



TOWN OF DISCOVERY BAY

A COMMUNITY SERVICES DISTRICT



PLATINUM LEVEL

SDLF Platinum-Level of Governance

President – Michael Callahan • Vice-President – Carolyn Graham • Director – Kevin Graves • Director – Bryon Gutow • Director – Ashley Porter

NOTICE OF THE REGULAR MEETING OF THE COMMUNICATIONS COMMITTEE OF THE TOWN OF DISCOVERY BAY Wednesday, September 4, 2024 3:30 P.M.

TO ATTEND IN PERSON: The meeting will be held at the Community Center located at 1601 Discovery Bay Boulevard.

In addition to physical attendance at the address indicated above, the Town of Discovery Bay Community Services District is offering the following teleconferencing options as an alternative means for the public to participate in this meeting.

TO ATTEND BY ZOOM WEBINAR: <https://us06web.zoom.us/j/86583270406>

TO ATTEND BY PHONE: +1 (669) 444 9171 or +1 (719) 359 4580 **WEBINAR ID:** 865 8327 0406

Download Agenda Packet and Materials at www.todb.ca.gov

Communications Committee Members

*Chair Bryon Gutow
Vice-Chair Carolyn Graham*

A. ROLL CALL

1. Call business meeting to order 3:30 p.m.
2. Roll Call.

B. PUBLIC COMMENTS (Individual Public Comments will be limited to a 3-minute time limit)

During Public Comments, the public may address the Committee on any issue within the District's jurisdiction which is not on the Agenda. The public may comment on any item on the Agenda at the time the item is before the Committee for consideration. Any person wishing to speak will have 3 minutes to make their comment. There will be no dialog between the Committee and the commenter as the law strictly limits the ability of Committee members to discuss matters not on the agenda. We ask that you refrain from personal attacks during comment, and that you address all comments to the Committee only. Any clarifying questions from the Committee must go through the Chair. Comments from the public do not necessarily reflect the viewpoint of the Committee members.

C. DRAFT MINUTES TO BE APPROVED

1. Approve Regular Communications DRAFT Meeting minutes of March 6, 2024.
2. Approve Regular Communications DRAFT Meeting minutes of May 1, 2024.

D. UPDATES

E. DISCUSSION ITEMS

1. Discussion and Possible Feedback to Approve Communications Consultant.

F. FUTURE DISCUSSION/AGENDA ITEMS

G. ADJOURNMENT

1. Adjourn to the next Communications Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard.

"This agenda shall be made available upon request in alternative formats to persons with a disability, as required by the American with Disabilities Act of 1990 (42 U.S.C. § 12132) and the Ralph M. Brown Act (California Government Code § 54954.2). Persons requesting a disability related modification or accommodation in order to participate in the meeting should contact the Town of Discovery Bay, at (925) 634-1131, during regular business hours, at least forty-eight hours prior to the time of the meeting."

"Materials related to an item on the Agenda submitted to the Town of Discovery Bay after distribution of the agenda packet are available for public inspection in the District Office located at 1800 Willow Lake Road during normal business hours."



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President – Michael Callahan • Vice-President – Carolyn Graham • Director – Kevin Graves • Director – Bryon Gutow • Director – Ashley Porter

MINUTES OF THE REGULAR MEETING OF THE COMMUNICATIONS COMMITTEE OF THE TOWN OF DISCOVERY BAY Wednesday, March 6, 2024 3:30 P.M.

Communications Committee Members

Chair Bryon Gutow

Vice-Chair Carolyn Graham

A. ROLL CALL

1. Called business meeting to order 3:30 p.m.
2. Roll Call was taken, and all members were present.

B. PUBLIC COMMENTS (Individual Public Comments will be limited to a 3-minute time limit)

None.

C. DRAFT MINUTES TO BE APPROVED

1. Approve Regular Communications DRAFT Meeting minutes of November 1, 2023.

Vice-Chair Graham made a Motion to Approve the November 1, 2023, Draft Minutes.
Chair Gutow seconded.

Vote: Motion Carried – AYES: 2, NOES: 0, ABSTAINED: 0, ABSENT: 0

D. DISCUSSION ITEMS

1. Discussion and Possible Feedback Regarding Future Meeting Schedule.

Presented by General Manager Dina Breitstein.

