



**SERVICES FOR:
GENERAL COMMUNICATIONS &
BALLOT MEASURE EDUCATION**

City of Stevenson

July 24, 2024

VALID FOR 90 DAYS FROM SUBMISSION

By: Tripepi Smith

Ryder Todd Smith, Co-Founder & President
Saara Lampwalla, Senior Business Analyst

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Our Service Areas



“Tripepi Smith was instrumental in helping get the word out about the importance of Measure N. As a smaller city, we are a down-ballot election, and with so much media paid attention elsewhere, it would have been extremely difficult for the city to produce content in-house. Not only were the graphics great, but the information they included in the post made it viewer friendly and essential to get the message out there.”

Alexander Walker-Griffin
Mayor, City of Hercules

COVER LETTER

Dear Leana Kinley,

Thank you for the opportunity to partner with the City of Stevenson on this critical initiative to enhance communications and bolster the City's financial health.

The City aims to launch a public education effort to inform residents about a potential street sales tax measure on the February 2025 ballot. Simultaneously, the City seeks to expand its current communication efforts to keep residents updated on City projects and events. I'd like to take a moment to share our enthusiasm for this project and explain why Tripepi Smith is the ideal partner.

Our team has a deep understanding of the unique dynamics of local communities: over 200 local government agencies, have chosen us to support their communications needs. Our proven track record includes numerous successful initiatives that have delivered tangible, impactful results. We excel in providing comprehensive public education and outreach services to municipalities, with a particular focus on ballot measures and ongoing communication support.

In a time when community engagement and fiscal responsibility are of paramount importance, Tripepi Smith is prepared to bring fresh, effective strategies to the table. Our dedication and strong history of delivering results position us as the ideal partner for the City of Stevenson.

Thank you for considering us for these crucial endeavors. We eagerly anticipate the chance to discuss our proposal in more detail.



Ryder Todd Smith, Co-Founder & President, Tripepi Smith

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FIRM QUALIFICATIONS & EXPERIENCE

A Public Affairs Firm that Understands Local Government

Tripepi Smith excels at all aspects of public affairs and marketing. Founded in 2000 and incorporated in 2002 as a California Corporation, Tripepi Smith is based in Orange County, California with staff across California, Washington, Arizona, New Mexico, Utah, Texas and Tennessee. We work in a complex environment where successful communications go hand-in-hand with marketing and technical expertise. As a full-service marketing and creative services firm, Tripepi Smith's team of over 65 full-time communications experts offers the right professionals for the job while being small enough to be nimble and responsive. Our team offers a broad spectrum of experience and skills that allows us to apply the appropriate resource to the appropriate tasks; this allows us to execute work faster and reduce engagement costs.

These skills vary by both years of experience and core hard skills (website and graphic design, videography, writing, and social media, for examples). At Tripepi Smith, experienced directors and analysts drive strategy and implement messaging with support from two in-house accredited public relations (APR) professionals. Public affairs experts and policy wonks manage communication solutions for a large list of clients. Creative professionals fashion compelling branding, websites, print and digital design, social media, photography and video. Multiple full-time FAA certified drone pilots capture captivating footage for videos and photos. Tripepi Smith also has a full-scale video production team with extensive cablecasting, event production and A/V expertise.

THE RESULT:

We have an ability to tell a complete story across mediums all within our one team.

Key Differentiators

No other communications firm has the public agency client depth and diversity that Tripepi Smith offers. We gain insights from the breadth of our work and share that knowledge with our 200+ public agency clients, which yields key advantages:

- **Expertise In Industry-Standard Platforms:** Our team possesses a deep understanding of social media and digital platforms, evidenced by our certifications from industry leaders like Meta, YouTube, Twitter and Meltwater. This expertise sets us apart from many public affairs firms.
- **A Deep Understanding Of Local Issues:** Tripepi Smith's work with over 200 public agencies and municipal partners benefits each client as we translate practical field experience into outreach strategies tailored to their unique circumstances. Moreover, we are known for our mastery of the art of local government communications. We make civic matters relatable and engaging for stakeholders, from constituents to elected officials to legislators and more.
- **Robust Quality Assurance Practices:** With thousands of successful projects delivered, Tripepi Smith has integrated a robust system of tools and workflows. Whether managing deliverables within our own team or subcontractors, our iterative review procedures ensure clients receive high-quality, high-impact work products.
- **24/7 Access:** Though we have a set number of hours proposed in our contract, Tripepi Smith is available to our clients 24 hours per day. There is no "bad time" to call or email us, and our response will be immediate and engaged on the issue at hand.

Implementing Strategy and Engaging Audiences

Tripepi Smith recognizes the important interplay of public affairs and design. It's about presenting ideas that advance communities and public institutions. An important corollary to this is providing the creative services that can build materials to engage audiences and make ideas resonate. Tripepi Smith's multi-faceted design team enables us to reach these goals and lead effective creative strategy.

Strategic

Tripepi Smith is a provider of technology, communications and public affairs services. We leverage our skills and experiences in each of these areas to deliver efficient, technologically driven communication solutions that reflect our deep understanding of local government. Our team has a strong record of working with public agencies, joint powers authorities and not-for-profit organizations throughout California to better engage and connect with their stakeholders and community.

