



CITY OF POMONA

COUNCIL REPORT

January 5, 2026

To: Honorable Mayor and Members of the City Council

From: Anita D. Scott, City Manager

Submitted By: Maritza Sosa-Nieves, Assistant to the City Manager

SUBJECT: AMEND THE FISCAL YEAR 2025-26 OPERATING BUDGET BY APPROPRIATING \$74,985 FROM THE GENERAL FUND RESERVES AND AWARD A 6-MONTH CONTRACT TO WESTBOUND COMMUNICATIONS TO PROVIDE PUBLIC INFORMATION AND AWARENESS RELATED TO A CITY-INITIATED BALLOT MEASURE

RECOMMENDATION:

It is recommended that the City Council take the following actions:

- 1) Adopt the following resolution:

RESOLUTION NO. 2026-04 - A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF POMONA, CALIFORNIA, TO AMEND THE FISCAL YEAR 2025-26 OPERATING BUDGET BY APPROPRIATING \$74,985 FROM THE GENERAL FUND RESERVES FOR PUBLIC INFORMATION AND AWARENESS RELATED TO A CITY-INITIATED BALLOT MEASURE

- 2) Award a 6-month contract to Westbound Communications to provide public information and awareness related to a City-initiated ballot measure, for an amount not to exceed \$74,985, effective January 6, 2026; and
- 3) Authorize the City Manager, to execute the agreement and any related documents and extensions, subject to approval by the City Attorney.

EXECUTIVE SUMMARY:

Adoption of Resolution No. 2026-04 (Attachment No. 1) and the award of the 6-month contract to Westbound Communications (Attachment No. 2) will enable citywide impartial voter outreach efforts related to the new ballot measure to amend and refine Measure Y. Providing voters with clear, accurate, and unbiased information regarding the new ballot measure for the June 2026 Municipal Primary Election is essential to transparency, supporting informed civic participation,

and maintaining compliance with applicable state and local election regulations pertaining to publicly funded outreach materials.

SB1439/GOVERNMENT CODE §84308 APPLICABILITY:

When this box is checked, it indicates the agenda item is subject to the Levine Act SB1439 requirements. Councilmembers are reminded to check their campaign contributions and determine whether they have received a campaign contribution of \$500 or more that would require disclosure and/or recusal from discussing or acting on this agenda item. Campaign contributions of \$500 or more made 1) by any person or entity who is identified in the agenda report as the applicant or proposer or 2) on behalf of the applicant or participant, including a parent, subsidiary or otherwise related business entity, or 3) by any person who has a financial interest in the agenda item requires a councilmember to comply with SB1439

FISCAL IMPACT:

Approval of the Resolution will amend the FY 2025-26 Operating Budget by appropriating \$74,985 from general fund reserves to Fund 101-0101-52285-0000, Controllable Contract Services, to fund public information and awareness related to a city-initiated ballot measure through June 30, 2026.

PREVIOUS RELATED ACTION:

On December 1, 2025, the City Council directed staff to place a ballot measure on the June 2, 2026 Municipal Primary Election ballot to amend and refine Measure Y as recommended by the Council Measure Y Subcommittee. The new ballot measure will allow voters the opportunity to consider the proposed Measure Y amendments.

DISCUSSION:

In November 2024, Pomona voters approved Measure Y, the “Pomona Kids First Initiative,” which created the Pomona Children and Youth Fund and the Department of Children and Youth. While the City remains strongly committed to the initiative’s primary goal of investing in children and youth, the increasing General Fund allocation requirements mandated by Measure Y have placed greater financial pressure on the City’s ability to provide essential services and maintain safe, reliable infrastructure.

Measure Y required the City to allocate 2% of its “annual actual unrestricted general-purpose revenues” by January 2025 to create a new Children and Youth Fund, which will finance and operate the newly established Department of Children and Youth, in accordance with Measure Y’s requirements. This allocation increased to 5% in Fiscal Year 2025-26 and will rise by 1% each fiscal year until it reaches 10% of such revenues by Fiscal Year 2030-31. The allocation will stay at 10% each year thereafter until Measure Y is repealed or amended.

To reduce the significant financial impact of Measure Y on the General Fund, ensure the City’s long-term finances that support local improvement programs and services, and clarify legal matters, staff worked with the City Council Measure Y Subcommittee to discuss and recommend

placing a new measure on the June 2026 Municipal Primary Election ballot to amend and refine Measure Y. This action was approved at the December 1, 2025, city council meeting.

Providing the community with clear, accurate, and unbiased information about the new ballot measure is essential for transparency and to encourage informed civic participation; therefore, the City issued a Request for Proposals to engage an organization to deliver public information and awareness. Three proposals were received, and Westbound Communications received the highest score. Westbound Communications has extensive knowledge and experience in public outreach. The outreach will be conducted in a phased approach, and all communications will be strictly impartial, informational, and nonpartisan, in compliance with all applicable election and campaign laws. This project will also include evaluation metrics to measure reach, comprehension, and equitable access across diverse demographic and linguistic communities. Staff recommends awarding the contract to Westbound Communications, based on the proposal ratings below.

On November 11, 2025; the City of Pomona issued a Request for Proposal (RFP) 2025-37 Impartial Voter Communication via the City's electronic bidding platform, Planet Bids. Ninety-nine bidders received the RFP, with twenty four downloading the bid, resulting in the City receiving 3 bids on November 25, 2025. The bid was evaluated on a 210 point scale resulting in the scores below.

Combined Scores

Impartial Voter Communication

RFP No. 2025-37

Rank	Firm	RFP & Cost Evaluation Score
	<i>Total Possible Points</i>	210
1	Westbound Communications Inc.	201
2	CliffordMoss	170
3	Tripepi Smith and Associates	161

Prepared by:
Maritza Sosa-Nieves, Assistant to the City Manager

ATTACHMENTS:

Attachment No. 1 – Resolution No. 2026-04

Attachment No. 2 – Westbound Communications Professional Services Agreement