- The Bylaws were changed at the February 2, 2024 Board of Directors Meeting to allow each committee to decide the frequency of their meetings.
- Staff recommends changing the meetings to being held “as needed” in the future.
- Chair Gutow prefers to hold the meetings “as needed.”
- Vice-Chair Graham disagrees with holding them “as needed.”
- The Committee could not come to a consensus.
- GM Breitstein will contact legal counsel for further direction.

E. FUTURE DISCUSSION/AGENDA ITEMS

- Vice-Chair Graham would like to revisit adding an electronic sign board on Bixler.
- Chair Gutow would like to discuss more effectively communicating with Discovery Bay West.

F. ADJOURNMENT

1. Adjourned at 3:39p.m. to the next Communications Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard.



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PLATINUM LEVEL

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President – Michael Callahan • Vice-President –Carolyn Graham • Director – Kevin Graves • Director – Bryon Gutow • Director – Ashley Porter

MINUTES OF THE REGULAR MEETING OF THE COMMUNICATIONS COMMITTEE OF THE TOWN OF DISCOVERY BAY Wednesday, May 1, 2024 3:30 P.M.

Communications Committee Members

*Chair Bryon Gutow
Vice-Chair Carolyn Graham*

A. ROLL CALL

1. Call business meeting to order 3:30 p.m.
2. Roll Call was taken, and all members were present with the exception of Director Graham who was absent.

B. PUBLIC COMMENTS (Individual Public Comments will be limited to a 3-minute time limit)

1. The speaker stated that the audio recordings online are faint. He mentioned video recording of the meetings.

C. DRAFT MINUTES TO BE APPROVED

1. Approve Regular Communications DRAFT Meeting minutes of March 6, 2024.

Unable to approve minutes due to lack of quorum.

D. UPDATES

1. Update on potential Discovery Bay West electronic sign board.

Update given by Assistant General Manager Allan Cantando.

- AGM Cantando, along with Landscape Manager Monica Gallo, met with the County and discussed an illuminated informational sign. This item was slated for the Fiscal Year 2031-2032 budget.
- There are safety concerns being discussed in regard to placement of the sign.

2. Update on establishing a quarterly newsletter.

Update given by Assistant General Manager Allan Cantando.

- Staff will be creating a quarterly newsletter.
- Newsletter will be mailed digitally.
- Landscaping and Recreation updates will be included.
- Events such as Summer Jam could be featured.

Public Comment:

- Speaker suggested including QR codes.

E. DISCUSSION ITEMS

1. Discuss Cancellation of the July 3, 2024 Communications Committee Meeting.

Chair Gutow agrees with cancellation of the July 3, 2024 Communications meeting.

F. FUTURE DISCUSSION/AGENDA ITEMS

None.

G. ADJOURNMENT

1. Adjourn at 3:41p.m. to the next Communications Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard.

DRAFT



Town of Discovery Bay

"A Community Services District"

STAFF REPORT

AGENDA ITEM:
E1

Agenda Title: Discussion and Possible Feedback to Approve Communications Consultant.

Meeting Date: September 4, 2024

Prepared By: Margaret Moggia, Finance Manager

Submitted By: Dina Breitstein, General Manager

RECOMMENDED ACTION:

Provide feedback on the communications consultant scope of work.

EXECUTIVE SUMMARY:

In evaluating the district's multi-year water and wastewater capital budgets, the District has identified necessary infrastructure projects to maintain the reliability of service delivery to our constituents. The identified projects represent the asset renewal of the current infrastructure or plan for growth. The more significant projects are the administrative building and the mainline pipeline on the water side. In addition to the engineering effort to execute these infrastructure projects, staff recommend comprehensive and strategic planning effort that also incorporates financial and communication considerations. This three-prong approach will aid in the effective delivery of these critical infrastructure projects.

Staff have been evaluating additional resources including the use of the district's municipal advisor and bond counsel to help structure the debt likely to finance these projects. The gained information will inform the rate consultant of the proposed rate recommendations. The District already has these resources available to them and is currently exploring the fiscal impact of the necessary capital projects.

