

Proposal submitted for:



**PROACTIVE COMMUNICATIONS SUPPORT FOR LEVEE
IMPROVEMENTS PROJECT**

Revised: June 2021

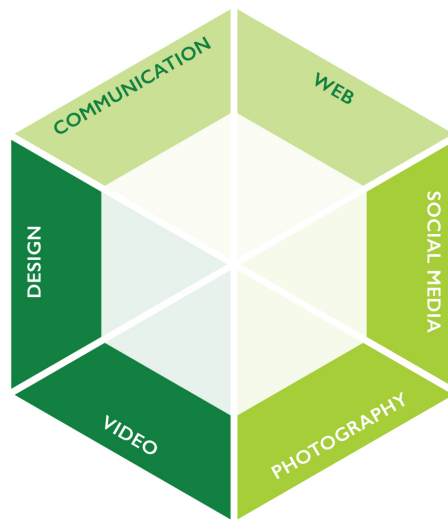
By: Ryder Todd Smith, Co-founder, Tripepi Smith





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PROPOSAL STATEMENT

Tripepi Smith proposes to complete the following items as requested in Foster City’s RFP for Strategic Communications and Outreach Services. In the listing below, we demonstrate our intimate understanding of each task and the work involved, as well as the methods for accomplishing each item in the scope.

Item 1: Drafting content / messaging for Levee Project updates, press releases, talking points, frequently asked questions (FAQs), flyers, and/or mailers.

Tripepi Smith will develop proactive messaging to ensure all project stakeholders are informed of project schedules and milestones. To reach stakeholders who prefer traditional and print media, we will continue developing content such as press releases, mailers, flyers and project signage. We will maintain our process of utilizing a living Q&A to continually update FAQs for use on the website and other communication platforms. For content development, we estimate an average of 2 hours a week of Junior Business Analyst work and 1 hour a week of Director work.

Item 2: Designing graphics for social media, flyers, signage, and/or mailers and coordinating distribution.

Tripepi Smith’s expert, in-house graphic designers will continue to develop visually appealing communication tools such as flyers, signage and mailers. Although not specifically listed in the RFP, we will also continue developing easy-to-comprehend infographics that clearly communicate significant project details such as schedules, milestones, etc. For graphic design, we estimate an average of 6 hours a month of Senior Graphic Artist work with 1 hour a month of Director coordination/oversight.

Item 3: Managing and maintaining the Levee Project electronic newsletter.

Tripepi Smith will continue to develop and distribute the once-a-week Levee Project Construction Update emails. This vital piece of communications enables community members to sign up for regular news updates from the project team, as well as Special Issue emails as needed. Our Tripepi Smith team efficiently and independently develops each newsletter, based upon our attendance of weekly Construction Meetings, and publishes each email following approval of the Project Manager. The electronic newsletter process requires an average of 10 hours of Junior Business Analyst work each month.



Item 4: Managing and maintaining the Levee Project website.

Tripepi Smith launched a dedicated, user-friendly website for the Levee Improvements Project: www.fostercitylevee.org. We will continue to update the website regularly with the most recent construction update emails, press releases, videos, or photos. Maintaining the dedicated project website will require a mix of 3.5 hours of Tripepi Smith work each month.

Item 5: Developing concepts for and producing Levee Project informational videos.

Videos are an engaging tool to provide stakeholders a glimpse into the Levee Improvements Project and its progress. Particularly as COVID-19 restrictions are easing, Tripepi Smith looks forward to the opportunity to ramp up our role in producing project videos. We propose producing one video each quarter, with approximately 6 hours of Videographer time and 1 hour of Director coordination/oversight for each video.

Item 6: Developing outreach strategies for engaging target audiences.

Tripepi Smith dedicates time to develop a keen understanding of Foster City and your key stakeholders. Through leading weekly check-in calls, participating in Construction Meetings, and conducting other planning activities, we are intimately familiar with the project and upcoming issues that affect various community members. We are experts in asking the right questions to understand the project’s key players and critical issues and to strategize outreach strategies. Continuing this outreach and engagement approach will require a mix of 18 hours of Tripepi Smith work each month.

Item 7: Managing the Levee Project inquiry hotline and email box.

Effectively and efficiently managing the Levee Project inquiry hotline and email account is one of the most important elements of communication support to this project. Together with the City, Tripepi Smith strives for a less-than-24-hour turnaround for public inquiries, which can oftentimes be nuanced and complex. Based upon our in-depth knowledge of the project and the FAQs, Tripepi Smith is able to able to deftly develop responses independently and minimize the amount of required labor hours in this process. Managing the Levee Project inquiry hotline and email account will require an average of 4 hours a week of Junior Business Analyst work.



Item 8: Developing memos to keep the City Council informed.

Tripepi Smith is experienced in developing memos in the required Foster City format for distribution to City Council. In fact, we have established a process of developing a monthly City Council memo summarizing metrics related to Levee Project communications. Our team will continue developing memos on at least a monthly basis to keep City Council informed throughout the project, using a mix of 2 hours a month of Tripepi Smith work.

Item 9: Coordinating with the Levee Project construction team and other staff on key updates to keep the community informed.

As mentioned in Item 6 above, the Tripepi Smith team leads weekly check-in calls, participates in Construction Meetings, and conducts other planning activities to ensure we are intimately familiar with the project and upcoming issues that affect various community members. The labor costs for this coordination are captured in Item 6 above.

Item 10: Organizing and hosting virtual or in-person Community Updates.

Tripepi Smith has worked with the City to establish and fine-tune a smooth process for organizing and hosting Community Updates. While they have been held virtually via Zoom to date, we could easily transition our processes to support in-person Community Update events. Our team is ideally suited for this work given our mix of skillsets in strategic messaging, event planning and facilitation, and technological support. We estimate conducting one Community Update every other month under this new agreement, requiring a mix of approximately 13 hours of Tripepi Smith work for each event (not including travel, if needed, for in-person events).

Item 11: Social media content creation and monitoring to understand community sentiment.

We will continue to provide the City with regular social media content to promote construction updates, safety messaging, and public engagement opportunities. This content creation is estimated at up to 2 hours of Tripepi Smith labor a week. Additionally, the 29-member Tripepi Smith team conducts 7-days-a-week social media monitoring. We continuously assess social media content related to the Levee Project, including not only Foster City’s social media accounts but also publicly accessible content such as key stakeholders’ Facebook Groups. The labor costs for this social media monitoring are captured in Item 13 below.

Item 12: Facilitating media inquiries and developing messaging for interviews.

Tripepi Smith will leverage our expertise in media engagement and support to provide continued support for media relations involving the Levee Improvements Project. As we have previously, we



will serve as an interface between the City and members of the media, assisting with inquiries, developing messaging for interviews, etc. We estimate 1 hour a month of Director-level work for this effort.

Item 13: Evaluating and measuring outreach efforts.

Metrics evaluation is a key element of Tripepi Smith’s communication strategy, since metrics are critical in order to analyze the impact of communication efforts. Each month, our team develops and delivers a communication metrics dashboard that includes both quantitative data and qualitative assessments of outreach efforts. We will continue to produce monthly communications metrics reports moving forward, estimating a mix of 5 hours of Tripepi Smith work each month to do so.

Item 14: Attending and presenting communications efforts at City Council meetings.

Tripepi Smith is experienced in presenting communications efforts at Foster City’s City Council meetings. We will continue to be available to attend and present at City Council meetings as needed, dedicating an estimated 4 hours each quarter for this work.