Creative

Tripepi Smith's creative professionals have worked with public and private clients on imagery, colors and graphic design in an array of projects. Our firm offers creative services that address not only traditional media such as print, websites, logo design and advertising but also non-traditional marketing services around email campaigns, social media, blogging, SEO, video production and more. This integrated approach to content development makes the process more efficient and more effective for clients.

Content x Distribution = IMPACT

Tripepi Smith was born in the digital era and brings significant technical skills to the table. Members of our team carry technical certifications in Hootsuite Social Media Marketing, Facebook Blueprint, Google Advertising, Google Analytics and Twitter Flight School, among others. We take digital seriously and recognize how critical it is to not only develop great visuals and messaging, but to ensure the audiences we want to reach actually see that content. Without content distribution, there is no IMPACT.

Content x Distribution = Impact



Team Tripepi Smith



Qualifications of Key Personnel

The City of Stevenson would have access to any one of Tripepi Smith's 65+ full-time employees. Depending on the scope of work the City selects, the rest of the Tripepi Smith project team may vary. However, we anticipate a core team consisting of **Senior Business Analyst Sydni Overly** as account manager, overseeing and advising on execution. Sydni will be the City's primary contact for the administration of authorized tasks. **Business Analyst Melanie Moore** will act as project manager, coordinating project management details and overseeing all content creation efforts with the support of **Junior Business Analyst Avi Vemuri**. Lastly, **President Ryder Todd Smith** will remain available to advise on strategy.

Dedicated Availability for Stevenson

The core project team will have dedicated availability to support the City of Stevenson, including capacity to provide support under urgent notice and/or time constraints. Should any key personnel become unavailable during the course of this engagement, Tripepi Smith will quickly substitute with other Tripepi Smith resources who have commensurate experience, knowledge and/or skill sets.

Additional resources about this team and the wider set of our team of full-time professionals are available at: www.TripepiSmith.com/Our-Team.



Ryder Todd Smith President

Ryder has over 25 years of experience in government relations, technology and marketing. As president, he leads Tripepi Smith and is the ultimate project owner of its clients, which span over 200 public, private and non-profit agencies. Ryder is also the creator of the City Internet Strategies Study, publisher of PublicCEO and the Civic Business Journal and a frequent speaker on the local government circuit. Additionally, his insights have been published by industry-leading publications, such as Western City Magazine and Public Management Magazine, and local government professional organizations, such as the California City Management Foundation and Municipal Management Association of Northern California have recognized and awarded his support as a longtime partner.



Sydni Overly Senior Business Analyst

Sydni is a strong project manager with a background in public policy and local government. After studying Sociology at Boston University, she went on to receive her master's degree in Public Administration from California State University, Long Beach. Sydni further developed her leadership skills at the City of Gardena, where she supported several municipal departments and gained extensive experience in intergovernmental relations, emergency management, community outreach and content creation. As a Senior Business Analyst for Tripepi Smith, Sydni manages a wide range of projects and provides strategic direction for staff to execute. In addition to her client work, Sydni is the firm's Sprout Social expert and helps optimize social media management practices. She also recently led the creation of Local Information Network of Knowledge (LINK), a software solution to help public agencies share and document best practices and knowledge on a range of subjects.



Melanie Moore

Business Analyst

Melanie, a Bay Area native, brings experience in financial research and marketing, complemented by her Bachelor of Arts degree in Economics from Claremont McKenna. She started as a Junior Business Analyst and quickly advanced to a Business Analyst in 2022. Since joining the team, Melanie has played a pivotal role in managing clients, crafting compelling narratives and actively engaging with communities to fulfill unique client needs. At the core of Melanie's expertise lies her ability to develop innovative communication strategies and create targeted content. Notably, Melanie is also a member of the Tripepi Smith Cloud Webmaster team, contributing her skills to elevate online experiences.



Avi Vemuri

Junior Business Analyst

Avi is a detail-oriented, analytical thinker with a background in data analytics, project management and marketing. He graduated from Claremont McKenna College with a degree in Economics, and a sequence in Computer Science. While at Claremont McKenna, Avi gained experience as an IT Project Management Intern at Farmers Insurance and served as a Growth Marketing Manager for the food delivery startup EnvoyNow. These experiences helped drive a strong passion for marketing and project management. After graduating, Avi taught Computer Science and served as the Head Tennis Coach at The Hill School, an independent boarding school in Eastern Pennsylvania. This experience helped cultivate both his leadership and analytical skills.



"Our City is committed to keeping residents informed and our community engaged. Tripepi Smith has helped us identify opportunities where we can take our communications efforts to the next level and in turn get a step closer to meeting the communications-related goals in our Strategic Plan."

David Scott
City Manager, City of Washougal

RELEVANT WORK AND REFERENCES

Contact	Ballot Results, Scope of Work, Work Samples
<p>City of Carson Tarik Rahmani, Deputy City Manager</p> <p>(310) 952-1755 TRahmani@Carson.ca.us</p>	<ol style="list-style-type: none"> 1. Nov. 2020 Measure K: 0.75% sales tax – 53.92% Yes 2. Nov. 2022 Measure R: Continuing 2% UUT – 78.44% Yes <p>Education & Outreach: Project management, strategic messaging, campaign logo development, news articles, website content development, social media management, technology support, digital ad placements, media monitoring, animated videos, informational mailers</p>

Measure R UUT Continuation - November 8, 2022 Election

During the November 2022 General Municipal Election, Carson residents will be able to vote on Measure R: the continuation of the 2% Utility Users Tax (or "UUT"). If approved, the Measure R continues the 2% UUT and could provide approximately \$8 million annually, until the UUT is ended by Carson voters. Measure R does not remove any accountability requirements (e.g., the Citizen Oversight Committee). All revenue from Measure R would continue to stay within Carson.