However, staff also value the contribution of a communication consultant to help develop messaging and engagement with the community to help describe the project, the anticipated costs, and the impact on user water rates. In addition, core messages within the outreach strategy can also address several foundational principles including

- Operational structure of the Town of Discovery Bay
- Services provided and the separate funds associated with those services (i.e., landscape vs. water)
- Methods of engaging with the Town

Through recommendations from CSDA, staff have been discussing with several firms the services that a communication consultant could provide to the District. Staff received a proposal from Tripepi Smith who identified their scope as follows:

- Strategic Message Development
- Letter to Stakeholders / OpEd
- Webpage Content Development & Maintenance
- Social Media Management & Monitoring / Platform Verification

- Animated Video
- Bilingual postcard/mailer
- Community Meeting

The core services identified above and discussed further in the attached proposal are shown at \$37,335. In addition, the proposal did note that there could be ancillary costs for printing, mailing and advertising that would be borne directly by the District.

Optional Services

1. Tripepi Smith recommended optional services (individually or in total) specifically to this project including bilingual flyer, digital placements, and media intelligence services. The total of all optional services is \$6,220.
2. General communication support enhancing the visual identity and outreach approach (i.e., consistent brand/image) – based on time and material estimated to be \$5,265.
3. Ongoing social media management or newsletter creation, website management or graphic design – based on time and material.

FISCAL IMPACT:

Staff recommend the core budget of \$37,335 plus 15% contingency with a not-to-exceed of \$42,935.25. Payroll savings within the water and wastewater budgets offset the anticipated cost for this value-add service.

PREVIOUS RELEVANT BOARD ACTIONS FOR THIS ITEM:

August 7, 2024 – Oral report at Water and Wastewater Committee

ATTACHMENTS:

1. Tripepi Smith Proposal

OUTREACH AND EDUCATION SUPPORT

PROPOSAL SUBMITTED TO: TOWN OF DISCOVERY BAY

July 31, 2024

REVISED: AUGUST 23, 2024

VALID FOR 90 DAYS FROM SUBMISSION

Submission by: Tripepi Smith

Ryder Todd Smith, Co-Founder & President

Kailyn Wu, Senior Business Analyst

SINGLE SOURCE COMMUNICATIONS



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Our Service Areas



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

Alexander Walker-Griffin
Mayor, City of Hercules

COVER LETTER

Dear Dina Breitstein,

Thank you for this opportunity to partner with the Town of Discovery Bay on its crucial effort to educate constituents about the necessity of a large pipeline replacement and its benefit to the community.

I am enthusiastic about this project and believe Tripepi Smith is your ideal partner for this endeavor. Our team has a deep understanding of the unique dynamics of local communities. Over 200 local government agencies — including special districts, cities, counties and more — have chosen us to support their communications needs. Our proven track record includes numerous successful initiatives delivering tangible, impactful results.

We excel in providing comprehensive public education and outreach services to agencies, with particular expertise in infrastructure projects, ballot measures, tax measures and Prop 218. In today's environment of heightened community engagement on civic matters, Tripepi Smith is ready to bring fresh, effective strategies.

Our dedication and strong history of delivering results position us as the ideal partner for the Town of Discovery Bay. Thank you for considering us for these crucial endeavors. We look forward to discussing our proposal in more detail.



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

Ryder@TripepiSmith.com • (626) 536-2173 • P.O. Box 52152, Irvine, CA 92619

Ryder is the contact person throughout the proposal evaluation period.

FIRM QUALIFICATIONS & EXPERIENCE

Qualifications of the Firm

A Public Affairs Firm that Understands Local Government

Tripepi Smith excels at all aspects of public affairs and marketing. Founded in 2000 and incorporated in 2002 as a California S. Corporation, Tripepi Smith is based in Orange County, California. We work in a complex environment where successful communications go hand-in-hand with marketing and technical expertise. As a full-service marketing and creative services firm, Tripepi Smith's team of over 60 full-time communications experts offers the right professionals for the job while being small enough to be nimble and responsive. Tripepi Smith has a broad spectrum of experience and skills that allows us to apply the appropriate resource to the appropriate tasks; this enables us to execute faster and reduce engagement costs.