Project Schedule

Item	Timeline
Drafting content / messaging for Levee Project updates, such as social media, press releases, newsletters, talking points, frequently asked questions (FAQs), flyers, and/or mailers	Weekly
Designing graphics for social media, flyers, signage, and/or mailers and coordinating distribution	Weekly
Managing and maintaining the Levee Project electronic newsletter	Weekly
Managing and maintaining the Levee Project website	Ongoing
Developing concepts for and producing Levee Project informational videos.	Quarterly
Developing outreach strategies for engaging target audiences.	Ongoing



Managing the Levee Project inquiry hotline and email box	Ongoing
Developing memos to keep the City Council informed	Monthly
Coordinating with the Levee Project construction team and other staff on key updates to keep the community informed	Ongoing
Organizing and hosting virtual or in-person Community Updates	Every other month
Monitoring social media to understand community sentiment	Daily
Facilitating media inquiries and developing messaging for interviews	Ongoing/As needed
Evaluating and measuring outreach efforts	Monthly
Attending and presenting communications efforts at City Council meetings	Quarterly/As needed



COST PROPOSAL

Tripepi Smith is comfortable contract with Foster City in either model noted in the RFP: Fixed Monthly Price or Ad Hoc Services. We have offered options for both below.

Monthly Fixed-Price Retainer (Full)

With the scope outlined above for ongoing strategic communications and outreach support, Tripepi Smith will execute the scope for **\$10,588 a month**. This estimate reflects our firm grasp of the hours required to complete each in-scope item, and it also incorporates a discount for Foster City due to our existing client relationship.

Based upon this monthly fixed-price retainer, a one-year contract associated with the Scope of Work is anticipated to be **\$127,056**.

Monthly Fixed-Price Retainer (Modified)

Tripepi Smith is also offering a modified monthly retainer option of **\$6,500**. The ongoing services provided under this option includes:

- Item 3: Production of the weekly Levee Project electronic newsletter
- Item 4: Website content updates
- Item 6, 9 and 12: Overall project management and team coordination, including construction meeting participation and facilitation of media inquiries
- Item 8 and 13: Evaluating and measuring outreach efforts via a monthly dashboard report and accompanying memo to Council
- Item 11: Creation of up to two social media posts a week and 7-day-a-week social media monitoring

Based upon this monthly fixed-price retainer, a one-year cost for the Scope of Work is anticipated to be \$78,000 plus undetermined ad hoc expenses. To be clear, we know there will be areas of ad hoc work.

To address additional outreach and communications efforts that tend to be more volatile and needs-based, the discounted hourly retainer rates listed below would be utilized. This would apply to additional content development such as press releases and letters (Item 1), graphic design needs (Item 2), video production (Item 5), management of the Levee Project inquiry hotline and email inbox (Item 7), organizing and hosting virtual or in-person Community updates (Item 10), and attending/presenting communications efforts at City Council meetings (Item 14).



Ad Hoc Services

For work beyond the scope of a fixed retainer price, Tripepi Smith offers our hourly rates. If Tripepi Smith is on retainer in excess of \$6,499 a month, our Retainer Rates are applicable.

Alternatively, if Foster City desires to only work with Tripepi Smith on an ad hoc basis, we are willing to continue our relationship with the City using just ad hoc or time and materials billing approach as we have since we started the project in December 2020.

Our Foster City-specific rate schedules for 2021-22 are as follows:

Title	Hourly - Ad Hoc	Hourly - Retainer
Principal	\$275.00	\$245.00
Director	\$200.00	\$175.00
Art Director	\$200.00	\$175.00
Senior Business Analyst	\$160.00	\$140.00
Business Analyst	\$105.00	\$100.00
Junior Business Analyst	\$85.00	\$75.00
Senior Videographer/Animator	\$145.00	\$145.00
Photographer/Videographer	\$105.00	\$100.00
Senior Graphic Designer	\$145.00	\$130.00
Graphic Designer	\$105.00	\$100.00
Web Developer	\$140.00	\$140.00
Drone Operator	\$155.00	\$145.00

Time at Tripepi Smith is billed in 15-minute increments. See the following examples for how we invoice our time: 1.25, .75, 4 or 6.5 hours.

If Tripepi Smith is requested to be onsite, we will invoice for travel time at half-rate of the resource’s Standard Rate.

Sometimes, we have a resource who does work across categories of skills. For example, we may have a videographer who operates a drone. When that person is doing the category of skill, that skill rate will apply. In this example, a videographer flying a drone is billed at the drone operator rate.



Tripepi Smith will increase the hourly rates and retainer fees for all resources by five percent (5%) or the regional Consumer Price Index (CPI)—whichever is higher—on July 1 starting in calendar year 2022.

Other Fees

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 the course of our engagement that you should be aware of.

Equipment Fees

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

- \$550 for a full day of video equipment use (includes full set of video equipment). Full day is defined as a shoot lasting more than four hours.
- \$350 for a half day of video equipment use. Half day is defined as anything up to four hours of video production. All such expenses will be authorized by the organization prior to fee being assessed.
- \$500/day drone fee applies and is not inclusive of the drone operator time (drone operator rate).

Larger production projects may require additional fees for extensive equipment needs, multiple cameras, live switchboards and more. These fees will be discussed prior to being incurred with the City.

Printing Fees

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. Tripepi Smith typically has the printer bill the client directly for work. Tripepi Smith makes no money on print services and has no economic interest in the selected print vendor other than ensuring quality and fair pricing for our clients. If Tripepi Smith is asked to pay the bill for the client, we will apply a 10% agency fee to the reimbursement expense.

Digital Advertising Fees

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. Tripepi Smith typically uses a client’s credit card to cover such fees, and those fees are impossible to estimate at this time without our firm being



engaged in the work with the team. If a Tripepi Smith credit card is used to run the advertising campaign, then we will charge an additional 10% agency fee on all advertising charges to compensate for the administrative overhead.



ACKNOWLEDGMENT OF THE CITY'S AGREEMENT FOR PROFESSIONAL SERVICES

Tripepi Smith has reviewed the template Professional Services Agreement and agrees to execute and comply with an agreement in the form of that template if our firm is selected. We will be able to fulfill the insurance requirements included in the template Agreement.

A handwritten signature in black ink that reads "Ryder Todd Smith".

Ryder Todd Smith
Co-Founder & Chief Executive Officer
Tripepi Smith

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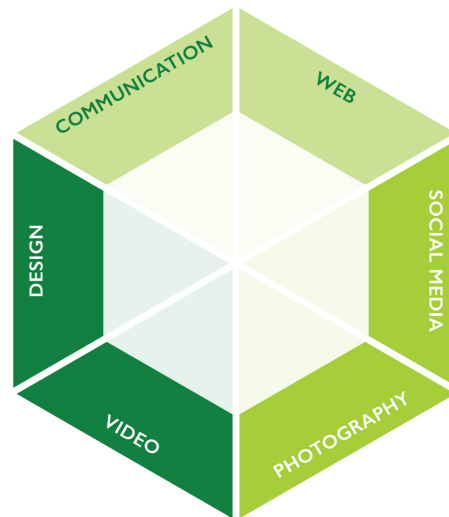
Submitted: May 2021
By: Ryder Todd Smith, Co-founder, Tripepi Smith





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COVER LETTER

Thank you for the opportunity to present Triepi Smith’s services in response to Foster City’s need for continued strategic communications and outreach services for the Levee Improvements Project.

Triepi Smith has been actively partnering with Foster City Staff on the Levee Improvements Project since late December 2020, and we look forward to continuing to provide Foster City with unparalleled communication support to advance the project’s success. From winter 2020 to now, Triepi Smith has helped the City focus on proactive communications that have shifted the public dialogue away from confusion about the project to a sense of understanding and appreciation. Through our intimate knowledge of the project and key stakeholders, we will be able to continue our work and provide Foster City with uninterrupted communication support for the duration of this agreement.

Triepi Smith is a team of 25 communications experts—robust enough to offer experienced and effective professionals for the job, yet small enough to be nimble and responsive. Triepi Smith offers 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 conduct outreach to the public across a range of platforms.