The 2% tax is collected from Carson residents and businesses by utility service providers (e.g. Southern California Edison and Southern California Gas) and is remitted to the City of Carson. This tax revenue is used to fund a variety of services, including sheriff and park safety patrols, senior and youth services, and parks and street maintenance programs.

How Measure R will appear on your November 2022 ballot:
 "To maintain City services such as 911 emergency response, public safety; natural disaster/public health emergency preparedness; protect local drinking water; repair streets/potholes and other general City services, shall the measure, continuing the existing 2% Utility Users Tax (no tax increase) limited to electric/gas utilities, exempting senior and low-income households, providing approximately \$8,000,000 annually until ended by voters, requiring public spending disclosure, all funds for Carson, be adopted?"

Before you vote in the election, please learn more about Measure R on this webpage. Click/tap the links in this table to go to a specific section:

How Utility Users Tax Works	About Measure R
Community Needs and Priorities	Frequently Asked Questions
Documents and Election Info	UUT Exemption Information

Contact

City of Culver City

Shelly Wolfberg,

Assistant to the City Manager

(310) 253-6008

Shelly.Wolfberg@CulverCity.org

Ballot Results, Scope of Work Performed, Work Samples

1. Nov. 2018 Measure C: 0.25% sales tax – 70.73% Yes
2. March 2020 Measure CC: 0.5% sales tax – 76.93% Yes

Education & Outreach: Project management, strategic messaging, news articles, website content development, social media management, technology support, digital ad placements, media monitoring, animated videos, informational mailers



Contact

Ballot Results, Scope of Work Performed, Work Samples

City of Grover Beach

Matthew Bronson,
City Manager

(805) 473-4567
MBronson@GroverBeach.org

1. Nov. 2020 Measure F-20: 1% sales tax – 52.6% Yes

Education & Outreach: Project management, strategic messaging, news articles, website content development, social media management, technology support, digital ad placements, media monitoring, animated videos and informational mailers

How could Measure F-20 help?



“Since districting was entirely new to our community, we wanted to ensure our residents understood how this would change our municipal elections and how they could actively participate in the process. We knew we could rely on our trusted consultants, Tripepi Smith, to educate the public and empower residents to make their voices heard throughout this important process. The success of their outreach efforts is evident in the 40 maps received from the public and we appreciate Tripepi Smith’s diligent efforts to engage the community in adopting district lines that will shape the future of the City Council for the next 10 years.”

Matthew Bronson
City Manager, City of Grover Beach

Partial Client Roster

Below is a brief list of Tripepi Smith clients. We can provide you with contacts for any of these clients if desired and are confident you will find them to be quite happy with our services.

California City Management Foundation	City of Indian Wells	City of Palmdale	Citrus Heights Water District
California Joint Powers Insurance Authority	City of Industry	City of Paramount	Claremont McKenna College
City of Aliso Viejo	City of Irvine	City of Placentia	Costa Mesa Sanitary District
City of American Canyon	City of La Cañada Flintridge	City of Pomona	El Toro Water District
City of Azusa	City of La Palma	City of Rancho Palos Verdes	Independent Cities
City of Bellflower	City of La Puente	City of Rancho Mirage	Finance Authority JPA
City of Blythe	City of Lake Forest	City of Renton	Inland Empire Utilities Agency
City of Claremont	City of Laguna Hills	City of Riverbank	League of California Cities
City of Coronado	City of Laguna Niguel	City of Rolling Hills Estates	Municipal Information Systems Association of California
(City of) Culver City	City of Lancaster	City of Santa Clarita	Municipal Management Association of Northern California
City of Cupertino	City of Livermore	City of Santa Cruz	Municipal Management Association of Southern California
(City of) Daly City	City of Lomita	City of Santa Paula	Orange County City Manager Associations
City of Danville	City of Lynwood	City of Saratoga	Orange County Sanitation District
City of Duarte	City of Manhattan Beach	City of Snoqualmie	Palmdale Water District
City of El Cerrito	City of Manteca	City of South Gate	Rowland Water District
City of Fountain Valley	City of Martinez	City of Tracy	San Gabriel Valley City Manager Association
City of Fullerton	City of Millbrae	City of Vallejo	Bellflower-Somerset Mutual Water Company
City of Grover Beach	City of Morgan Hill	City of Vista	South Orange County Wastewater Authority
City of Hawaiian Gardens	City of Murrieta	City of Walnut	
City of Hawthorne	City of Newport Beach	City of Washougal	
City of Hercules	City of Norwalk	(City of) Yuba City	
City of Huntington Beach	City of Orange	Town of Windsor	
	City of Palm Desert	California Choice Energy Authority	



"I have worked with the Tripepi Smith team in a variety of capacities, and the work they produce never fails to impress me. Their speed and knowledge of the local government sector contributed greatly to forming an effective outreach plan. Our partnership was key to educating the community on Measure TR."