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

THE RESULT:

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

Key Differentiators

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

- **Expertise In Industry-Standard Platforms:** Our team has a firm grasp of social media and digital platforms, exemplified by numerous certifications — from Meta and YouTube to Twitter and Meltwater — outclassing other public affairs firms in California that we have come across.
- **Breadth of Expertise:** The breadth of Tripepi Smith's team — from policy to videography to graphic design — is rare. The result: we have an ability to tell a complete story across all mediums, all within our one team.
- **A Deep Understanding of Local Issues:** Tripepi Smith's work with over 200 public agencies and municipal partners benefits each client as we translate practical field experience into outreach strategies tailored to their unique circumstances. Moreover, we are known for our mastery of the art of local government communications. We make civic matters relatable and engaging for stakeholders, from constituents to elected officials to legislators and more.
- **Integrated Offerings:** Tripepi Smith owns two local government publications: PublicCEO and Civic Business Journal. Together, they boast a subscriber base of over 17,500 city managers, county administrators, public executives and public employees. These platforms guarantee effective placement of client stories and ideas, maximizing their digital reach.

Implementing Strategy and Engaging Audiences

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

Strategic

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

Creative

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

Content x Distribution = IMPACT

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

Content x Distribution = Impact



Team Tripepi Smith



Qualifications of Key Personnel

The Town of Discovery Bay would have access to any one of Tripepi Smith's 65+ full-time employees. Depending on the scope of work the Town selects, the rest of the Tripepi Smith project team may vary. However, we anticipate a core team consisting of Senior Business Analyst **Kaitlyn Wu** as account manager, overseeing and advising on the execution of various scope items. Kaitlyn will be the Town's primary contact for the administration of authorized tasks. Business Analyst **Melanie Moore** will act as project manager, working with Kaitlyn to coordinate project management details and oversee all content creation efforts with the support of Junior Business Analyst **Madeline Wilson**. Meanwhile, Principal **Jennifer Nentwig** will be the Town's go-to advisor on navigating the legal process for the public education effort.

Dedicated Availability for Discovery Bay

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

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



Jennifer Nentwig Principal

Jennifer is a talented, well-rounded communications professional and project manager with more than 16 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. Jen's clients include the Costa Mesa Sanitary District, City of Orange, City of Baldwin Park, City of Livermore and City of Lancaster, among others. Jen earned a Bachelor's Degree in Political Science from the University of Notre Dame and a Master's Degree in Global Leadership from the University of San Diego.



Kaitlyn Wu Senior Business Analyst

Kaitlyn is a seasoned outreach professional with more than eight years of experience in public sector communications and higher education outreach. Throughout her career, Kaitlyn has spearheaded content strategy and copywriting for newsletters, annual reports, websites, social media, op eds and more. In addition, she has managed water education programs and workforce development initiatives for K-12 students and beyond. Through strategic communication efforts, Kaitlyn helps organizations educate stakeholders and produce positive change within their communities.



Melanie Moore

Business Analyst

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



Madeline Wilson

Junior Business Analyst

Madeline is a marketing professional with a versatile set of skills including social media management, marketing strategy, copywriting and more. She graduated from the University of Utah with a degree in Marketing and is passionate about using her skills to educate. Madeline developed her skills in a variety of industries including non-profit, technology and local government and has been a key player in expanding the reach and effectiveness of communications for small businesses.

RELEVANT WORK AND REFERENCES

Reference Contact Info	Scope of Work and Work Samples
<p>City of Foster City</p> <p>Stefan Chatwin City Manager (650) 286-3220 SChatwin@FosterCity.org</p> <p>610 Foster City Blvd. Foster City, CA 94404</p>	<p>Foster City tapped our team to raise public awareness and understanding of the \$90 million levee project – one of the largest public works projects in Foster City history. Team Tripepi Smith established a dedicated project website, facilitated 3 virtual community meetings, produced multiple videos and provided ongoing social media support. Additionally, the firm helps respond to community feedback, maintain the project website, develop monthly metric reports, provide as-needed graphic design services and more. All efforts seek to keep the community informed about construction impacts, project milestones and public engagement opportunities.</p> <ul style="list-style-type: none">Project Team: Principal Jennifer Nentwig, Senior Business Analyst Melanie James, Business Analyst Melanie Moore and Junior Business Analyst Ethan de la Pena