Triepi Smith is a force multiplier for the communication operations of agencies across California. From Napa to Coronado and out to Indian Wells, Triepi Smith is actively working with dozens of city governments and public agencies. We gain insights from the breadth of our client work and apply that knowledge to our work with other clients.

Authorization

As co-founder and president of Triepi Smith, I am qualified to enter into agreements with Foster City and to make the statements below on behalf of the firm. The terms of this proposal shall remain in effect for no less than ninety (90) days following the submittal date.

Regards,

Ryder Todd Smith
 Co-Founder & Chief Executive Officer
 Triepi Smith
 (626) 536-2173 • ryder@tripepismith.com • FAX: (949) 679-8371



STATEMENT OF QUALIFICATIONS AND EXPERIENCE

Tripepi Smith has been working in local government communications for over ten years and has a strong track record of success on a range of projects, including: public outreach and engagement, environmental communications, revenue measure education, COVID-19 crisis communications, economic development advertising campaigns, branding projects, community choice aggregation launch efforts and district formation/redistricting programs.

The most relevant example of our experience with levee-related communications has been our existing body of work over the last five months supporting the Foster City team. Tripepi Smith’s partnership with other critical team members such as City Staff and consultants has resulted in a dramatic shift in public sentiment and shift from negative concerns about the project. Tripepi Smith strongly believes our results speak for themselves and provide the best example of our relevant experience to this bid. However, we have additional experiences that further supplement Foster City example.

Below are a few examples of relevant project experience:

1. City of Lomita Proactive Water-Related Outreach and Communication

Contracting Agency Name: City of Lomita

Project Manager/Contact Info: Ryan Smoot, City Manager (310.325.7110, r.smoot@lomitacity.com)

Date of Contract: 2016

Date of Completion: N/A (ongoing)

Project Description: Tripepi Smith provides proactive communications support to the City of Lomita for water-related issues. As the City faces two environmental investigations potentially impacting Lomita’s water, Tripepi Smith works to ensure clear, accurate, timely information is communicated with residents. Our team delivers strategic messaging, public meeting coordination and facilitation, animated explainer videos, press releases and articles, water bill inserts, website development and management, FAQ generation and updates, and social media support.



2. City of Paramount Environmental Outreach and Communication

Contracting Agency Name: City of Paramount

Project Manager/Contact Info: John Moreno, City Manager (562.220.2222, jmoreno@paramountcity.com)

Date of Contract: 2016

Date of Completion: N/A (ongoing)

Project Description:

Tripepi Smith has bolstered the City of Paramount’s transparency and outreach regarding environmental issues. In 2016, hexavalent chromium was detected in Paramount’s air – leading to an immediate need for community engagement. Tripepi Smith worked closely with the City to stay ahead of the issue, launching a Paramount Environment website, delivering pamphlets and a community update video, and supporting regular public meetings with stakeholders. Tripepi Smith’s continued communications work for Paramount promotes public understanding and support for the City’s efforts to proactively address environmental issues.

3. City of Lancaster Strategic Communications

Contracting Agency Name: City of Lancaster

Project Manager/Contact Info: Jason Caudle, City Manager (661.723.6010, jcaudle@cityoflancasterca.org)

Date of Contract: 2019

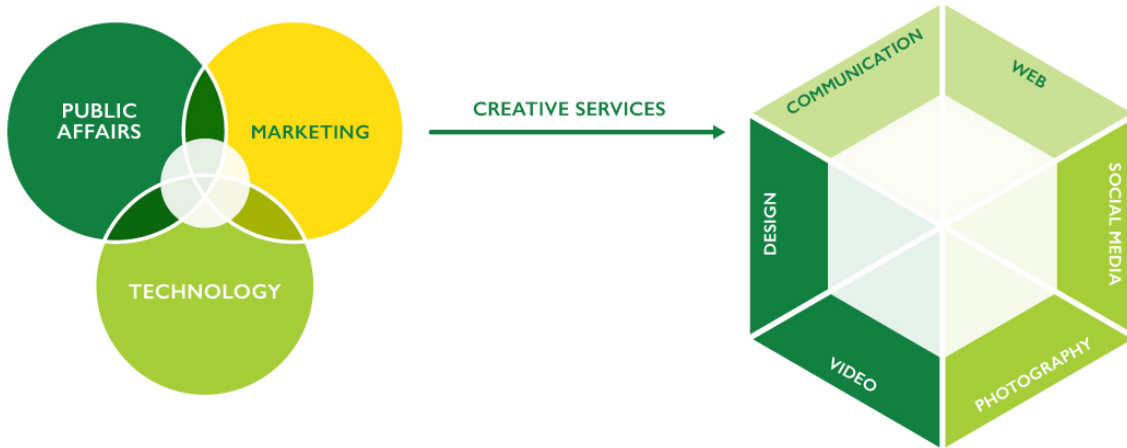
Date of Completion: N/A (ongoing)

Project Description: Tripepi Smith provides communications support related to a wide range of issues identified by staff – ranging from communicating COVID-19 news to raising public awareness of the City’s Safer Streets Action Plan and other infrastructure initiatives. Our work includes social media development, video production, infographics, website management and design support, and more.



Additional Firm Background and Experience

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. Eight full-time creative professionals generate compelling branding, websites, design, social media, photography and video. The collaboration between Creative Services and the analysts team keeps communications engaging and on-message. Our diversity of skillsets and expertise allows Tripepi Smith to offer clients exactly the level of service they need.

Tripepi Smith

- 2 Co-founders / Principals
- 3 Directors, Communications
- 12 Business Analysts

Tripepi Smith Creative Services









- 1 Art Director
- 3 Graphic Designers
- 2 Videographers
- 2 Hybrid Creatives (graphic design, photography)










Grounded in civic affairs: Co-founder and CFO Nicole Smith is a second-generation civic affairs professional (her father was a city manager for 28 years) and co-founder and president of Tripepi Smith. Ryder Todd Smith brings over a decade of public agency marketing and communications experience to the table.

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 editorials
-  Output services (digital distribution, print management, mail management)
-  Photography, illustration and information graphics
-  Video and animation
-  Web design and implementation

Legal Structure and Financial Matters

Tripepi Smith is a California S Corporation. Ownership is equal 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.



Client Roster













Tripepi Smith has been selected to work with over sixty local government agencies to help with their communications. We can provide you with contacts at 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 Lomita | City of Vista |
| City of Aliso Viejo | City of Lynwood | City of Walnut |
| City of American Canyon | City of Manhattan Beach | (City of) Yuba City |
| City of Azusa | City of Manteca | Town of Windsor |
| City of Bellflower | City of Martinez | CalChoice Energy CCA |
| City of Burlingame | City of Millbrae | California Joint Powers Insurance Authority |
| City of Claremont | City of Morgan Hill | Citrus Heights Water District |
| City of Coronado | City of Murrieta | Costa Mesa Sanitary District |
| (City of) Culver City | City of Napa | El Toro Water District |
| City of Cupertino | City of Norwalk | Independent Cities Finance Authority JPA |
| (City of) Daly City | City of Orange | Inland Empire Utilities Agency |
| City of Danville | City of Palm Desert | League of California Cities |
| City of Duarte | City of Palmdale | Municipal Management Association of Northern California |
| City of El Cerrito | City of Paramount | Municipal Management Association of Southern California |
| City of Fountain Valley | City of Pismo Beach | Orange County City Manager Association |
| City of Fullerton | City of Placentia | Orange County Sanitation District |
| City of Grover Beach | City of Pomona | Palmdale Water District |
| City of Hawaiian Gardens | City of Rancho Palos Verdes | Rowland Water District |
| City of Huntington Beach | City of Rancho Mirage | San Gabriel Valley City Managers' Association |
| City of Indian Wells | City of Riverbank | Bellflower-Somerset Mutual Water Company |
| City of Industry | City of Rolling Hills Estates | South Orange County Wastewater Authority |
| City of Irvine | City of Santa Ana | |
| City of La Cañada Flintridge | City of Santa Clarita | |
| City of La Palma | City of Santa Cruz | |
| City of La Puente | City of Santa Paula | |
| City of La Verne | City of Saratoga | |
| City of Lake Forest | City of South Gate | |
| City of Laguna Hills | City of South Gate | |
| City of Laguna Niguel | City of Stanton | |
| City of Lancaster | City of Sunnyvale | |
| City of Livermore | City of Tracy | |
| | City of Vallejo | |



Local Government Affiliation and Support

Tripepi Smith is firmly committed to the local government work and actively supports the local government association and professional staff who make cities work. Our sponsorships and affiliations with professional industry groups include:

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

References

References with key city leaders in other communities are available for City Staff to interview. Their contact information and explanation of the nature of the work is contained in Appendix C.