Ernie Hernandez
Former City Manager, City of Lynwood

PROJECT APPROACH

Stevenson's Needs

The City of Stevenson acknowledges the desire for improved communication with its residents. To address infrastructure challenges, the City is in the process of establishing a transportation benefit district, and subsequently, will offer a sales tax measure for voter consideration in the February 2025 Special Election. Effective communication is crucial to inform voters about these developments. Simultaneously, the City aims to strengthen its overall communication strategy to quell misinformation and foster community trust. Limited resources, including an inactive local newspaper and an older population with limited digital access present obstacles to achieving these goals. Still, the City is committed to making progress and ensuring residents are engaged in City affairs.

Tripepi Smith's Approach

Tripepi Smith possesses the expertise to address all aspects of the City's communication needs. We propose a two-pronged approach:






1. **General Communications Support:** This ongoing service will supplement the City's existing communication efforts and can commence immediately.
2. **Ballot Measure Education:** This focused outreach will educate residents about the proposed sales tax measure with efforts launching in December 2024.

This method allows the City to strengthen its overall communication while also preparing for the upcoming ballot measure. Below, we first outline our approach to specific project components before presenting a detailed cost proposal for potential services.

General Project Management

Tripepi Smith begins all engagements with a kickoff meeting with the client to: introduce personnel to one another, define Key Performance Indicators (metrics, goals and timelines); review project management processes; and ensure each stakeholder has a full understanding of their responsibilities.

We primarily use the following tools to manage projects:

-  Google Workspace for email, creating real-time collaborative documents and instant messaging
-  Zoom or Google Meet for conference calls
-  Sprout Social for social media management: posting and monitoring comments/messages
-  Meltwater for media intelligence and media relations
-  Kantata for project/task management, internal project status updates and time entry

These tools enable project managers to quickly determine a project's budget status, review the schedule of tasks, send rapid notifications to the whole team if issues arise and, generally, sustain momentum on our efforts.

Quality Assurance

Tripepi Smith abides by a rigorous procedure of internal review before work product or invoices ever make it to clients for review. Principals, Directors and Senior Business Analysts are all in the upper echelon of the workflow, responsible for final quality assurance of work produced by their peers. Tripepi Smith sets clear deadlines with clients to ensure expectations are met. Every team member holds each other accountable so that deliverables are produced in the most efficient manner possible. **Real-time financials are accessible 24/7, providing the most accurate insight to adhere to a budget.**

Ballot Measure Education

Tripepi Smith's typical approach to crafting language for ballot measure education & outreach is to "measure twice, cut once": we work with key stakeholders (especially legal counsel) to produce approved written language upfront. Any external-facing content, whatever the medium, will only use that language.

This allows us to streamline the design of various deliverables so the only new information for stakeholders to review is the look and feel, versus also having to re-evaluate the written text. This gives us the most flexibility to speed up the outreach/education process as necessary, ensuring voters have all the facts they need well before an election.

Our Creative Team of graphic artists, videographers and animators can transform this same written language into easy-to-understand visuals. When combined with a dedicated digital placement budget — such as "Boosting" posts on Facebook — we can quantitatively prove we have reached a large portion of the City's residents.

Throughout the engagement, we will monitor local/regional media outlets, the City's social media sites and community-run social media sites for opportunities to address misperceptions, correct misinformation, or identify new questions/concerns. Should we find new questions/concerns that our current content does not address, we will collaborate on creating new content that does, then publish it publicly.

Ongoing Communications Support

– Bi-Weekly Regular Strategy Discussions

To coordinate our efforts with City Staff and sustain momentum on communication projects, Tripepi Smith can schedule a recurring, 30-minute to 60-minute meeting that will include a City-designated lead for our engagement. These regular calls would help drive content planning for various communications channels, including website articles, press releases and social media posts and stories. Call content will focus on story plans, new issues or concerns that need to be communicated, identification of major themes or ideas to address in the coming weeks, review of recent media mentions and social media comments and sharing of communication opportunities uncovered from scanning city council agendas.

– City Council Agenda Scanning/Review

Tripepi Smith understands local government. Combined with expertise in marketing and communications, we identify potential communication opportunities by scanning your public meeting agendas. After all, city council agendas often contain timely items of public interest.

Our team reviews these agendas and discusses them with you during our regular check-in calls. This allows you to focus on your core duties while we empower you with information and recommendations to effectively manage city communications. The goal is to ensure transparency with your constituents. By keeping them informed about activities and decisions, we help you maintain a strong relationship with the community.

– Email Newsletters

A regular email newsletter is a direct portal into the world of your community members. E-newsletters also offer analytics that allow agencies to measure how cost-effective their campaigns were, either through native digital engagement or interaction with QR codes or URLs.

Tripepi Smith leverages Constant Contact, a leading email marketing platform, to empower clients' digital marketing strategies. Our team boasts several dozen certified Constant Contact Solution Providers, and we've successfully guided over 30 clients in leveraging the platform's potential. However, our expertise extends beyond Constant Contact. We are well-versed in other email marketing platforms, such as MailChimp, and offer a comprehensive range of services from account management and newsletter creation to event promotion and building targeted contact lists. We tailor our approach to your specific needs, ensuring you receive the optimal level of support.

1. E-NEWSLETTER CONFIGURATION, SET-UP & STRATEGY

Tripepi Smith offers e-newsletter establishment and revamping services. Our work includes setting up and configuring your email platform, migrating your existing contacts and providing graphic design and strategic support.

