

Proposal for Outreach and Communications Support

ESTRELLA-EL POMAR-CRESTON/SHANDON-SAN JUAN WATER DISTRICTS

May 17, 2024

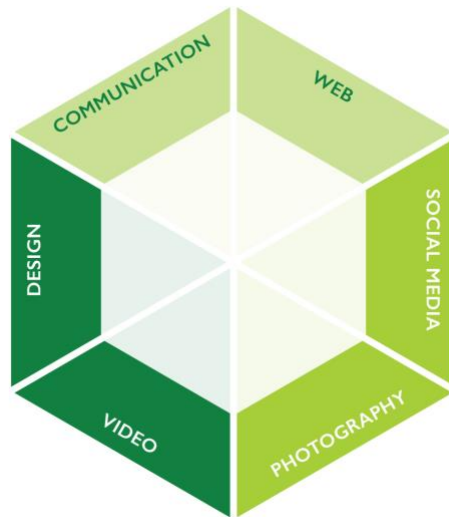
By: Ryder Todd Smith, Co-Founder and President
Sydni Overly, Senior Business Analyst
Peter Johnson, Business Analyst





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COVER LETTER

Thank you for this opportunity to partner with the Estrella-El Pomar-Creston and the Shandon-San Juan Water Districts on outreach and communications services. This proposal outlines Tripepi Smith's experience and services available for the Districts to leverage.

Tripepi Smith is a team of nearly 60 communications experts—robust enough to offer experienced and effective professionals for the job, yet small enough to be nimble and responsive. We can provide a spectrum of skills that allows us to match the appropriate resource to the task at hand, letting us execute faster and reduce engagement costs. These resources vary by both years of experience and core hard skills (graphic design versus videography versus writing versus social media, for example). The result: we have an ability to tell a complete story across mediums, all within our one team.

Tripepi Smith is a force multiplier for the communication operations in local governments across California. From the City of Napa to the City of Grover Beach to the Santa Margarita Water District, Tripepi Smith is actively working with over 200 local governments and public agencies. No other communications firm has the public agency client depth and diversity that Tripepi Smith offers. We leverage this experience to the benefit of each client, applying experiences and lessons learned throughout the course of an engagement.

We look forward to the opportunity to work with the District teams and your communities.

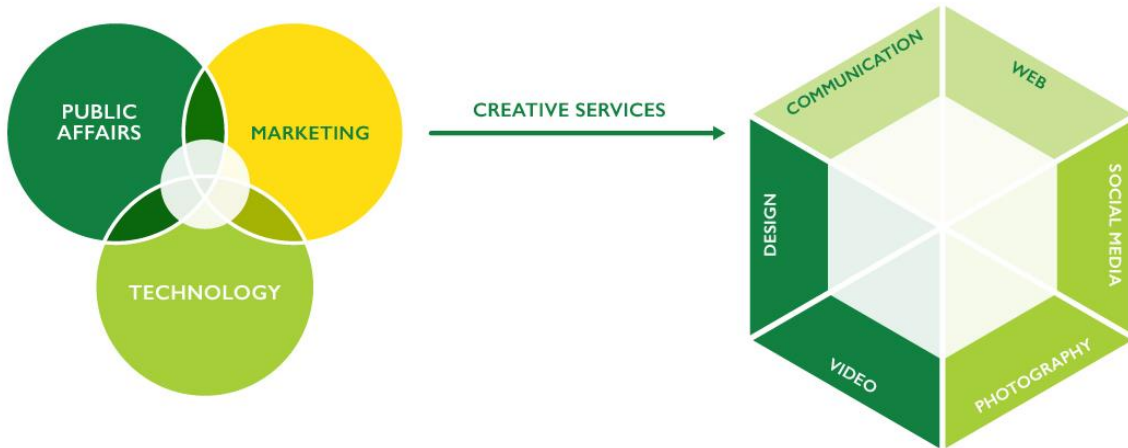
Regards,

Ryder Todd Smith, Co-Founder & President
Tripepi Smith
PO Box 52152, Irvine, CA 92619
ryder@tripepismith.com
(626) 536-2173



COMPANY OVERVIEW

Tripepi Smith excels at public affairs. We work in a complex environment where successful communications go hand-in-hand with marketing and technical expertise. As a full-service public affairs and creative services firm, Tripepi Smith delivers strategy, outreach and design tailored for local government, public agencies, nonprofits and private companies—each strongly represented in our client list.



