystell Medina
Deputy City Clerk

Approved: 6/23/25
(date)

Todd Gloria
TODD GLORIA, Mayor

Vetoed: _____
(date)

TODD GLORIA, Mayor

Passed by the Council of The City of San Diego on JUN 17 2025, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Joe LaCava	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jennifer Campbell	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Stephen Whitburn	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Henry L. Foster III	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marni von Wilpert	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kent Lee	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raul A. Campillo	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vivian Moreno	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sean Elo-Rivera	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage JUN 23 2025

(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)

AUTHENTICATED BY:

TODD GLORIA
Mayor of The City of San Diego, California.

DIANA J.S. FUENTES
City Clerk of The City of San Diego, California.

By Linda Irwin, Deputy

Office of the City Clerk, San Diego, California

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