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Staff Contact: Mary Everham

Phone: 942-7460

Department: Public Works

Date Needed: 01/28/2025

Council Approval: 9/3/2024 **and RES/ORD No:** 2024-120 ; or **Standing Authority Res No. 157-15**

If the document being executed is an amendment to an existing Richland contract, please provide the assigned contract number: 364-24

Why Sign?

Signatures requested for additional funding to contract 364-24 in the amount of \$44,000.00 This amendment is within the statutory authority of Policy 2240 where City Manager can sign up to \$50,000.00. This only incorporates Phase 1A and we will be bringing an item to Council to incorporate Phase 1B and Phase 2 in February. After this was awarded, it became apparent that a separate task was going to be needed to specifically address the Downtown Connectivity Project.

City Attorney's Office:

- Authority verified
- Certificate of Insurance (COI) included/pending execution; or N/A
- All exhibits/attachments included; or N/A
- DocuSign eligible per Policy No. 0950 for Electronic Signatures
- Attached applicable resolution/ordinance

x



CITY OF RICHLAND
AGREEMENT WITH
TRIEPEI SMITH AND ASSOCIATES, INC.
CONTRACT NO. 364-24

AMENDMENT NO. 1

I. RECITALS

There is now in full force and effect between the Parties a Professional Services Agreement, Contract No. 364-24, related to **Citywide Strategic Communications and Engagement Plan**. The Agreement was fully executed on **9/6/2024**. The expiration date of the Agreement is **12/31/2025**. The Parties desire to amend the Agreement as provided in Section II below.

II. AGREEMENT

In exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree to amend Contract No. 364-24 as follows:

1. The Consultant shall provide services described in the attached **Exhibit A: Scope of Work, limited to Phase 1a: Pre-Construction**, which is hereby incorporated into Contract No. 364-24.
2. Fees.
 - a. The contract value remains unchanged.
 - b. Compensation for the additional services rendered pursuant to this Amendment shall be \$44,000. The new contract value is now \$134,295.
3. The contract period shall: remain unchanged; extend to .
4. It is understood and agreed that all other terms and conditions of the Agreement shall be and remain the same. This Amendment may be executed electronically.

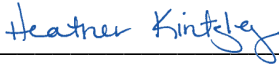
III. SIGNATURES

City:


By: 
Jon Amundson, ICMA-CM
City Manager

Date: January 28, 2025

Approved as to form:


Heather Kintzley, City Attorney

Triepesi Smith and Associates, Inc.

By: 
Name: Ryder Todd Smith

Title: President

Date: January 27, 2025

SINGLE SOURCE COMMUNICATIONS



**REVISED OUTREACH AND
ENGAGEMENT SERVICES FOR
THE DOWNTOWN CONNECTIVITY
IMPROVEMENT PROJECT**

City of Richland

January 24, 2025

**By: Ryder Todd Smith
Co-founder & Principal
Tripepi Smith & Associates**

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COVER LETTER

Thank you for the opportunity to expand Tripepi Smith's partnership with the City of Richland. This proposal offers all requested information, including Tripepi Smith's understanding of your needs regarding the Downtown Connectivity Improvement Project, our approach to addressing them and our cost proposal.

Tripepi Smith is currently working with the City of Richland on its Citywide Strategic Communications and Engagement Plan. Through this engagement, we have gained valuable insights into the City's external communication practices and the needs of the Richland community. We are confident in our ability to effectively lead a robust community outreach and engagement initiative for this project. We anticipate that the project team currently working on the Citywide Strategic Communications and Engagement Plan will also be involved in the Downtown Connectivity Improvement Project.

Our firm has assisted numerous agencies with strategic outreach and engagement initiatives, including the City of Atascadero's Downtown Improvement Project and the City of Foster City's Levee Improvements Project. Throughout all of our projects, we have consistently achieved tangible, impactful results that promote transparency.

Engaging constituents and telling your agency's story is not a simple matter. It takes work, consistency, innovation and creativity to make an impact. We are confident that our dedication and proven track record make us the right partner for Richland. Thank you for considering us in this endeavor. We eagerly anticipate the chance to discuss our proposal in more detail.