At Tripepi Smith, experienced Directors and Analysts drive strategy and implement messaging. Full-time creative professionals generate compelling branding, websites, design, social media, photography and video. The collaboration between Creative Services and Analysts keeps communications engaging and on-message, and a diversity of skillsets and expertise allows Tripepi Smith to offer clients exactly the level of service they need.

Legal Structure and Financial Matters

Tripepi Smith is a California S Corporation. Ownership is equally split between Co-Founders Nicole D. Smith and Ryder Todd Smith.

Tripepi Smith has been incorporated since 2002 and has generated a profit every year it has been in operation. We have never had a legal claim filed against us and have never failed to fulfill a contract commitment.

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.

“...solutions that reflect our deep understanding of local government.”

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 platforms 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.





Our Services

Strategy, Marketing, Communications

- Strategic development, research, surveys, messaging
- Social media management
- Web and social media strategy, optimization (SEO), metrics
- Web hosting and support
- Email campaigns
- Relations (media, stakeholders, public, government)
- Support and training for events, presentations and virtual gatherings
- Google AdWords, LinkedIn and Facebook advertising

Creative Services

- Full-service graphic design for digital, print and outdoor
- Brand and logo development
- Content generation, writing and editorial
- Output services (digital distribution, print management, mail management)
- Photography, illustration and information graphics
- Video and animation
- Web design and implementation

Tripepi Smith Testimonial

“

It has been astounding seeing Tripepi Smith quickly address community member questions about our Levee Improvements Project.

The team helped the City directly engage with residents and create platforms that will sustain our outreach efforts through this long and complex construction project.

”

Peter Pirnejad

City Manager,
City of Foster City





Client Roster

Tripepi Smith has been selected to work with over 200 local government agencies to help with their communications. We can provide you with contacts at any of these clients, including from the sample below.

California City Management Foundation	City of Laguna Niguel	City of South Gate
City of Aliso Viejo	City of Lancaster	City of Sunnyvale
City of American Canyon	City of Livermore	City of Tracy
City of Azusa	City of Lomita	City of Vallejo
City of Bellflower	City of Lynwood	City of Vista
City of Berkeley	City of Manhattan Beach	(City of) Yuba City
City of Burlingame	City of Manteca	Town of Windsor
City of Claremont	City of Menlo Park	County of Merced
City of Coronado	City of Millbrae	County of Fresno
(City of) Culver City	City of Morgan Hill	County of Sonoma
City of Cupertino	City of Mountain View	County of Santa Barbara
(City of) Daly City	City of Murrieta	County of Kings
City of Danville	City of Napa	California Contract Cities Association
City of Duarte	City of Orange	California Joint Powers Insurance Authority
City of Dublin	City of Orinda	Citrus Heights Water District
City of El Cerrito	City of Palm Desert	Costa Mesa Sanitary District
City of Fountain Valley	City of Palmdale	El Toro Water District
City of Foster City	City of Paramount	Independent Cities Association
City of Fullerton	City of Pinole	Independent Cities Finance Authority
City of Gilroy	City of Pismo Beach	Inland Empire Utilities Agency
City of Grover Beach	City of Placentia	Institute for Local Government
City of Hawaiian Gardens	City of Pleasanton	League of California Cities
City of Hercules	City of Pomona	Municipal Management Association of Northern California
City of Huntington Beach	City of Rancho Palos Verdes	Municipal Management Association of Southern California
City of Indian Wells	City of Rancho Mirage	Orange County City Manager Association
City of Industry	City of Riverbank	Orange County Sanitation District
City of Irvine	City of Rolling Hills Estates	Palmdale Water District
City of La Cañada Flintridge	City of San Leandro	Rowland Water District
City of La Palma	City of Santa Ana	San Gabriel Valley City Managers' Association
City of La Puente	City of Santa Clarita	
City of La Verne	City of Santa Cruz	
City of Lake Forest	City of Santa Paula	
City of Laguna Hills	City of Saratoga	
	City of Stanton	

Local Government Affiliation and Support

Tripepi Smith is firmly committed to the local government world and actively supports the local government association and professional staff who make cities work. Our sponsorship and affiliation with professional industry groups includes:

- California City Management Foundation
- California Association of Public Information Officials



- League of California Cities
- California Contract Cities Association
- Independent Cities Association
- Orange County City Manager Association
- Cal-ICMA
- San Gabriel Valley City Managers' Association
- Municipal Management Association of Northern California
- Municipal Management Association of Southern California
- Institute for Local Government
- University of Southern California City/County Management Fellowship
- California Special District Association