- **Email Lists:** We usually collaborate with staff to gather existing email lists and incorporate them into a distribution list for your new newsletters. If you don't have any existing email lists, we help build them from scratch.
- **Graphic Design:** Our graphic designers can craft a custom newsletter template that perfectly reflects your brand. We also incorporate unique design elements, such as headers featuring iconic community sites or recognizing holidays and observances, to add a special touch.
- **Strategy:** Years of experience producing e-newsletters for clients have honed our thought leadership in streamlining the newsletter production process. We can help you establish a workflow that ensures your newsletters are succinct, approachable and community oriented.

2. NEWSLETTER METRIC REPORTS

Tripepi Smith will produce metric reports on the newsletter. The report will consist of key performance indicators (KPIs), such as Open Rate, Opens, Clicks and more. Additionally, the reports will summarize insights and recommendations for optimizing and creating more visibility for the newsletter.

3. CURATION OF E-NEWSLETTER

If you prefer to write your content, Tripepi Smith can still support your newsletter efforts. We'll handle building, distributing, managing metrics and keeping your email list healthy. This includes integrating your content into the template, proofreading and ongoing list management—removing undeliverable addresses and adding new subscribers.

4. CREATION OF E-NEWSLETTER

Take the newsletter a step further with our optional e-newsletter management service. Tripepi Smith will handle everything: project management, content creation and collaborating with your team to gather details and images. We'll craft engaging content for your e-newsletter, ensuring a seamless process from start to finish.

– Social Media Management

1. CONTENT CREATION

Social media content creation involves: planning, fact-checking, sourcing graphics, grammar checking and scheduling the post. Our team has experience producing content across Meta (Facebook and Instagram), Twitter/X, LinkedIn, Nextdoor and others.

2. MONITORING

Tripepi Smith will monitor inboxes for questions and comments. When appropriate, responses will be drafted, which will occasionally require fact-checking and seeking out guidance from the City. Tripepi Smith will check social media chat groups and City posts for comments twice a day seven days a week excluding major holidays.

3. ADDITIONAL

Our work also includes optimizing social media accounts to boost performance and keeping up to date on the latest social media platform updates and options. Boosted posts and targeted ads are also helpful in disseminating information to community members, and Tripepi Smith is fully capable of running and tracking these paid campaigns (fees to be agreed upon and paid by the City).

– News Article/Press Release

Our team is seasoned in crafting compelling press releases and news articles, typically up to 500 words, to amplify the City's story and establish thought leadership. We tailor our work to your desired tone and direction, ensuring consistent execution. Collaboration with your staff might be necessary to ensure subject matter expertise and obtain quote approvals. You can lean on us to manage the entire content creation cycle, from crafting key messages and conducting interviews to drafting content and distributing it to your platforms or the media.

– Proofreading and Editing

Tripepi Smith staff will be available to proofread and copy edit Staff content, whether press releases, website news articles or external-facing emails as needed. Copyediting will review spelling and grammar, as well as ensure consistency with your Style Guide parameters.

– Website Support

Residents, businesses, vendors, investors and partners rely on public agency websites for key information and resources. Our work with nearly 200 public agencies has given Tripepi Smith a vantage point on challenges to website upkeep, which typically roots back to staff capacity.

Old information can linger too long. New information does not land on the website in a timely fashion. Sometimes new features are rolled out from the website company, but your staff is not trained to implement

the new features. Finally, keeping staff up to speed on how to use the website content management system takes a lot of time and for most of them, it is a low priority in their job.

We understand the gaps cities face in extracting as much value as possible from their websites, which is where our Cloud Webmaster Services come in.

Our team of content management specialists know how to use the tools and technologies of common local government website platforms used today. They are available 7 days a week to help public agencies update and change content on their websites. Now you have a single partner to manage the website content, and you can save time for your swamped in-house staff who want to focus on writing the staff report—not publishing it to the website.

Publishing content with Cloud Webmaster is as simple as sending an email, making a phone call or firing off a text message with a directive. Your Cloud Webmaster team will publish your content quickly and update you when they're done. Better yet, if you need help writing content, we can engage a writer on our team to first craft the content, seek your approval and then publish it to the appropriate page or space on your website.

–Strategy Meetings with Leadership

Tripepi Smith recommends meeting (virtually) on a quarterly basis with department heads to advise staff on upcoming communications, strategize communications plans, dissect themes and trends and reinforce communication goals for the coming months.

– Metric & Analytic Report

Each month, Tripepi Smith will provide a summary report of the Key Performance Indicators or KPIs (reach, posts, engagement, etc.) related to your controlled social media sites and other key metrics if available, such as website visits, media mentions and email open/click rates. This will help us evaluate the success of our efforts as well as serve as an ongoing feedback mechanism for gathering valuable insights that can help inform ongoing communication strategy.

– On-Call Strategic Communications Advice

There may be cases where the City may need advice on stakeholder outreach, communication efforts and public engagement initiatives. While the proposed project team can advise on such matters during regular check-in calls, there may be instances when a separate, longer discussion is needed. Additionally, there may be instances when a serious, emergency issue arises, warranting collaboration among the proposed project team throughout the crisis management period. This includes responding to emergencies through coordinated communications efforts with key external stakeholders. Tripepi Smith will remain available 24/7 to support you through such instances, typically kicking discussions off in a virtual meeting, collaborating in a living workspace (as noted above) and emailing, texting or calling with updates as progress happens.