Authorization

I affirm that I have the legal authorization to bind Tripepi Smith into agreements with the City of Richland and to make the statements below on behalf of the firm. This proposal is valid for 60 days from the date of submission.

Regards,



Ryder Todd Smith

Co-Founder & President, Tripepi Smith & Associates, Inc.

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

Sydni@TripepiSmith.com is our preferred point of contact throughout the evaluation process.

PROJECT UNDERSTANDING

Prospect Needs

The City of Richland is seeking a partner to help reach and engage its community in the Downtown Connectivity Improvement Project. Recognizing the importance of public awareness and education before and during the construction phase, the City is aiming to engage with directly affected properties on direct impacts and support needed and share key information about the project among the general public.

Tripepi Smith's Approach

Tripepi Smith's typical approach to education & outreach projects is to "measure twice, cut once": we work with key stakeholders (including legal counsel if the occasion calls for it) 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 text content. The method gives us the most flexibility to speed up the education process as necessary, ensuring audiences have all the facts to effectively participate in community dialogue about local issues.

Tripepi Smith has experience in all facets of Richland's requests and plans to approach this process in two phases: Pre-Construction Phase and Post-Breaking Ground Phase. We will connect with both those at the directly affected properties as well as the general public through a comprehensive outreach consisting of:

Phase 1: Pre-Construction

Direct Outreach and Engagement with Affected Properties

- Email and phone outreach
- Focus group meetings
- Mailer
- Communications toolkit
- Dedicated website and website content management

Broad Outreach and Engagement with The Public

- Animated video
- Community meetings
- Digital advertising
- Email management
- Press releases
- Social media management

Phase 2: Post-Breaking Ground

Ongoing, Consistent Communication with All Stakeholders

- Email management
- Social media monitoring
- Strategic messaging and planning
- Website content management

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.

Tripepi Smith primarily uses 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.

SCOPE OF WORK

Tripepi Smith recognizes the immediate need for community outreach and engagement for the Pre-Construction Phase of the Downtown Connectivity Improvement Project. To that end, the methodology below reflects an eight-month strategy to engage both directly affected properties and the general public ahead of construction. Following the breaking ground of the project, Tripepi Smith anticipates a regular cadence of updates and strategy planning needed for the 18-month project based on the situation at hand.

Phase 1a: Pre-Construction

Project Management & Virtual Check-In Calls

To coordinate our efforts with the City and sustain momentum on the engagement for both directly affected properties and the general public, Tripepi Smith will schedule an every-other-week, 1-hour phone call that will include a City-designated lead. Call content will focus on the creation, organization and execution of deliverables throughout the project. After each call, the client will receive an action summary email, summarizing decisions made on the phone call and related action steps. We will produce work, such as press releases/news articles, social media, collateral content and webpage

content, in a shared workspace where the City can see our progress in real time and provide instant feedback as needed. These tools will deliver enhanced collaboration and speed time to delivery.

Please note that outside of regular check-in calls, the City may contact the lead project manager, Skyler Addison, with any questions, requests or issues. She will then swiftly relay instructions to the rest of the team. Should a serious issue arise that could impact a deliverable, she will arrange a meeting with all team members to discuss potential solutions. For example: if more resources are needed to execute on a deliverable or speed up a process, Tripepi Smith can immediately tap into its internal talent pool.

Sub-logo and Tagline Development

Tripepi Smith will develop a new sub-logo and tagline that is specific to the Downtown Connectivity Project to promote the outreach campaign and garner community engagement. Leveraging Richland's existing assets, our design team will develop the brand identity dedicated to project, including typography exploration and color palette development. The goal will be to create branding elements that help foment recognition of the initiative and the engagement opportunity it presents for residents.