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Item 12: Facilitating media inquiries and developing messaging for interviews.

Tripepi Smith will leverage our expertise in media engagement and support to provide continued support for media relations involving the Levee Improvements Project. As we have previously, we will serve as an interface between the City and members of the media, assisting with inquiries, developing messaging for interviews, etc. We estimate 1 hour a month of Director-level work for this effort.



Item 13: Evaluating and measuring outreach efforts.

Metrics evaluation is a key element of Tripepi Smith’s communication strategy, since metrics are critical in order to analyze the impact of communication efforts. Each month, our team develops and delivers a communication metrics dashboard that includes both quantitative data and qualitative assessments of outreach efforts. We will continue to produce monthly communications metrics reports moving forward, estimating a mix of 5 hours of Tripepi Smith work each month to do so.

Item 14: Attending and presenting communications efforts at City Council meetings.

Tripepi Smith is experienced in presenting communications efforts at Foster City’s City Council meetings. We will continue to be available to attend and present at City Council meetings as needed, dedicating an estimated 4 hours each quarter for this work.

Project Schedule

Item	Timeline
Drafting content / messaging for Levee Project updates, such as social media, press releases, newsletters, talking points, frequently asked questions (FAQs), flyers, and/or mailers	Weekly
Designing graphics for social media, flyers, signage, and/or mailers and coordinating distribution	Weekly
Managing and maintaining the Levee Project electronic newsletter	Weekly
Managing and maintaining the Levee Project website	Ongoing
Developing concepts for and producing Levee Project informational videos.	Quarterly
Developing outreach strategies for engaging target audiences.	Ongoing
Managing the Levee Project inquiry hotline and email box	Ongoing



Developing memos to keep the City Council informed	Monthly
Coordinating with the Levee Project construction team and other staff on key updates to keep the community informed	Ongoing
Organizing and hosting virtual or in-person Community Updates	Every other month
Monitoring social media to understand community sentiment	Daily
Facilitating media inquiries and developing messaging for interviews	Ongoing/As needed
Evaluating and measuring outreach efforts	Monthly
Attending and presenting communications efforts at City Council meetings	Quarterly/As needed



PROJECT TEAM

Proposed Team

We anticipate that Director Jen Nentwig will be the client lead. Jen will own project oversight. Junior Business Analyst Danielle Rodriguez will provide day-to-day project management, content development, inquiry management, and social media coordination, with support from Senior Business Analyst Emily Mason as needed. Execution of design and print work will be handled by Senior Graphic Artist Kjerstin Wingert. Videographer and Business Analyst Skylar Hunter will handle any video production and engineering of virtual public meetings. Tripepi Smith President Ryder Todd Smith will be available for strategy discussions and public meeting facilitation. This is the same team that has already been working on the project. It is expected Emily Mason will take a lead role on the account from mid-June 2021 until September 2021.



Ryder Todd Smith



Jen Nentwig



Emily Mason



Kjerstin Wingert



Skylar Hunter



Danielle Rodriguez



Team Details

(See the Resume appendix for full professional experience, education and degrees.)

Team Member	Role Description
<p>Ryder Todd Smith Principal <i>Role: Strategy</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>
<p>Jen Nentwig Director <i>Role: Account Co-Lead</i></p>	<p>Jen is a talented, well-rounded communications professional and project manager with more than 12 years of experience serving government organizations. She has built and implemented programs in strategic communications, media relations, internal communication, community relations and social media. Her skills include website and social media management, development of content including articles, speeches, talking points and FAQs, as well as event planning and implementation. Jennifer achieved and maintains Accreditation in Public Relations through the Public Relations Society of America. Jennifer’s client work includes City of Lomita, City of Vallejo and the California Joint Powers Insurance Authority.</p>



<p>Emily Mason Sr. Business Analyst <i>Role: Account Co-Lead</i></p>	<p>Emily Mason is a dynamic communications professional, skilled in facilitating meaningful engagement between organizations and their stakeholders through integrated campaigns that leverage public relations, marketing, digital and event strategies. She thrives on collaborating with cross-functional teams to explore innovative and creative storytelling opportunities to navigate complex challenges and increase organizational reputation. This includes a wide variety of content creation, from crafting press releases and print collateral, to developing videos and implementing social media and influencer campaigns. She especially loves the seemingly limitless possibilities of digital communications, having had the opportunity to incorporate the use of gamification and user-generated content in past campaigns.</p> <p>Emily achieved and maintains Accreditation in Public Relations through the Public Relations Society of America. Additionally, she is certified in Hootsuite Social Marketing.</p> <p>Her client work at Tripepi Smith includes the City of Grover Beach, City of La Verne, City of Pico Rivera, City of San Luis Obispo and City of Santa Paula.</p>
<p>Kjerstin Wingert Senior Graphic Artist <i>Role: Design Support</i></p>	<p>Kjerstin is a skilled graphic artist with formal graphic arts education from Golden West College in Huntington Beach. She has advanced knowledge of various creative platforms, including Adobe Illustrator, Adobe Photoshop and Adobe InDesign. Kjerstin has experience leading an array of creative projects, including layout, graphic design, illustration and creative concept development. Her clients include the City of La Cañada Flintridge, Inland Empire Utilities Agency, the City of Culver City, the City of Walnut, the City of Cupertino, the City of Saratoga, the City of Livermore and the California Joint Powers Insurance Authority.</p>
<p>Skylar Hunter <i>Role: Web Content & Video Production</i></p>	<p>Skylar joined the City of Lake Forest as a Public Relations specialist where he specialized in film production, graphic design, writing, and social media advertising. During his tenure at the City, Skylar served as the in-house videographer producing the City’s Mayor’s Minute weekly video series and the Meet the Mayor/State of the City short film. He led engineering and producing the livestream of City Council meetings via Facebook Live, making Lake Forest the first city to allow public comment through Facebook live chat. Skylar’s clients include the City of Huntington Beach, City of Lynwood, California Joint Powers Insurance Authority and Renne Public Law Group.</p>



Danielle Rodriguez
 Jr. Business Analyst
 Role: *Client Support*

Danielle has previous experience in several industries: transportation, public affairs, and non-profit. She graduated from California State Polytechnic University, Pomona (Cal Poly Pomona) with a Bachelor of Science degree in Communication with a minor in Public Relations. She developed her leadership and writing skills at Cal Poly Pomona with on-campus experience as Sports Editor of Cal Poly Pomona’s campus newspaper, The Poly Post, and as a Public Relations Intern for Patti Stanger from Bravo’s “Millionaire Matchmaker.” After graduating, Danielle developed her media and community relations skills at Metrolink and Arellano Associates, where she provided strategic communication support for transportation, private and non-profit clients. She has specific experience with large capital projects where she has addressed proactive communications, staffed hotlines and developed routine processes to receive public feedback and address community concerns.

Danielle is a certified Hootsuite Social Marketing Professional. Her clients include Foster City, City of Manteca, CalChoice and City of Duarte.