SCOPE, COST PROPOSAL

We recommend the following scope of services following a Time & Materials (T&M) model that allows you the flexibility to “ramp up” or “ramp down” efforts according to budget and priorities. Below, we outline potential services and associated costs, into the two proposed areas:

1. **General Communications Support:** This ongoing service will supplement the City's existing communication efforts and can commence immediately.
2. **Ballot Measure Education:** This focused outreach will educate residents about the proposed sales tax measure with efforts launching in December 2024.

1. General Communications Support

As previously mentioned, we recommend a T&M arrangement for both project areas. The following outlines potential general communications services and corresponding estimated costs based on our standard hourly rates, detailed in the subsequent pages. Please note that all projects range in drafts and intricacy. We will determine exact cost based upon requests.

All work must be clearly authorized in writing before proceeding.

Deliverable	Cost	Quantity/Notes
Bi-Weekly Strategy Discussions	\$910 / Month	30-minute, bi-weekly, agendized check-in calls complete with check-in call recap email
City Council Agenda Scanning/Review	\$320 / Month	Reviewing city council agendas for potential communication opportunities
E-Newsletter Configuration, Set-Up & Strategy	\$2,650 One-Time Fee	Set-up, template creation (2 drafts: 1 draft, 1 final), 12 custom headers
Curation of Bi-Weekly E-Newsletter	\$450 / Edition \$1,960 / Month	Project management, execution, review; City staff creates all newsletter content

Creation of Bi-Weekly E-Newsletter	\$570 / Edition \$2,450 / Month	Project management, newsletter content creation, execution, review
Monthly Newsletter Metric Reports	\$510 / Report	Metric collection and analysis
Social Media Management	\$1,650 / Month	Creation of 3 social media posts per week
Social Media Templates	\$695 for 4	Design of 4 templates (2 drafts: 1 draft, 1 final)
News Articles & Press Release	\$640 / Piece	Creation of up to 500-word news article or press release; includes distribution to City website
Proofreading & Editing	\$100 / Article	Creation of up to 500-word news article or press release
Website Support	\$475 / Month	Assumes up to 4 hours of support per month
Strategy Meetings with Leadership	\$2,090 / Meeting	Virtual meetings with leadership/key stakeholders; recommended quarterly
Metric & Analytic Report	\$805 / Report	1 PDF report
Graphic Design	Print/Digital Short Format Infographics - \$3,120	Design projects range in drafts and intricacy; exact cost will be determined based on request.

Print Flyer - \$1,225

Print Poster - \$1,925

Print Brochure /
Newsletter - \$6,565






Mailer - \$1,090

**General
Communications
Retainer**

\$6,945 / Month

\$83,340 / Year

Inclusive of:

-  Project management
-  Bi-weekly 30-minute check-in calls
-  1 article or press release per month
-  3 social media posts per week
-  1 monthly metric and analytic reports
-  Quarterly communications meetings
-  City council agenda scanning
-  Bi-weekly newsletter creation

2. Ballot Measure Outreach & Education

Tripepi Smith recommends a T&M model for executing the work detailed below over approximately 2 months (early/mid-December 2024 through January 2025), for **an estimated grand total of \$22,250, excluding extraneous fees**, such as for printing, mailing and advertising, which the City would pay for directly.

For budgeting purposes, we recommend your budget for extraneous fees start at \$45,000, though the final budget number will require deeper discussion between our teams.

Deliverable	Quantity/Notes
<u>Project Management</u>	Leverages an SBA, BA and JBA
One-time Kickoff Call	Up to 1 hour
Biweekly Client Check-in Call	Up to 1 hour per call for up to 2 months; Agendized meetings, with to-do item "recap" emails after
<u>Strategic Messaging</u>	Leverages a Principal, SBA, and BA
Strategic messaging for use across all communications	Includes Frequently Asked Questions, talking points, key messages, etc. English only
<u>Standalone Webpage</u>	Leverages SBA, BA and JBA
Informational webpage on City website; editing content as needed	1 webpage; English only
<u>Informational Mailers</u>	Leverages SBA, BA and JBA
Educational mailers about (1) election instructions and (2) the potential measure	Develop content for, design and layout 2 full-color, two-sided, 8.5" x 11" mailer Mailed to all City residents via Every Door Direct Mail (EDDM) City to pay print and mail costs directly
<u>Social Media Management & Monitoring</u>	Leverages JBA with occasional support from BA and SBA
Create and publish social media post content (which we will use for Digital Placements)	Up to 7 unique posts total; Graphic design included; English only
Monitor local community-run social media groups/pages	Up to 30 minutes per week for up to 1.5 months
Respond to City social media site comments and messages	Unlimited for up to 1.5 months

<u>Digital Placement (Ads) Creation & Management</u>	Leverages BA and JBA
Produce and manage digital placements of social media posts; excludes placement budget	Up to 2 "Boosted Posts" for dual display on Facebook and Instagram
Produce and manage digital placement of animated video; excludes placement budget	1 "Boosted Post" for dual display on Facebook and Instagram
<u>Animated Video</u>	Leverages a Principal, Animator, SBA, JBAs
Informational animated video	1 English video with captions and 1 English video with Spanish subtitles; Max. of 90 seconds long
Post videos on City's social media sites and YouTube Channel	Includes caption & voiceover fees
ESTIMATED COST: \$22,250	

Standard Hourly Rates

Tripepi Smith applies the following Standard Hourly Rates and related fees for any authorized as-needed T&M work. Such work must be clearly authorized in writing before proceeding.