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

Matthew Bronson
City Manager, City of Grover Beach

Reference Contact Info	Scope of Work and Work Samples
<p>Del Paso Manor Water District</p> <p>Victoria Hoppe Office Manager (916) 761-3370 Victoria@DelPasoManorWD.org</p> <p>1817 Maryal Dr., #300 Sacramento, CA 95864</p>	<p>Del Paso Manor Water District tapped Tripepi Smith to assist with a full outreach campaign for a significant rate increase. Tripepi Smith established a dedicated project webpage, facilitated 10 strategy meetings, helped host two in person community workshops, created and verified a public agency Nextdoor page, set up social media ads, drafted press releases, created mailers and developed the script and video for an animated video.</p> <ul style="list-style-type: none"> Project Team: Senior Business Analyst Kaitlyn Wu and Business Analyst Melanie Moore
<p>City of Grover Beach</p> <p>Matthew Bronson City Manager (805) 473-4567 MBronson@GroverBeach.org</p> <p>154 S 8th St. Grover Beach, CA 93433</p>	<p>In 2020 the City of Grover Beach tapped the talent at Tripepi Smith to provide Education & Outreach services for Tax Measure F-20, which included project management, strategic messaging, news articles, website content development, social media management, technology support, digital ad placements, media monitoring, animated videos and informational mailers. See more at our dedicated webpage on this Sales Tax Measure. Following the outreach engagement, Grover Beach has continued with ongoing baseline engagement which includes writing press releases, managing social media, redesigning and creating the monthly City Manager e-newsletter, hosting quarterly strategy meetings with department heads to identify key topics and messages and delivering monthly metric reports. In addition to our ongoing work, Tripepi Smith has also conducted district formation outreach services for the City, as well as website modernization services, recruitment brochures and quarterly recreation activity mailers.</p> <ul style="list-style-type: none"> Project Team: Senior Business Analyst Sydni Overly, Business Analyst Peter Johnson and Business Analyst Melanie Moore

Some of Our Clients

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

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



"This levee improvement is critical to protecting the people and property of Foster City from storms and high tides that cause floods—and to avoid the related high insurance costs that come along with natural disaster. 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
Former City Manager, City of Foster City

APPROACH TO OUTREACH

The Town's Needs

The Town of Discovery Bay seeks outreach support to inform residents about the necessity of an upcoming \$35 million infrastructure improvement project, including the fiscal impacts driving a potential rate increase. Discovery Bay is an unincorporated community governed by a Community Services District responsible for water, sewer, landscaping and recreation services. The Town aims to educate approximately 16,000 residents about the necessary rate adjustments to fund this critical project.

Outreach & Education Approach

Tripepi Smith has a solid track record of supporting education and outreach efforts regarding Prop 218, infrastructure projects, and local tax and bond measures — and we've seen firsthand the importance of effective communication in these endeavors.

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

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

Our Creative Team of graphic artists, videographers and animators can transform this same written language into easy-to-understand visuals. When combined with a dedicated digital advertising budget — such as "boosting" posts on Facebook — we can effectively reach and engage the Town's residents.

Project Management

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

We primarily use the following tools to manage projects:

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

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

Quality Assurance

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



"Team Tripepi Smith was an enormous help with our resident outreach. The team understood the sensitivity of the situation and delivered visually appealing and educational communication tools for our residents. Because of Tripepi Smith, we were able to effectively explain the fiscal challenges our City is facing due to COVID-19 as well as assure residents of our plans to address them."

Steve Potter
City Manager, City of Napa



PROPOSED DELIVERABLES AND COSTS

Tripepi Smith recommends a Fixed Fee model for executing the work detailed below over approximately 6 months, for a **grand total of \$37,335**, excluding extraneous fees. Additionally, we are proposing optional deliverables for the Town to consider, which if desired would adjust its **new grand total to \$43,555**, excluding extraneous fees.

Tripepi Smith recommends that the Town set aside a separate budget for extraneous fees, which may include (but are not limited to) printing, mailing and advertising. These fees would be paid directly to external vendors by the Town. Once the project scope is solidified, Tripepi Smith can discuss this further with the Town and offer suggestions on the appropriate budget.

In addition to educating the community on the upcoming infrastructure project and related rate increase, the core messages within this outreach package will address several foundational principles:

- Operational structure of the Town of Discovery Bay
- Services provided and the separate funds associated with those services (i.e. landscape vs. water)
- Methods of engaging with the Town

Alongside this outreach package, the Town has also requested support in enhancing its visual identity through the creation of several key assets. Additional details are shared under the Ad Hoc Work section.