Resumes for this team are included in Appendix A in the back of this response. Of course, Tripepi Smith is a collaborative firm, with many available skillsets, with each available as needed. See our full team of 25 professionals below.



Tripepi Smith Complete Personnel

Ryder Todd Smith
Co-founder & President

Nicole Smith
Co-founder & CFO

Creative Services

Katherine Griffiths, APR Director of Operations (& Editorial)	Kevin Bostwick Art Director
Cameron Grimm Sr. Business Analyst (& Video)	Melanie James Sr. Business Analyst (& Sr. Graphic Artist)
Kjerstin Wingert Sr. Graphic Artist (& Photography)	Bria Balliet Sr. Business Analyst (& Graphic Artist/Photo)
Sara Madsen Business Analyst (& Graphic Artist)	Skylar Hunter Business Analyst (& Video)
Anne Jang Junior Business Analyst (& Junior Graphic Artist)	Jerald La Madrid Junior Business Analyst (& Video)

Michael Egan
Director

Jon Barilone
Director

Jennifer Nentwig, APR
Director

Emily Mason, APR
Sr. Business Analyst

Karen Villaseñor
Business Analyst

Saara Lampwalla
Business Analyst

Alexandra Applegate
Junior Business Analyst

Molly Lockwood
Junior Business Analyst

Kaetlyn Hernandez
Junior Business Analyst

Allison Torres
Junior Business Analyst




Clare Burgess
Junior Business Analyst

Danielle Rodriguez
Junior Business Analyst

Robert Jordan
Junior Business Analyst



For video work, printing, niche website development needs or mailing, we sometimes use subcontractors to supplement our services. These engagements are often determined at the time of the need, so it is difficult to predict which subcontractors would work on your project. Firms or people that we routinely subcontract with include:

-  InfoSend – Print and Mail House Services
-  EMP Media – Video Production Support and Event A/V
-  DLS Printer Services – High-end Printing for Collateral
-  Emily Baker – Voiceover Work
-  Satyen Aghor – Website Development in WordPress



SAMPLES OF COMMUNICATION WORK

The following examples highlight work that speaks to our public outreach and engagement skills, particularly with regard to volatile community matters where speed to information and transparency are critical to maintaining the public’s trust.

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

(1) Lomita Water Website

Triepi Smith created and manages a website to keep Lomita residents informed regarding Lomita Water: <https://www.lomitawater.com/>

(2) Lomita Water Animated Explainer Video

Triepi Smith created an animated video to explain how the Lomita Water System treats and filters water from various sources and distributes safe, clean, reliable drinking water to residents and businesses: <https://www.lomitawater.com/infrastructure/water-infrastructure-explainer-video/>

(3) Paramount Environment Website

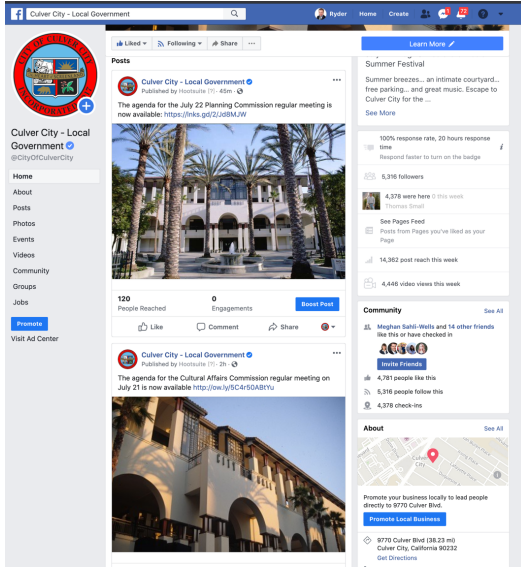
Triepi Smith created and manages a website to keep Paramount residents informed regarding environmental issues: <https://paramountenvironment.org/>

(4) Paramount Air Quality Update Video

Triepi Smith created a video to update Paramount community members regarding air quality, one year after the hexavalent chromium detection: https://www.youtube.com/watch?v=vB3w_01PxaU&feature=youtu.be



Social Media for City Brands



Tripepi Smith manages social media channels for several government agencies. The following are examples to review:

<https://www.facebook.com/CityOfCulverCity/>
<https://twitter.com/culvercitygov?lang=en>
<https://www.instagram.com/culvercitygov/?hl=en>

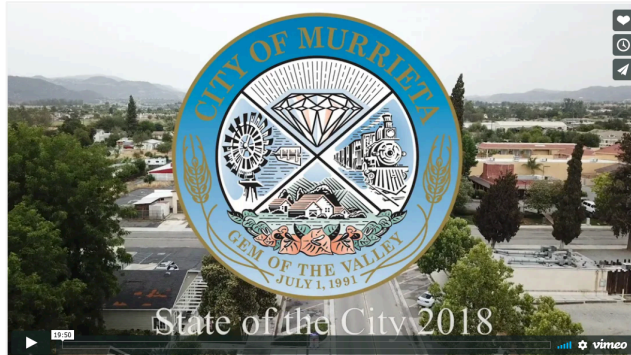
<https://www.facebook.com/CityofSantaPaula/>
<https://twitter.com/santapaulacity>

<https://www.facebook.com/CityOfLaCanadaFlintridge/>
<https://twitter.com/TheCityofLCF/>

<https://www.facebook.com/HawaiianGardens1/>
<https://twitter.com/hawaiiangardens>
<https://www.instagram.com/hgcityca/>



City of Murrieta State of the City –



Video

Description:

Tripepi Smith delivered the first-ever State of the City Video for the City of Murrieta. The video debuted on July 24, 2019 at Mayor Jonathan Ingram’s State of the City address. The 19-minute video features more than a dozen interviews of City employees and Murrieta community members to give the viewers a taste of the good life in Murrieta.

“Murrieta has a lot of progress to report, from new infrastructure investments to innovative public safety and a growing healthcare sector. Our community has seen a lot of growth, yet maintains a commitment to providing high-quality, economical, responsive services to our residents,” said Kim Summers, City Manager of the City of Murrieta. “Tripepi Smith guided our team through the storytelling process, capturing the high quality of life we have here in Murrieta, and the resulting video is a product that our whole community can be proud of. The Tripepi team was an excellent partner with the City in executing this projet.”

The project, led by Tripepi Smith President Ryder Todd Smith and Business Analyst Melanie James, involved a detailed script process, interviews with 20 people over two days and additional b-roll shoots to capture a variety of locations in Murrieta, including parks, healthcare centers, schools, businesses and public safety buildings. Videographers Eric Lowy and Angel Ruiz were key in capturing the City’s esteemed quality of life. The video was also supplemented by Murrieta’s large photo library and engaged staff.

Access the video: <https://vimeo.com/286035591>



City of Indian Wells – Infographics



Description:

Tripepi Smith used engaging information graphics to translate Indian Wells’ budget data into an engaging “Budget-at-a-Glance” mailer that successfully put the information in front of the community in a digestible way.



City of La Cañada Flintridge - Website



Description:

Tripepi Smith delivered a new website for the City of La Cañada Flintridge (LCF) at the end of 2019. The site is built in WordPress and followed our standard development process: Website Specification, Website Design, Programming, Quality Assurance Testing, and Training and Launch. We have done this process dozens of times, and the results have been successful. LCF included a requirement in their RFP for an opensource solution for the website, as they wanted to avoid proprietary lock-in. This result was achieved with the Tripepi Smith-developed website, which also included important features like ADA compliance, proper embedding of third-party city tools, website security, pop-up alerts and a dead simple content management system that various staff feel comfortable editing. The process took about eight months to complete.

www.cityoflcf.org

SOCWA – Website & Brochure



Description:

In addition to designing the SOCWA website, Tripepi Smith created their overview brochure to highlight the role they and their member agencies play, as well as to educate ratepayers on the subject of wastewater treatment.

www.socwa.com



City of Lomita - Website



Description:

Tripepi Smith built a new user-friendly website for the City of Lomita Water Division.

www.lomitawater.com



MuniTech Academy - Flyer

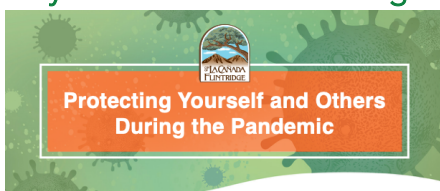


Description:

Tripepi Smith created promotional flyers for the education branch of the Municipal Information Systems Association of California, MuniTech Academy.