Work Samples

We encourage you to see all the work we have done for clients through our online portfolio at <https://www.triepismith.com/work>




PROJECT TEAM

For the Districts’ communication support, **Peter Johnson**, Business Analyst, will serve as the Districts’ project management lead, handling project coordination and logistics and overseeing content development. Senior Business Analyst **Sydni Overly** will serve as account manager, providing strategic oversight and overseeing contracts and invoicing. Junior Business Analyst **Avi Vemuri** will provide content development support. President **Ryder Todd Smith** will be available to make leadership presentations, facilitate community discussions and provide communication support as needed. While all team members will likely interface with the EPC and SSJ District teams, Peter will be the primary contact for day-to-day activities.

This core project team will have dedicated availability to aid the Districts’ engagement. This also parlays into dedicated time to support the Districts on immediate notice and under time constraints. Of course, Tripepi Smith is a collaborative firm with many skillsets available. Any Tripepi Smith staff member may be brought onto the Districts’ team to help with a project. Tripepi Smith may assign or swap resources as needed to address client-specific needs or to leverage certain expertise when needed, but only after Districts’ approval.

Team Details

(See Resumes showing full professional experience, education and degrees)

Team Member	Role Description
 <p>Ryder Todd Smith CEO</p> <p><i>Role: Advisor</i></p>	<p>Ryder has a mixed background in the worlds of government relations, technology and marketing. He served as the SVP of Operations and Chief Information Officer for a software-as-a-service startup in the financial services sector. Prior to that, he was the technology manager for a regional staffing firm. Ryder leads Tripepi Smith and is the ultimate project owner on all work handled by the firm. He is the creator of the City Internet Strategies Study, publisher of the Civic Business Journal, publisher of PublicCEO and a frequent speaker on the local government circuit. His insights have been published in Western City and PM magazines. He volunteers his time as vice chair of the Rose Institute of State and Local Government Board of Governors and previously served as a Planning Commission for the City of Tustin. Ryder graduated from Claremont McKenna College with a Bachelor of Arts in Philosophy, Politics, Economics and a dual degree in Economics.</p>



Sydni Overly
Senior Business Analyst

Role: Account Manager

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 on client deliverables. In addition to her client work, Sydni is also the firm’s Sprout Social expert and helps optimize social media management practices.

Sydni’s client work includes: City of Grover Beach, City of La Verne, City of Pismo Beach, City of Rohnert Park, City of Santa Paula, City of San Luis Obispo, City of San Clemente and HSITAG.

Sydni is a certified Hootsuite Social Marketing Professional. She also earned her Sprout Social Platform Certification in 2021.



Peter Johnson
Business Analyst

Role: Project Manager

Peter brings nearly a decade of media experience to the Tripepi Smith team and expertise in writing, community relations, and local government policy. Prior to joining Tripepi Smith, he spent five years as the assistant editor of a San Luis Obispo County newspaper, honing his skills in communicating the ongoings of local government and politics to the public through his award-winning journalism. Peter possesses a diverse skillset which he deploys creatively with a strong drive to produce quality and impactful results for clients. He graduated from Stanford University with a Bachelor of Arts in Communication. During his time in college, he worked with department chair James T. Hamilton on his 2016 book, Democracy’s Detectives, which won the Harvard Kennedy School’s Goldsmith Book Prize in 2017.

Peter is certified in Hootsuite Social Marketing.



Avi Vemuri

Junior Business Analyst

Role: Project Support

Avi Vemuri 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.

Avi is certified in Hootsuite Social Media Marketing and Sprout Social.



Tripepi Smith Organizational Chart





PROPOSED SCOPE OF WORK

The Districts have requested a range of services and potential add on services. We have broken down the scope of the estimate into a retainer cost and time & materials elements that empower the Districts to “ramp up” or “ramp down” services according to budget and priorities.

Retainer (Ongoing) Services

Tripepi Smith proposes the following options for a monthly General Communications Retainer, which includes one-time setup costs and ongoing strategy calls and monthly deliverables.

Monthly Retainer – Option 1

Tripepi Smith proposes a fixed price monthly retainer of **\$2,335.00** plus two, one-time fixed costs of **\$1,605.00** and **\$2,360.00** for the services outlined below. The e-newsletter set-up will be invoiced for once the design is approved by the Districts or three months after the first check-in call, whichever comes first. Tripepi Smith will invoice for the email sign-up campaign and list management services after the outreach email is distributed or three months after the first check-in call, whichever comes first. Tripepi Smith remains flexible to adjust the scope based on the Districts’ needs.