Dedicated Website & Content Management

Tripepi Smith will build a fresh, modern, user-friendly and visually appealing website using an open-source content management system (CMS) – WordPress – that will provide a clear and cohesive platform for the public awareness campaign and will use the branding elements defined in Task 1. WordPress is the third-most-used CMS by Tripepi Smith clients. While it was not created solely for governments, it is a fantastic option since it offers a friendly interface that makes it simple for users to create beautiful and accessible websites. Many formatting and template options also empower clients to make pages exactly as they want. Moreover, Tripepi Smith believes the WordPress CMS is the best option for two core reasons:

1. It is one of the most cost-effective website CMS available to local governments.
2. It is extremely user-friendly compared to competing systems, empowering staff to maintain website content easily and efficiently.

We begin every website engagement with a kickoff call which will go over project timeline, website vision and client expectations. Each website redesign follows the following phases:

Website Specifications Documentation / Wireframes – A key phase in which we work with you to envision their new website and what they want it to accomplish. We will also identify content buckets that need to be filled with content you will need to identify and assist to generate.

- **Design of Website** – We design up to three iterations of the homepage and present concepts to the City. We continue to iterate until we design the right look and feel. All this is based on the website specifications document.
- **Coding of Website** – Tripepi Smith focuses inward for a few weeks while the team codes the site. Toward the end of this phase, we will invite you to look at the beta site and contribute to a bug list we create in Google Docs to track all discovered issues. We seek transparency and engagement in the development process.

- **Quality Assurance Testing and Launch** – A round of testing and quality assurance occurs as we near the home stretch to ensure we deliver a great experience the first day out the gate. This phase also involves a critical cutover process where Tripepi Smith will need to coordinate with information technology staff, particularly around DNS changes. Tripepi Smith will also provide basic Search Engine Optimization (SEO) and Google Analytics tracking once the site is launched.

After launch, we provide 30 days of free technical support to fix any issues that may arise. After the 30 days of free technical support, Tripepi Smith will move into ongoing maintenance & customer support, which Tripepi Smith defines as technical support only.

Technologies – The following are just some of the technologies we intend to use to deliver on this project and additional technologies can be identified during the kickoff call.

- Responsive design and mobile (tablet and phone) optimization
- Dynamic homepage slider
- Easy to navigate menus
- Custom page builder tools
- Events calendar (if requested)
- Custom forms
- Social media feed integration (if requested)
- Video embed integration
- 3rd party embed functionality (Google, ArcGIS maps)
- ADA Compliance with Section 508 and Level AA W3C Accessibility Guidelines
- Multi-browser compatibility (Chrome, MS Edge, Safari, Firefox)
- Google Analytics integration (implemented by TS) and Privacy Policy statement (provided by the County)
- Search Engine Optimization with webmaster tools, such as Google Search Console

Once the standalone website is built, Tripepi Smith will be available to provide website content maintenance through the duration of the engagement. Our team will handle updating written and visual content on the initiative website.

Engaging Directly Affected Properties

Engaging with directly affected properties in the early phases of infrastructure projects gives them an opportunity to learn more about the project, plan for potential impacts and make their voices heard. The following tactics will ensure the City reaches its target audience and centralizes information updates and feedback mechanisms throughout the entirety of the project.

Email & Phone Outreach

We will draft four email blasts regarding focus group meetings and key project updates to distribute to the affected properties identified by the City. We anticipate the City will have an email and phone list to leverage and build on.

In addition, we will conduct phone call outreach (up to 100 contacts) to select properties identified by the City to maximize engagement efforts.

Focus Group Meetings

Tripepi Smith will conduct two virtual focus group meetings to facilitate meaningful discussions among directly affected properties and collaborate on support needed. We will aid the City in identifying individuals for the focus group, devise an agenda for each meeting, develop questions for the focus group, take notes and deliver a written summary report on the information gathered.

Mailer

Tripepi Smith will develop and design a mailer to reach directly affected properties and share information about how to get involved and stay informed. Sending a postcard to the target audience ensures that everyone – even those without social media or Internet access – has a chance to learn about this community engagement opportunity and participate.

Tripepi Smith work entails design and project management while a third-party vendor would provide print and mail services. The materials would include reference to appropriate website URLs to find information in a reader's preferred language.