City of La Cañada Flintridge – Flyer/Mailer



COVID-19 Facts

Currently, there is no vaccine to prevent COVID-19. Without a vaccine, the best way to prevent illness is to avoid being exposed to the virus, which is thought to spread person-to-person through respiratory droplets. COVID-19 affects all ages, but seniors and those with underlying health conditions are particularly vulnerable and have a higher risk of serious complications and death.

Safety Tips and Precautions



1 Wash Your Hands Often

Washing your hands frequently can help in preventing the spread of respiratory infections including COVID-19. To wash your hands properly, wet them under clean, running water, apply soap and lather the back, between fingers and under your fingernails for at least 20 seconds. When you can't use soap and water, use an alcohol-based hand sanitizer that contains at least 60% alcohol.



2 Avoid Close Contact With Others

Limiting close face-to-face contact with others is the best way to reduce the spread of COVID-19. When it's essential for you to leave your home, be sure to maintain six feet of distance from people who do not live in your household. The virus can be spread by those who are unknowingly infected and not showing any symptoms, so it is important to always stay six feet apart from others. Please avoid all parties and gatherings; only leave your home when it is essential.

Description:

The City of La Cañada Flintridge tapped Tripepi Smith to create a flyer with tips for preventing the spread of COVID-19 that was mailed to all residents.



Livermore - Banners

Description:

The City of Livermore engaged Tripepi Smith to promote temporary parking at a garage in its downtown.

Temporary Parking Paves Way for L Street Garage

Original parking level of **500+ spaces**, maintained throughout construction

LIVERMORE

Projected Timeframe

Stage 1	JUNE '18
Stage 2	JUNE '18
Stage 3	JULY '18
Stage 4	AUG '18
Stage 5	AUG - OCT '18
Stage 6	NOV '18 - JAN '19
	Parking Garage (2019 - 2020)

For more information visit cityoflivermore.net/downtown

Temporary Parking Paves Way for L Street Garage

500+ spaces during construction, even more than before!

LIVERMORE

For more information, visit cityoflivermore.net/downtown



Content Development

The following are sample press releases and stories that Tripepi Smith drafted or helped develop:

City of Manhattan Beach

City Terminates Employment Agreement with Fire Chief

<https://www.citymb.info/Home/Components/News/News/4803/43>

City Council Expands and Clarifies LA County Public Health

Orders Closures and Operational Requirements of Numerous

Business Types

<https://www.citymb.info/Home/Components/News/News/4701/4811?page=1&arch=1>

City of Grover Beach

Help Shape Grover Beach by Pursuing a Position on the City Council or Planning Commission

<http://www.groverbeach.org/ArchiveCenter/ViewFile/Item/1808>

City of Santa Paula

Santa Paula adopts balanced budget for Fiscal Year 2020/21

<https://spcity.org/CivicAlerts.aspx?AID=31>

Santa Paula's Local Sales Tax Dollars at Work

<https://spcity.org/CivicAlerts.aspx?AID=26>

City of Santa Ana

Santa Ana Establishes 200-Bed Interim Homeless Shelter in 28 Days

<https://www.westerncity.com/article/santa-ana-establishes-200-bed-interim-homeless-shelter-28-days>

**Ghost wrote article for City of Santa Ana Staff. Ran in Western City Magazine

City of Indian Wells

Mayor's Letter to Community – July 2020

<https://conta.cc/2VDR9ri>

Indian Wells Celebrates Change and What Remains the Same

<https://www.palmspringslife.com/indian-wells-ca/>

Indian Wells Budget-at-a-Glance

<https://www.cityofindianwells.org/home/showdocument?id=4661>

California Joint Powers Insurance Authority

City of Monrovia Engages Community in Prevention-Based Approach to Homelessness

<https://cjpia.org/newsletter/issue-97/article-8>

City of La Cañada Flintridge Leverages Trail Immunity

<https://cjpia.org/newsletters/issue-91/article-6>

City of Pismo Beach Streetscape Project Models Traffic Management for Coastal

<https://cjpia.org/newsletters/issue-93/article-5>



COST PROPOSAL

Tripepi Smith is comfortable contract with Foster City in either model noted in the RFP: Fixed Monthly Price or Ad Hoc Services. We have offered options for both below.

Monthly Fixed-Price Retainer

With the scope outlined above for ongoing strategic communications and outreach support, Tripepi Smith will execute the scope for \$10,588 a month. This estimate reflects our firm grasp of the hours required to complete each in-scope item, and it also incorporates a discount for Foster City due to our existing client relationship.

Based upon this monthly fixed-price retainer, a one-year contract associated with the Scope of Work is anticipated to be \$127,056.

Ad Hoc Services

For work beyond the scope of a fixed retainer price, Tripepi Smith offers our hourly rates. If Tripepi Smith is on retainer in excess of \$6,500 a month, our Retainer Rates are applicable.

Alternatively, if Foster City desires to only work with Tripepi Smith on an ad hoc basis, we are willing to continue our relationship with the City using just ad hoc or time and materials billing approach as we have since we started the project in December 2020.

Our Standard and Retainer Rates schedules for 2021-22 are as follows:

Title	Hourly - Ad Hoc	Hourly - Retainer
Principal	\$285.00	\$245.00
Director	\$200.00	\$175.00
Art Director	\$200.00	\$175.00
Senior Business Analyst	\$160.00	\$140.00
Business Analyst	\$110.00	\$100.00
Junior Business Analyst	\$85.00	\$75.00
Senior Videographer/Animator	\$160.00	\$145.00
Photographer/Videographer	\$110.00	\$100.00
Senior Graphic Designer	\$145.00	\$130.00
Graphic Designer	\$110.00	\$100.00
Web Developer	\$160.00	\$140.00
Drone Operator	\$160.00	\$145.00



Time at Tripepi Smith is billed in 15-minute increments. See the following examples for how we invoice our time: 1.25, .75, 4 or 6.5 hours.

If Tripepi Smith is requested to be onsite, we will invoice for travel time at half-rate of the resource’s Standard Rate.

Sometimes, we have a resource who does work across categories of skills. For example, we may have a videographer who operates a drone. When that person is doing the category of skill, that skill rate will apply. In this example, a videographer flying a drone is billed at the drone operator rate.

Tripepi Smith will increase the hourly rates and retainer fees for all resources by five percent (5%) or the regional Consumer Price Index (CPI)—whichever is higher—on July 1 starting in calendar year 2022.

Other Fees

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 the course of our engagement that you should be aware of.

Equipment Fees

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

- \$550 for a full day of video equipment use (includes full set of video equipment). Full day is defined as a shoot lasting more than four hours.
- \$350 for a half day of video equipment use. Half day is defined as anything up to four hours of video production. All such expenses will be authorized by the organization prior to fee being assessed.
- \$500/day drone fee applies and is not inclusive of the drone operator time (drone operator rate).

Larger production projects may require additional fees for extensive equipment needs, multiple cameras, live switchboards and more. These fees will be discussed prior to being incurred with the City.



Printing Fees

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. Tripepi Smith typically has the printer bill the client directly for work. Tripepi Smith makes no money on print services and has no economic interest in the selected print vendor other than ensuring quality and fair pricing for our clients. If Tripepi Smith is asked to pay the bill for the client, we will apply a 10% agency fee to the reimbursement expense.