Deliverable	Quantity/Notes
<u>Biweekly Strategy Discussions</u>	Leverages Business Analyst and Junior Business Analyst
Conduct bi-weekly client check-in calls to advise on outreach and strategy	Max. of 30 minutes per call
<u>Email Sign-Up Campaign and List Management</u>	Leverages Junior Business Analyst with support from Business Analyst and Senior Business Analyst
Review, update and build upon Water Districts’ current email list	Includes research, direct email and phone call outreach (up to 100 phone contacts) and initial list updates and maintenance
<u>E-Newsletter Set Up</u>	Leverages Senior Graphic Designer
Design and build an e-newsletter template using Constant Contact	Includes consultation with Districts on newsletter objectives, desired format and features
<u>Monthly E-Newsletter</u>	Leverages Junior Business Analyst with support from Business Analyst and Senior Business Analyst
Monthly e-newsletter content creation and distribution	Coordinate with Districts on content planning and strategy, write and edit content, manage newsletter distribution
ONE-TIME SET-UP COSTS	\$3,965.00
TOTAL MONTHLY COST	\$2,335.00
TOTAL ANNUAL COST (YEAR 1)	\$31,985.00

Monthly Retainer – Option 2

As a scaled-down option, Tripepi Smith proposes a fixed price monthly retainer of **\$1,150.00** plus two, one-time fixed costs of **\$1,605.00** and **\$2,360.00** for the services outlined below. The e-newsletter set-up will be invoiced for once the design is approved by the Districts or three months after the first check-in call, whichever comes first. Tripepi Smith will invoice for the email sign-up campaign and list management services after the outreach email is distributed or three months after the first check-in call, whichever comes first. Tripepi Smith remains flexible to adjust the scope based on the Districts’ needs.



Deliverable	Quantity/Notes
<u>Monthly Strategy Discussions</u>	Leverages Business Analyst and Junior Business Analyst
Conduct bi-weekly client check-in calls to advise on outreach and strategy	Max. of 30 minutes per call
<u>Email Sign-Up Campaign and List Management</u>	Leverages Junior Business Analyst with support from Business Analyst and Senior Business Analyst
Review, update and build upon Water Districts' current email list	Includes research, direct email and phone call outreach (up to 100 phone contacts) and initial list updates and maintenance
<u>E-Newsletter Set Up</u>	Leverages Senior Graphic Designer
Design and build an e-newsletter template using Constant Contact	Includes consultation with Districts on newsletter objectives, desired format and features
<u>Quarterly E-Newsletter</u>	Leverages Junior Business Analyst with support from Business Analyst and Senior Business Analyst
Quarterly e-newsletter content creation and distribution	Coordinate with Districts on content planning and strategy, write and edit content, manage newsletter distribution
ONE-TIME SET-UP COST	\$3,965.00
TOTAL MONTHLY COST	\$1,150.00
TOTAL ANNUAL COST (YEAR 1)	\$17,765.00



Pricing Estimates for Add-On Communication Support

Add-On Element	Price/Notes
<u>News Release/Article</u>	~\$700 / Per Release
	Inclusive of scope detailed below
<u>Distribution of Release Written by Districts</u>	~\$135 / Per Release
	Inclusive of scope detailed below
<u>Social Media Page Set-Up</u>	~\$220 / platform
	Inclusive of scope detailed below but dependent on Districts' needs and preferences
<u>Social Media Management</u>	Ongoing social media management pricing is dependent on the number of posts and platforms and can be provided upon request
	General scope details are below
<u>Graphic Design</u>	Print/Digital Flyer - ~\$1,500
	Print/Digital Tri-Fold Brochure - ~\$3,600
	Information about graphic design services is below

Detailed Description of Add-On Services

Written News Articles, Press Releases & Official Statements

Tripepi Smith can draft news articles, press releases and/or official statements, which are typically up to six hundred (600) words in length. The Districts would direct the allocation of stories with Tripepi Smith's suggestions, making internal subject matter experts available to aid the development of the stories when needed. The Districts would also facilitate timely approval of quotes in the release when connected with District Staff.

Press Release Distribution

Tripepi Smith is available to take press releases written by District Staff and proof, format and send to the Districts' established media distribution list.

Social Media Page Set-Up

Social media is a valuable tool to communicate directly with Districts' members and Paso Robles Groundwater Basin stakeholders. Tripepi Smith can assist with setting up official social media accounts for the Districts on platforms like Facebook, Instagram, X, and Nextdoor. Set up costs may inflate or deflate depending on the Districts' needs and preferences.