Communications Toolkit

Tripepi Smith will develop up to four assets for a communications toolkit for affected properties. These may include flyers, parking or construction maps, signage or social media templates. Tripepi Smith intends to collaborate with the focus group to identify the four assets that would be most helpful for the directly affected properties before and during construction.

Phase 1b: Pre-Construction

Public Outreach and Education

In addition to the targeted outreach, it's critical to educate the public and ensure they are aware of the project and its upcoming impacts. The following tactics will ensure the City reaches a wide audience and gives the Richland community an opportunity to learn more, ask questions and stay informed about the project's ongoing milestones.

Animated Video

We will develop one user-friendly, visually appealing animated explainer video of up to three (3) minutes in length. Tripepi Smith has talented in-house animators that can bring ideas to digital life. The team can provide script writing for voice over talent, storyboard development that outlines each aspect of the animated video, editing and project management throughout each phase of the process. The scope also encompasses creative assets, such as music, captions and vector imagery. This video is available for

distribution on social media, the City's public access channel, website, email communications and other media outlets.

Community Meetings

To share important information about the project design and answer questions related to the project, Tripepi Smith proposes one in-person community meeting and one virtual community meeting.

For the in-person community meeting, Tripepi Smith can coordinate with staff to identify the preferred venue and date. Tripepi Smith would devise an agenda, facilitate a Q&A, document community feedback and promote positive engagement around the process. Additionally, Tripepi Smith would provide services to create PowerPoint decks for the presentation portion of the meetings. We would also coordinate simultaneous translation with local partners and preferred vendors, should the City wish. If the City does not have a preferred vendor, Tripepi Smith would source a vendor and either have the vendor bill the City or Tripepi Smith can pass those costs through our engagement.

Virtual meetings are helpful since they break down all geographic barriers: everyone with access to the internet has access to attend. Further, they can be easily recorded and posted to the project website for later use. Virtual meetings are an effective tool as a supplement to the in-person events.

Tripepi Smith would coordinate and engineer the virtual community meeting and provide facilitation services. Should the City desire, Tripepi Smith can record up to one (1) additional language for the virtual community meeting. Tripepi Smith will have a team member in each of the language Zoom Rooms to monitor the interpretation and save a recording.

Digital Advertising

Tripepi Smith can manage advertising campaigns to increase the City's reach and drive community interest in the project. We generally place an emphasis first on leveraging existing agency platforms such as newsletters, websites and social media channels to ensure we are being cost-effective with outreach. Second, we prefer to use digital advertising to target people who are actually in the area affected by the outcome of the initiative.

We will focus digital advertising on YouTube geo-targeted video advertising, Meta (Facebook/Instagram) boosted posts with geo-targeting and Google search advertising with geo-targeting. The YouTube ad will leverage the animated video described above while the other ads leverage content created for social media outlined below. We will target ads at reasonable geography to the City of Richland to remind community members of the opportunities to get involved. These ad campaigns will steer people back to the dedicated website for more information and resources.

Tripepi Smith also has experience in other forms of paid advertising: X/Twitter and Nextdoor advertising with geo-targeting, smaller local billboards and signage on local bus routes in buses or on benches. We may tap into any one of these opportunities based on discussions with the City. Please note that creating extra placements would require adapting existing designs for these new mediums, impacting project costs.

Email Management

The City will leverage its eNotifications via the website to send updates to subscribers. Throughout the process, Tripepi Smith will compile and maintain a dedicated email list of community members who have submitted comments or opted-in to receive updates.

The City will create a dedicated email address for the project to provide an open, ongoing channel for the community to submit their questions and comments. On an ongoing basis, Tripepi Smith will monitor emails received, respond to community inquiries and comments and coordinate with the City to maintain the dedicated email list.