Digital Advertising Fees

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. Tripepi Smith typically uses a client's credit card to cover such fees, and those fees are impossible to estimate at this time without our firm being engaged in the work with the team. If a Tripepi Smith credit card is used to run the advertising campaign, then we will charge an additional 10% agency fee on all advertising charges to compensate for the administrative overhead.



ACKNOWLEDGMENT OF THE CITY'S AGREEMENT FOR PROFESSIONAL SERVICES

Tripepi Smith has reviewed the template Professional Services Agreement and agrees to execute and comply with an agreement in the form of that template if our firm is selected. We will be able to fulfill the insurance requirements included in the template Agreement.

A handwritten signature in black ink that reads "Ryder Todd Smith".

Ryder Todd Smith
Co-Founder & Chief Executive Officer
Tripepi Smith



APPENDIX A: RESUMES

Resumes for the Tripepi Smith team members who are identified to work on this project are included below. Additional resumes for team members are available upon request.



Ryder Todd Smith

PROFESSIONAL EXPERIENCE

TRIPEPI SMITH – PRINCIPAL/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



Jennifer Nentwig, APR+M

PROFESSIONAL EXPERIENCE

- TRIPEPI SMITH – DIRECTOR** **08/19 - PRESENT**
- Provides project management and account support for numerous clients
 - Develops content including strategic messaging, leadership talking points, speeches and articles
- COUNTY OF ORANGE – COMMUNICATIONS MANAGER** **11/16 – 8/19**
- Managed County website and social media accounts, including Facebook, Twitter, Instagram and Nextdoor
 - Developed and implemented communication plans, including talking points, key messages and FAQs
 - Led development of award-winning monthly digital magazine reaching County’s 18,000 employees
- BOOZ ALLEN HAMILTON – COMMUNICATIONS CONSULTANT/ASSOCIATE** **09/11 – 11/16**
- Led communications support of several U.S. military clients such as the Naval Aviation Enterprise (NAE)
 - Developed and published high-visibility products including vision documents and strategic plans
- U.S. AIR FORCE RESERVES – PUBLIC AFFAIRS OFFICER/MAJOR** **09/11 – PRESENT**
- Provides once-a-year Public Affairs support to active-duty U.S. Air Force units
- U.S. AIR FORCE – PUBLIC AFFAIRS OFFICER/CAPTAIN** **05/07 – 08/11**
- Served as Director of Public Affairs for U.S. military joint task force providing humanitarian assistance and disaster relief
 - Led media relations program and community relations events for Nellis Air Force Base, Nevada, including support for a visit and speech by President Barack Obama

EDUCATION

UNIVERSITY OF SAN DIEGO – SAN DIEGO, CA

Master of Science in Global Leadership

UNIVERSITY OF NOTRE DAME – NOTRE DAME, IN

Bachelor of Arts in Political Science, Minor in Hesburgh Program of Public Service – Magna Cum Laude Honors

PROFESSIONAL DEVELOPMENT

- | | |
|---|-------------|
| ACCREDITATION IN PUBLIC RELATIONS, PUBLIC RELATIONS SOCIETY OF AMERICA | 2015 |
| PUBLIC AFFAIRS QUALIFICATION COURSE, DEFENSE INFORMATION SCHOOL | 2007 |

CERTIFICATIONS

- | | |
|-----------------------------------|--------------|
| HOOTSUITE SOCIAL MARKETING | 09/19 |
|-----------------------------------|--------------|

SOFTWARE

- | | |
|-----------|------------------|
| Hootsuite | Constant Contact |
| Canva | |



Emily Mason, APR

TRIPEPI SMITH – SENIOR BUSINESS ANALYST

03/20 – PRESENT

- Provides project management and account support for clients
- Plans, executes and evaluates integrated communication campaigns
- Drafts articles, press releases, messaging and other client communications materials
- Manages social media and other digital channels, including organic, paid and community management content

ARELLANO ASSOCIATES – SENIOR PROJECT COORDINATOR & SOCIAL MEDIA LEAD

09/18 – 03/20

- Provided clients with public relations, marketing, event planning and grassroots communications services
- Built relationships with local public agency staff, community and faith-based leaders and the public-at-large to garner support for client projects and priorities
- Collaborated with cross-functional teams to transform complex topics into accessible stakeholder language for both in-person and digital channels (social media, videos, website content, fact sheets, FAQs etc.)

ORANGE COUNTY TRANSPORTATION AUTHORITY – COMMUNITY RELATIONS SPECIALIST

02/15 – 06/18

- Researched, planned, implemented and managed proactive community engagement programs
- Built and maintained relationships with non-profits, businesses, advocacy organizations, city staff and elected officials
- Managed agency’s public committees and associated subcommittees: Citizens Advisory Committee and Taxpayer Oversight Committee (Measure M/OC Go)

ASSOCIATION OF CA CITIES, ORANGE COUNTY – COMMS, EVENTS AND PROGRAMS COORDINATOR

09/13 – 02/15

- Built relationships with local, state and federal government entities and major businesses
- Co-created e-blasts, newsletters, social media posts, website updates, presentations, speeches, flyers, etc.

EDUCATION

- Bachelor of Arts in Communications (Focus in Public Relations and Minor in Business Administration) – California State University, Fullerton – Fullerton, CA
- Master of Arts in Communication Management (Expected Graduation 2021) – University of Southern California – Los Angeles, CA

PROFESSIONAL DEVELOPMENT

- Accreditation in Public Relations (APR), Public Relations Society of America 04/19

CERTIFICATIONS

- Hootsuite Social Marketing 05/20

SOFTWARE

<ul style="list-style-type: none"> • Hootsuite/Sprout Social • Constant Contact • Google Analytics 	<ul style="list-style-type: none"> • Canva/Visme • WordPress • DaVinci Resolve 	<ul style="list-style-type: none"> • Meltwater • Cision • Business Wire
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Kjerstin Wingert

PROFESSIONAL EXPERIENCE

- | | |
|--|------------------------|
| TRIEPEI SMITH – SENIOR GRAPHIC ARTIST | 03/15 - PRESENT |
| <ul style="list-style-type: none"> ● Lead graphic artist on layout, graphic design, illustrations and creative concepts ● Photography for events, professional portraits, journal publications and branded stock imagery | |
| KIRKWOOD EDUCATIONAL PROGRAM - GRAPHIC DESIGNER | 05/13 – 02/15 |
| <ul style="list-style-type: none"> ● Design and layout of educational materials ● Created animated educational videos that provide a fun and interactive learning experience ● Edited audio and video clips to convey clear and concise information | |
| FREELANCE GRAPHIC DESIGN | 12/12 – 02/15 |
| <ul style="list-style-type: none"> ● Design and layout of newsletters, flyers, websites and ads ● Creation of new and updated logo designs | |
| SAVINGS IN OC – GRAPHIC DESIGN INTERN | 08/12 – 11/12 |
| <ul style="list-style-type: none"> ● Created, updated, and maintained advertisements and promotions for existing clientele ● Proofread monthly publications for any spelling errors, misprints and distorted images | |

EDUCATION

- GOLDEN WEST COLLEGE – HUNTINGTON BEACH, CA**
Graphic Design Advanced Production Certificate
- CONCORDIA UNIVERSITY – IRVINE, CA**
Bachelor of Arts in Business Administration, Marketing – Dean’s list recipient
- ECOLE SUPÉRIEURE LIBRE DES SCIENCES COMMERCIALES APPLIQUÉES – PARIS, FRANCE**
Bachelor of Business Administration, Management – Graduated Magna Cum Laude