Social Media Management

Tripepi Smith can provide ongoing social media management services for the Districts' social media. Social media management services can include the following:

Content creation – Social media content creation involves: Planning, fact-checking, sourcing graphics, grammar checking and scheduling the post.

Monitoring – Tripepi Smith will monitor each post for questions and comments. When appropriate, responses will be drafted, which will occasionally require fact-checking and seeking out guidance from the Districts. Additionally, Tripepi Smith will provide general online monitoring of regional partner pages and community page to track community needs, priorities and issues.



Additional – Our work can also include 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 Districts).

Graphic Design

Tripepi Smith is a full-service graphic design shop. Our team can produce materials like print/digital flyers, brochures, brands/logos, photography, illustrations, informational graphics and more. In all cases, Tripepi Smith can assist with content development; however, costs may inflate based on your content needs.

Time and Materials Services and Direct Costs

The services listed above, as well as any other ad hoc work requested by the Districts, will be invoiced according to the Hourly – Standard rates below.

	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	\$110	\$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
Council Chamber A/V Operator	\$110	\$95

Retainer Rates

Retainer Rates are available to the Water Districts if they decide to engage Tripepi Smith on a retainer of \$7,150 or more a month.



Billing

Time at Tripepi Smith is billed in 15-minute increments – i.e., we invoice our time in the following examples: 1.25, 0.75, 4.0 or 6.5 hours.

Annual Increase

Tripepi Smith will increase the hourly rates and retainer fees for all resources by five percent (5%) or the national BLS Consumer Price 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 renewal period.



Other Costs

Because Tripepi Smith offers a broad set of services, including extensive content production, we have some other content production-related fees that may come up during our engagement that we want to tell you about.

Travel Costs

Travel costs must be pre-authorized and then will be reimbursed by the Districts for any requested travel. Travel costs to be covered are for airfare, lodging and car rental. If Tripepi Smith is requested to be onsite, we will invoice for travel time at half rate of the resource’s Standard Hourly Rate.

Equipment Costs

Tripepi Smith offers some services that require equipment, such as drone operations and video production. As such, in those cases, the following rates apply:

	Half Day	Full Day
Video Equipment	\$400	\$600
Drone Equipment	N/A	\$500

- Six-hundred dollars (\$600) for a full day of video equipment use (includes full set of video equipment). Full day is defined as a shoot lasting four (4) or more hours.
- Four-hundred dollars (\$400) for a half day of video equipment use. Half day is defined as anything under four (4) hours of video production. All such expenses will be authorized by the Districts prior to fee being assessed.
- Five-hundred dollars (\$500) per day drone fee applies and is not inclusive of the drone operator time (Drone Operator rate).

Service Fees

	Client Pays Directly	Client Reimburses TS
Print costs, digital advertising, media placement, voiceover/captions	No Fees	10%

Typically, Tripepi Smith prefers to have service providers bill the client directly to avoid additional administrative costs and because we have no economic interest in the service provider selection. If Tripepi Smith is asked to pay the bill for the client, we will apply a ten percent (10%) agency fee to the reimbursement expense. Typical services include, but are not limited to:

Print Costs: Tripepi Smith is happy to use a printer of the client’s choosing for print production work, or to recommend a printer with whom we have experience.

Digital Advertising: Tripepi Smith is a Google Partner and Constant Contact Solution Provider and has Facebook Certified staff. We consider digital platforms to be a cornerstone element of any outreach strategy; often this comes with digital advertising fees.

Media Placement: Tripepi Smith can help liaise on behalf of the Districts for advertising space within various mediums, such as newspapers, magazine or websites.

Voiceover, Translation and Closed Caption Fees: Tripepi Smith occasionally uses third-party resources to record voiceovers for videos, generate closed captions for videos, and for non-English language translations.

Tripepi Smith Partnerships

Tripepi Smith has financial interest in certain related entities. These partnerships allow Tripepi Smith to offer clients extra media reach or additional services at partner pricing. Partnerships include:



PublicCEO

– digital news about public affairs, reaching over 10,000 California government executives

<https://www.publicceo.com>

Civic Business Journal

– digital interest stories about the people in local government

<https://www.civicbusinessjournal.com>

FlashVote

– planning, implementing, measuring civic surveys

<https://www.flashvote.com>

TS Talent Solutions

– talent search services for local government and related agencies

<https://tstalentsolutions.com>