	Hourly - Standard	Hourly - Retainer
Principal	\$370	\$295
Director	\$255	\$215
Art/Creative Director	\$255	\$215
Senior Business Analyst	\$195	\$165
Business Analyst	\$140	\$115
Junior Business Analyst	\$115	\$95
Senior Videographer/Animator	\$195	\$165
Senior Photographer	\$170	\$145
Videographer/Photographer	\$130	\$110
Junior Videographer/Photographer	\$110	\$95
Senior Graphic Designer	\$185	\$155
Graphic Designer	\$130	\$110
Junior Graphic Designer	\$110	\$95
Web Developer	\$195	\$175
Junior Web Developer	\$110	\$95
Drone Operator	\$195	\$170

Payment Terms

Billing & Invoices

At Tripepi Smith, we bill on either a Retainer, Fixed Bid or Time & Materials basis, with each billing type following its own payment schedule: Fixed Bid work is billed upon defined milestones. Time & Materials work is billed in 15-minute increments (i.e. 4.0, 1.25, 6.5 or 0.75 hours) at the end of the month in which work is done. Retainer work is billed on the 15th of each month.

Regardless of billing type, terms are Net 30 days.

Annual Increase

Tripepi Smith will increase the hourly rates and retainer fees for all resources by 5% or the national CPI index — whichever is higher — each year on the anniversary of the contract, starting on the first anniversary of any contract when the contract duration is longer than one year. Otherwise, new rates will be negotiated with each new contract.

Other Costs

Tripepi Smith has related service fees that may come up during our engagement that we want to tell you about.

Travel Costs

Our team will seek client authorization and reimbursement for travel necessary to complete a requested scope of work. Travel costs may include airfare, lodging, car rentals and gas. Additionally, when client work requires that we be onsite, Tripepi Smith invoices for travel time at half the resource’s hourly rate.

Equipment Costs

Tripepi Smith applies the following equipment fees, as applicable, when providing video services. We will seek client authorization prior to assessing any such expenses. Equipment fees are not inclusive of operator (staff) time, which is billed on an hourly basis.

	Half Day (<u>Under</u> 4 Hours)	Full Day (4+ Hours)
Video Equipment	\$400	\$600
Drone Equipment	\$500 – Flat Fee	
MEVO Equipment	\$400 – Flat Fee	

Service Fees

Tripepi Smith prefers that clients pay service providers directly to avoid unnecessary administrative costs. You should also know, however, that we have no economic interest in service providers, unless otherwise specified in this proposal. If a client asks Tripepi Smith to pay for a service provider bill, we will apply a 10% agency fee to the reimbursement expense. Typical service fees include, but are not limited to: print, mailing, digital advertising, media placements, voiceovers, translations and closed captions.

APPENDIX A: RESUMES

RYDER TODD SMITH

TRIPEPI SMITH – PRESIDENT

11/00 – PRESENT

- Provide communications advice, strategy and execution services to a range of small to mid-sized public and private sector clients spanning local government, real estate, finance, technology and healthcare verticals

MAVENT INC – SENIOR VICE PRESIDENT, OPERATIONS

5/05 – 11/09

- Responsible for quality assurance, technology operations and internal infrastructure organizations
- Built team of technology professionals to manage multi-site production environment at co-location facilities.
- Managed vendor relationships and reviewed all invoices
- Brought focus to key areas, including: system documentation, knowledge sharing with other employees, schedule management for finite resources and enhanced security
- Developed and managed the departmental budgets for three groups

MAVENT INC – VICE PRESIDENT, MARKETING

08/04 – 05/05

- Managed the Company's outside PR firm relationship, creative firm relationship, corporate website, ad campaigns, conference schedule, conference logistics and internal employee communications
- Developed and managed the marketing budget

MAVENT INC – VICE PRESIDENT, GOVERNMENT RELATIONS

02/03 – 08/04

- Monitored nationwide political activities that were pertinent to Mavent's interests
- Developed relationships with third-party interest groups that impacted the Company's product
- Participated in industry conferences and represented the Company at industry events

OLYMPIC STAFFING SERVICES – INFORMATION TECHNOLOGY MANAGER

01/98 – 11/00

- Managed and controlled all aspects of the technology environment at this five-location, 35-employee company

NORTHROP GRUMMAN CORPORATION – GOV'T REPRESENTATIVE

07/97 – 12/97

- Worked directly with the Director of State and Local Government Relations to research issues of concern to Northrop Grumman
- Developed agendas to target upcoming legislative issues
- Assisted in lobbying work and development of testimony

EDUCATION

CLAREMONT MCKENNA COLLEGE – CLAREMONT, CA

- Bachelor of Arts in Politics – Philosophy – Economics with Dual in Economics
 - Cum Laude Honors

SYDNI OVERLY

TRIPEPI SMITH – SENIOR BUSINESS ANALYST

12/22 – PRESENT

- Manage various project strategies and budgets
- Serve as project management lead for several clients and provide direction for staff to execute on deliverables
- Facilitate public meetings and workshops for clients
- Develop communication and outreach strategies that align with client initiatives
- Lead and support crisis communication strategies, including leadership harassment accusations and storm-related incidents