Should the Town determine Tripepi Smith is the most qualified and responsive vendor, but has a budget number that it must hit, then Tripepi Smith remains open to collaborating with staff to narrow the scope or refine our understanding of needs and will modify our pricing accordingly.

Core Outreach Package: Scope, Cost Breakdown

Education & Outreach Deliverables	Quantity/Notes
<u>Project Management</u>	Leverages an SBA, BA and JBA with occasional support from a Principal
One-time Kickoff Call	Up to 1 hour
Bi-Weekly Client Check-in Call	Up to 60 minutes per call for up to 6 months; Agendized meetings, with to-do item "recap" emails after
<u>Strategic Message Development</u>	Leverages a Principal, SBA and BA
Advising on language for informational materials such as talking points and Frequently Asked Questions	Includes oversight, research and content development, general advice
<u>Letter to Stakeholders/Op Ed</u>	Leverages an SBA, BA and JBA
Content development for one letter/email to stakeholders <u>or</u> op ed for local/regional paper; up to 500 words	Includes content creation, editing and distribution to website and/or existing email list

Education & Outreach Deliverables	Quantity/Notes
<u>Webpage Content Development & Maintenance</u>	Leverages an SBA, BA and JBA
Content development based on talking points	Includes ongoing updates for 2.5 months
<u>Social Media Management & Monitoring</u>	Leverages JBA with occasional support from a BA and SBA
Create and publish social media post content, which could be used as digital placements	Up to 4 unique posts total; graphic design included; Spanish translation
<u>Social Media Platform Verification</u>	Leverages an SBA, BA and JBA
Coordinated efforts to set up/verify the Town's social media platforms	Configuration of Facebook (including Business Suite and Ads manager), Instagram and Nextdoor
<u>Animated Video</u>	Leverages a Director, Animator, SBA, BA, JBA
Informational animated video	1 English video with captions and 1 English video with Spanish subtitles; Max. of 90 seconds long
Post videos on City's social media sites and YouTube channel	Includes caption & voiceover fees
<u>Bilingual Postcard/Mailer</u>	Leverages an Art Director, Graphic Designer, SBA, BA and JBA
Content development for a print and web version postcard or mailer	One 6x9" two-sided, full color, tabbed for mailing Includes Spanish translation and print management
<u>Community Meeting</u>	Leverages a Principal, SBA and BA
In-person community meeting which will answer common questions, provide ratepayers the chance to be heard and share key facts/details with the public	Planning efforts for 1 workshop, including creation of slide deck. Attendance from SBA and BA. Travel expenses are <u>not</u> included in this fixed cost. They will be authorized and reimbursed by the Town.
<u>Final Metric Report</u>	Leverages an SBA, BA and JBA
Summary of metrics and analytics on outreach efforts	Final report and executive summary (1 page) following end of engagement
TOTAL COST: \$37,335	

Optional Add-Ons

Bilingual Flyer

Tripepi Smith will produce one bilingual 8.5" x 11" flyer, double-sided and full color. A digital, ADA-compliant PDF version will be included for upload to the Town's website. The flyer can be tabbed for printing

if necessary, and we can use the Town’s vendor of choice or select one ourselves. Mailing options include Every Door Direct Mail (EDDM) or a Town-provided mailing list. Tripepi Smith will manage the print and mail production process, but these costs are not included in our pricing.

Digital Placements

Tripepi Smith recommends four digital ad placements, using the proposed social media posts, to enhance the engagement and presence of the initiative through social media platforms. This would include the creation, graphic designs and publishing in English with Spanish translation.

Media Intelligence Services

Tripepi Smith recommends a six-month media intelligence services package, which includes up to five search queries, an email digest and a monthly analytics dashboard. Media Intelligence amplifies monitoring, capturing both media and social media mentions across most of the internet.

Cost Overview

Below is a high-level overview of the cost information outlined in the preceding pages.