PROFESSIONAL DEVELOPMENT

- | | |
|--|--------------|
| USC PRICE SCHOOL PUBLIC POLICY MAKING ACADEMY I | 03/19 |
| USC EXECUTIVE EDUCATION FORUM FOR POLICY AND ADMINISTRATION | 03/17 |

CERTIFICATIONS

- | | |
|-----------------------------------|--------------|
| HOOTSUITE SOCIAL MARKETING | 02/19 |
|-----------------------------------|--------------|

SOFTWARE

- | | | |
|-------------------|-----------------|------------------|
| Adobe Illustrator | Adobe Acrobat | Adobe Premiere |
| Adobe Photoshop | Adobe Lightroom | Microsoft Office |
| Adobe InDesign | Adobe Flash | |



Danielle Rodriguez

TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

02/21 – PRESENT

- Conduct market research to develop market intelligence for clients
- Manage and monitor social media for public agencies and private clients
- Write stories and press releases for clients

ARELLANO ASSOCIATES – ASSISTANT PROJECT COORDINATOR

01/19 – 01/21

- Provide strategic public outreach services for a variety of transportation, planning and construction projects
- Collaborate with a team to develop collateral materials, communications programs and public comment forums related to projects
- Manage stakeholder databases and create reports for all project meetings and events

METROLINK – MEDIA RELATIONS ASSISTANT, GRADUATE ON CAREER TRACK PROGRAM

05/18 – 01/19

- Monitor media platforms to create daily news clips, press releases and media advisories
- Manage website content and assist with implementing media campaigns
- Successfully planned events which received extensive media coverage in coordination with Amtrak, Metro and other member agencies

THE POLY POST – SPORTS EDITOR

06/16 – 06/17

- Manage a team of freelance journalists
- Create weekly newspaper layouts, write articles, pitch story ideas
- Copyedit weekly sports section stories

THE MILLIONAIRE’S CLUB – PUBLIC RELATIONS INTERN

05/14 – 08/14

- Provide website and social media support for CEO Patti Stanger of Bravo’s “Millionaire Matchmaker”
- Provide logistical support including going on runs, organizing and completing administrative tasks

EDUCATION

- Bachelor of Science in Communication – California State Polytechnic University, Pomona – Pomona, CA

CERTIFICATIONS

- Hootsuite Social Marketing 02/21

SOFTWARE

<ul style="list-style-type: none"> • Constant Contact • Adobe Pro 	<ul style="list-style-type: none"> • Meltwater • Adobe Premier Pro 	<ul style="list-style-type: none"> • Adobe Acrobat • Microsoft Office
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Skylar Hunter

TRIPEPI SMITH – BUSINESS ANALYST

07/19 – PRESENT

- Script, produce and edit videos
- Set up technical details of over 100 shots, including lighting and sound
- Produce city council meeting broadcasts for cable and public access
- Conduct and facilitate webinars, digital town halls and other online meetings

CITY OF LAKE FOREST – PUBLIC RELATIONS SPECIALIST

09/17 – 07/19

- Project lead responsible for 2019 refresh and redesign of City website
- Incentivized, redesigned, and implemented new City monthly e-newsletter
- Launched City Council meeting broadcasts to Facebook Live
- Produced, Filmed, and edited City short films, commercials, and weekly video series
- Designed collateral (postcards, brochures, website content, photos, and animations)
- Wrote and edited press releases, articles, web content, advertising copy, periodicals and publications

CITY OF LAKE FOREST – PUBLIC RELATIONS INTERN

09/16 – 09/17

- Assisted with preparation and execution of digital/print newsletter, website articles, and social media posts
- Filmed, edited, and produced live and animated videos to communicate City campaign messages

EDUCATION

- Bachelor of Arts in Film – CSU Long Beach – Long Beach, CA – McNair Scholar, Cum Laude
- Master of Arts in Film Studies – Chapman University – Orange, CA – Summa Cum Laude
- Master of Arts in Public Relations – Full Sail University – Winter Park, FL – Summa Cum Laude

PROFESSIONAL DEVELOPMENT

- UCI Public Policy Making Academy II 03/20
- CAPIO “Facebook and Instagram for Government” Workshop 12/19
- League of California Cities Crisis Communications Workshop 05/17

CERTIFICATIONS

- Twitter Flight School 05/20
- Constant Contact Certified Solutions Provider 04/20
- Federal Aviation Administration Remote Pilot Certificate 02/20
- Hootsuite Social Marketing 06/19

SOFTWARE

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> • Adobe Illustrator • Adobe Photoshop • Adobe Premier Pro • Adobe Audition | <ul style="list-style-type: none"> • Adobe Lightroom • Adobe After Effects • Constant Contact • Powtoons | <ul style="list-style-type: none"> • Piwik Analytics • Google Analytics • Facebook Advertising • Microsoft Office |
|---|--|---|



APPENDIX B: STATEMENTS AND DISCLOSURES





Insurance

Insurance certificates will be provided prior to contract execution. Tripepi Smith routinely provides insurance certificates to prove we meet the contracting requirements of public agencies throughout California. We are willing and able to comply with the insurance requirements. Indeed we currently work with the City and have provided certificates proving we meet the insurance requirements.

Incorporation

Founded in 2000 and incorporated in 2002 as a California S Corporation, Tripepi Smith is based in Orange County. FEIN: 73-1642614

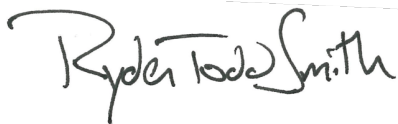
Tripepi Smith states that:

-  It can legally conduct business in the state of California and Foster City
-  It has not colluded in any fashion with other respondents which would restrict or eliminate competition.
-  No employee or official of Foster City has a material or monetary interest in this contract.
-  It is not aware of any other actual or potential conflict of interest related to this proposal and the projects being implemented.

Conflict of Interest Disclosure and Ethics

Tripepi Smith operates in a complex marketplace that is more political than most industries. As a result, conflicts of interest (real or perceived) can arise. The first and foremost obligation of Tripepi Smith is to outline all existing client relationships to prospects so as to let the prospect determine if a conflict exists. At this time, Tripepi Smith does not see any conflicts with our client work and Foster City.

[Click to read more about Tripepi Smith’s commitment to ethics.](#)



Ryder Todd Smith
 Co-Founder & Chief Executive Officer
 Tripepi Smith
 (626) 536-2173 • ryder@tripepismith.com • FAX: (949) 679-8371



APPENDIX C: REFERENCES

	Description
<p>City of Lomita Ryan Smoot City Manager 310.325.7110 r.smoot@lomitacity.com</p>	<p>Tripepi Smith delivers water-related communications for the City of Lomita, including website management, social media content development, creating animated videos, and writing and distributing press releases. We also lead the City’s COVID communications, managing . https://lomitacoronavirus.info/.</p>
<p>City of Paramount John Moreno City Manager 562.220.2225 jmoreno@paramountcity.com</p>	<p>Tripepi Smith provides both general communications and environmental communications support for the City of Paramount. Our team built and manages https://paramountenvironment.org/, and continues to update the site regularly with news and reports. Our general communications support recently included the branding and launch of an Al Fresco dining program to support local restaurants during the COVID-19 crisis.</p>
<p>City of Cupertino Brian Babcock Communications Officer 408.777.3262 BrianB@cupertino.org</p>	<p>Tripepi Smith conducted a communications assessment for the City and later followed up with a heavy revision to the City’s style guide. For the last three years, Tripepi Smith also provide graphic design and layout services for the City’s monthly newsletter.</p>
<p>City of Santa Paula Dan Singer City Manager 805.525.4478 citymanager@spcity.org</p>	<p>Tripepi Smith provides social media management services and writes press releases for the City of Santa Paula. We create city-specific posts and graphics about COVID-19, including reminders about safety at local businesses and updates on events and programs. We also write press releases. All content is published in Spanish and English.</p>