TRIPEPI SMITH – BUSINESS ANALYST

05/21 – 11/22

CITY OF GARDENA – ADMINISTRATIVE AIDE – EMERGENCY SERVICES COORDINATOR

04/19 – 05/21

- Managed the Emergency Management Program and served as the Emergency Operations Center Coordinator and Public Information Officer for COVID-19 and civil unrest
- Supported the Economic Development Manager in policy research and presentations, including cannabis regulations
- Wrote and edited public press releases, speeches and resolutions on behalf of the City Manager and elected officials

CITY OF GARDENA – RECREATION COORDINATOR

11/18 – 04/19

- Organized and managed City fundraisers and events for the Human Services Division
- Designed and implemented an internship program for the Human Services Division
- Donation management, community outreach and case management for the Emergency Food and Resource Program

CITY OF GARDENA – RECREATION LEADER II

06/18 – 11/18

- Operational analysis of recreation programs to modernize processes
- Planned and facilitated Citywide events

EDUCATION

- Bachelor of Arts in Sociology – Boston University – Boston, MA – Cum Laude
 - NFAA All-American Scholar Athlete
- Master of Public Administration – California State University, Long Beach – Long Beach, CA

CERTIFICATIONS

- Public Relations Society of America (PRSA) Crisis Communication Certificate Program 10/23
- Hootsuite Social Marketing 05/21
- Poynter ACES Certificate in Editing 08/20
- FEMA Professional Development Series (PDS) 09/19

SOFTWARE

- | | | |
|--|--|---|
| <ul style="list-style-type: none">• Canva• Google Suite | <ul style="list-style-type: none">• Microsoft Office• WordPress | <ul style="list-style-type: none">• Hootsuite and Sprout Social• CivicPlus |
|--|--|---|

MELANIE MOORE

TRIPEPI SMITH – BUSINESS ANALYST

08/21 – PRESENT

- Conduct market research to provide client insights
- Develop strategy to improve social media marketing efforts
- Write stories and press releases for the firm’s website and city clients

FINANCIAL ECONOMICS INSTITUTE – RESEARCH ANALYST

07/20 – 05/21

- Surveyed and compiled yearly numerical research into excel on the 150-hour rule
- Aggregated a database of existing literature and research
- Created in-depth statistical models and graphs in STATA and excel
- Wrote academic literature compiling findings

CORALTREE HOSPITALITY GROUP – MARKETING INTERN

07/20 – 08/20

- Sourced digital media to rebrand the CoralTree website
- Curate photographic and written content for CoralTree’s portfolio websites
- Created a pitch deck repository as a reference guide for future investment pitches
- Conscripted COVID-19 safety emails and messaging for hotels

EXOUS INC. – MARKETING RESEARCH ANALYST

06/19 – 08/19

- Compiled customer feedback from in-store retailers to assess customer satisfaction
- Analyzed weekly sales reports of Bay Area in-store retail distribution channels
- Formulated suggestions to improve store compliance and sales strategies
- Tracked weekly service installation reports to increase monthly customer retention

EDUCATION

- Bachelor of Arts in Economics – Claremont McKenna College – Claremont, CA
 - Scholar Athlete Recipient

CERTIFICATIONS

- | | |
|------------------------------|-------|
| • Sprout Social | 02/22 |
| • Hootsuite Social Marketing | 08/21 |

SOFTWARE

- | | | |
|--------------------|--------------------|----------------|
| • Python, Stata, R | • Microsoft Office | • Google Suite |
| • Mailchimp | • WordPress | • Hootsuite |
| • CivicLive | • Constant Contact | • Canva |

AVI VEMURI

TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

01/24 – PRESENT

- Conduct market research to provide client insights
- Manage social media and respond to public questions
- Write stories and press releases for the firm's website and city clients

MARIN TENNIS ACADEMY – SENIOR TENNIS COACH

06/23 – 01/24

- Conducted private, semi-private and group lessons for junior players ranging from ages 4-18, and skill levels ranging from beginner to nationally ranked

THE HILL SCHOOL – COMPUTER SCIENCE TEACHER

08/19 – 05/23

- Taught four levels of high school Computer Science
- Received 2021 George L. Slade prize for teaching excellence in the STEM fields
- Directed complete curriculum overhaul to better serve student needs and department initiatives

THE HILL SCHOOL – HEAD BOYS' AND GIRLS' TENNIS COACH

08/19 – 05/23

- Led boys' team to 2021 Mid-Atlantic Prep League Championship, first in program history
- Led two boys (2021,2023) and one girl (2022) to league singles championships
- Directed program operations across for Varsity, JV, and Thirds teams

FARMERS INSURANCE – IT PROJECT MANAGEMENT INTERN

06/18 – 08/18

- Worked under Managing Director, Digital Modernization PMO, to oversee 250+ integrations of multi-million-dollar Guidewire Policy Center

GROWTH MARKETING MANAGER – ENVOYNOW

09/15-01/16

- Oversaw recruiting of over 40 employees from across Claremont Colleges
- Directed marketing operations that included a combination of campus events, social media marketing, and traditional marketing channels

EDUCATION

- Bachelor of Arts, Economics, sequence in Computer Science – Claremont McKenna College

CERTIFICATIONS

- Hootsuite Social Marketing 01/24
- Sprout Social 01/24

SOFTWARE

- | | | |
|--|---|---|
| <ul style="list-style-type: none">• Microsoft Office Suite• Python, Java, C | <ul style="list-style-type: none">• Google Suite• SQL, Tableau | <ul style="list-style-type: none">• Canva• Stata |
|--|---|---|