TASK	COST
PROPOSED SCOPE OF WORK	
Core Outreach Package	\$37,335
OPTIONAL ADD-ON SERVICES	
Bilingual Flyer	+\$2,290
Digital Placements/Advertising	+\$780
Media Intelligence Services	+\$3,150
Additional Costs from Third Parties	TBD

Payment Schedules

We propose three fixed fee payments per phase of the Core Outreach Package:

MILESTONE	COST
Total	\$37,335
Kickoff (30%)	\$11,200
Month 3 (30%)	\$11,200
Month 6 (40%)	\$14,935

Ad Hoc Work

In addition to the core outreach package outlined above, the Town has requested support in enhancing its visual identity and assets. To that end, Tripepi Smith will create the following:

- Social media templates
- Zoom/Teams background image(s)
- Town letterhead
- Presentation/slide deck template

Cost estimates for each item have been provided for budgeting purposes and will be billed at the hourly rates shown on the following page.

Service	Estimate	Notes
Social Media Templates/Graphics	\$2,340+	Cost will vary based upon number of templates and complexity of design. Estimate assumes 6 Canva graphics, at 3 hours of Graphic Designer time per template (project management time not included).
Zoom/Teams Background Image	\$520+	Cost will vary based upon number of unique backgrounds and dimensions needed. Estimate assumes 4 hours of Graphic Designer time (project management not included).
Town Letterhead	\$925+	Creation of letterhead template. Estimate assumes 5 hours of Senior Graphic Designer time (project management not included).
Presentation/Slide Deck Template	\$1,480+	Creation of 1 template. Estimate assumes 8 hours of Senior Graphic Designer time (project management not included).
Estimated Cost:	\$5,265+	

This work will likely occur prior to the official launch of the core outreach package above, with separate calls (not included in the estimates above) to explore the Town’s vision and identify existing assets.

In addition to the creation of these assets, Tripepi Smith will partner with the Town’s rate consultant to provide review and edits of outgoing communications — including but not limited to the Prop 218 notice — to ensure all messaging is aligned. This work will also be completed on an ad hoc basis, allowing us the flexibility to offer support as needed.

Ad Hoc Rates

For the ad hoc work described above, along with any additional requests outside of the fixed bid scope, we will use our Standard Hourly Ad Hoc Rates through June 30, 2025. We can also develop additional estimates for fixed fee engagement on additional services, as needed. We never engage in services that have not been authorized/approved.

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

Future Support

The Town has indicated interest in leveraging Tripepi Smith for general communications support after the conclusion of this focused outreach package. At that time, Tripepi Smith can work with the Town to identify key lessons learned, opportunities for enhanced communication and a scope of work. Depending on specific needs, Tripepi Smith can provide this support on a retainer or ad hoc basis.

A future retainer scope could include ongoing social media management, digital or print newsletter creation, website management, graphic design support and more. Once the Town confirms the desired scope, Tripepi Smith can provide further details on pricing.

Payment Terms

Billing & Invoices

At Tripepi Smith, we bill on either a Retainer, Fixed Bid or Time & Materials basis, with each billing type following its own payment schedule:

- Fixed Bid work is billed upon defined milestones.
- Time & Materials work is billed in 15-minute increments (i.e. 4.0, 1.25, 6.5 or 0.75 hours) at the end of the month in which work is done.
- Retainer work is billed on the 15th of each month.

Regardless of billing type, terms are Net 30 days.

Other Cost Information

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

Annual Increase

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

Retainer Discount

When a client's retainer exceeds \$7,150 per month, they gain access to our reduced retainer rates.

Travel Costs

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

Equipment Costs

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

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

Service Fees

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

APPENDIX A: RESUMES

JENNIFER NENTWIG, APR

TRIEPEI SMITH – PRINCIPAL	03/22 - PRESENT
<ul style="list-style-type: none">• Strategic advice and project leadership across an array of clients	
TRIEPEI SMITH – DIRECTOR	01/21 – 03/22
<ul style="list-style-type: none">• Redistricting subject matter expertise, business development and project management• Internal leadership on policy areas like water quality, major infrastructure projects	
TRIEPEI SMITH – SENIOR BUSINESS ANALYST	08/19 – 12/20
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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	
BOOZ ALLEN HAMILTON – COMMUNICATIONS CONSULTANT/ASSOCIATE	09/11 – 11/16
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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

- Master of Science In Global Leadership - University of San Diego – San Diego, CA
- Bachelor of Arts in Political Science, Minor in Hesburgh Program of Public Service - University of Notre Dame – Notre Dame, IN
 - Graduated 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

- Facebook Blueprint Digital Marketing Associate 07/20
- Hootsuite Social Marketing 09/19

KAITLYN WU

TRIPEPI SMITH – SENIOR BUSINESS ANALYST

06/22 – PRESENT

- Serve as account manager across numerous clients overseeing strategy, budget and execution of communication initiatives
- Function as lead project manager ensuring timely completion of deliverables and upholding quality assurance processes
- Produce client newsletters, press releases, web content, articles and thought leadership pieces
- Conduct market research and offer strategic insights

ELSINORE VALLEY MUNICIPAL WATER DISTRICT – COMMUNITY AFFAIRS SPECIALIST

12/19 – 06/22

- Wrote, edited and published content for District publications including newsletters, eblasts, press releases, Water Quality Reports, articles and more — reaching 159,000 customers annually
- Partnered with subject matter experts to synthesize information and produce clear copy that increased public engagement with District programs
- Managed the District’s water education programs, engaging over 10,000 students each year through tours, career prep, teacher training, classroom presentations, field trips and contests
- Collaborated with leadership to assess District needs, create strategic communications goals and implement new program

CALIFORNIA BAPTIST UNIVERSITY – INTERNATIONAL ADMISSIONS SPECIALIST

05/16 – 12/19

- Developed copy for webpages, eblasts and online applications, driving conversion of initial leads to applicants and enrolled students
- Oversaw the Visits and Events program for prospective international students, contributing to enrollment goals and building CBU’s global reputation
- Utilized Salesforce to increase efficiency, analyze data and provide quality customer service to prospective students

CALIFORNIA BAPTIST UNIVERSITY – FOCUS COORDINATOR

12/14 – 12/15

- Recruited and interviewed first-year orientation leaders
- Organized and implemented training programs, equipping student leaders in public speaking, teaching and academic advising
- Assisted in university retention efforts, serving as a liaison between staff and incoming students

EDUCATION

- Bachelor of Arts in Public Relations and Psychology – California Baptist University – Riverside, CA

CERTIFICATIONS

- Hootsuite Social Marketing 06/22
- J. Lindsey Wolf Certificate in Communications (CAPIO) 04/22

SOFTWARE

- Hootsuite
- Canva
- Granicus

- Google Suite
- Sprout Social

- Microsoft Office Suite
- CivicPlus

MELANIE MOORE

TRIPEPI SMITH – BUSINESS ANALYST

08/21 – PRESENT

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

FINANCIAL ECONOMICS INSTITUTE – RESEARCH ANALYST

07/20 – 05/21

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

CORALTREE HOSPITALITY GROUP – MARKETING INTERN

07/20 – 08/20

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

EXOUS INC. – MARKETING RESEARCH ANALYST

06/19 – 08/19

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

EDUCATION

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

CERTIFICATIONS

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

SOFTWARE

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

MADELINE WILSON

TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

02/23 – PRESENT

- Conduct market research to provide client insights and guide decision-making
- Manage social media and respond to public questions
- Conduct public outreach using a variety of methods such as email, phone call, community workshops and digital advertising
- Write stories, press releases and informational articles for city clients and internal knowledge

CENTRAL WASATCH COMMISSION – COMMUNITY ENGAGEMENT INTERN

06/22 – 12/22

- Strategized and executed communications plan, including managing Facebook, Twitter and Instagram accounts, seeing a 41% increase in reach and 3% follower growth over three months
- Researched, wrote and designed content in the form of blog posts, outreach material and infographics to share about projects and progress of the Commission
- Planned and lead education sessions about the Commission for groups of up to 20 people

HELPFUL VILLAGE – SALES AND STRATEGY INTERN

01/22 – 05/25

- Developed 6-month marketing plan to launch new business division
- Communicated with customers to resolve issues and ensure timely product payment
- Improved product trial management process through creating a system to track communication with clients as well as an email campaign leading to a 30% increase in customer contact throughout 10 month-long trials

BIG BROTHERS BIG SISTERS OF UTAH – DIGITAL MARKETING INTERN

09/21 – 12/21

- Wrote clear and concise articles for monthly newsletter to donors by conducting program participant interviews
- Developed copy for social media channels

EDUCATION

- Bachelor of Science in Business Marketing – University of Utah – Salt Lake City, UT

CERTIFICATIONS

- Hootsuite Social Marketing

03/23

SOFTWARE

- Google Suite
- WordPress

- Microsoft Office
- Adobe Suite

- Canva