Press Releases

Tripepi Smith can draft up to three news articles, press releases and/or official statements, which are typically up to 500 words in length. The City would direct the allocation of stories with Tripepi Smith's suggestions, making internal subject matter experts available to aid the development of the stories when needed. Additionally, this assumes the use of an existing media and external agencies notification list. The City would also facilitate timely approval of quotes. Press release/news article topic options include but are not limited to:

- Community meeting announcements
- Design phase milestones
- Construction contract award

The project team will collaborate with our City-designated lead to define messaging needs throughout the process, ensuring our communications remain alive and adaptable to the initiative as it unfolds.

Social Media Management

Content Creation: Tripepi Smith will create four templates for regular anticipated updates such as traffic impacts, construction milestones, business highlights and road closures. In addition, Tripepi Smith will produce two unique posts (captions included) for key milestones ahead of the breaking ground. The City will be in charge of distribution.

Monitoring: Tripepi Smith will monitor posts and inboxes for questions and comments. When appropriate, responses will be drafted, which will occasionally require fact-checking and seeking out guidance from the City. Additionally, ongoing general online monitoring of local Facebook Groups will be conducted to track community needs, priorities and issues.

Translation Services

Tripepi Smith has five in-house Spanish translators. If needed, our team can provide Spanish translation services in written, spoken and video-recorded materials. For other languages, Braille and/or media compatible content for the hearing and sight impaired, Tripepi Smith can provide vendor recommendations or subcontract with a vendor(s) of the City's choosing. Please note that translation services are not included in the fixed price listed in the Cost Proposal section.

Phase 2: Post-Breaking Ground

Tripepi Smith anticipates that this phase of the project will need ongoing, consistent strategy planning and public communications. To that end, Tripepi Smith proposes the following deliverables for the City to leverage as needed throughout Phase 2.

Project Management & Virtual Check-In Calls

Similar to the Pre-Construction Phase, Tripepi Smith is available for strategy calls with a City-designated lead to coordinate our efforts with the City and sustain momentum on the engagement for both directly affected properties and the general public.

Email Management

Tripepi Smith can continue to monitor emails received, respond to community inquiries and comments and coordinate with the City to maintain the dedicated email list.

Social Media Monitoring

Tripepi Smith can continue to monitor posts, inboxes and local Facebook Groups for questions and comments. When appropriate, responses will be drafted, which will occasionally require fact-checking and seeking out guidance from the City.

Strategic Messaging and Planning

Tripepi Smith recognizes that construction milestones and updates may call for strategic messaging in addition to regular traffic and construction updates. Based on the situation at hand, Tripepi Smith can produce communications needed, such as FAQs, press releases, social media content and more.

Website Content Management

Tripepi Smith can review, update, develop and manage website content and ensure it reflects new construction updates and strategic talking points.

Anticipated Timeline

Month	Milestone
Pre-Construction Phase	
January 2025	<ol style="list-style-type: none"> 1. Kickoff Call with Project Team 2. Sub-logo and Tagline Development
February 2025	<ol style="list-style-type: none"> 1. Dedicated Website Development & Launch
March – April 2025	<ol style="list-style-type: none"> 1. Project Management & Biweekly Check-In Calls Begin 2. Press Release 3. Animated Video 4. Outreach to Directly Affected Properties
April – August 2025	<ol style="list-style-type: none"> 1. Focus Group Meetings 2. Community Meetings

Month	Milestone
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3. Press Releases
4. Communications Toolkit Development
5. Social Media Posts & Digital Advertisements

Post-Breaking Ground Phase

September 2025 – March 2027

Potential deliverables:

1. Project Management & Virtual Check-In Calls
2. Email Management
3. Social Media Monitoring
4. Strategic Messaging and Planning
5. Website Content Management

CLIENT REFERENCES

City of Atascadero

The City of Atascadero contracted with Tripepi Smith to provide engagement support services for their Downtown Safety and Parking Enhancement Project. Tripepi Smith provides ongoing strategic advice for communications and engagement tactics for traffic impacts, affected properties, school districts, community event impacts and the general public. We also develop content for the website, social media, email outreach and press releases.

2024 to Present

Contact:

Ryan Betz, Public Works Analyst
805-470-3440
RBetz@Atascadero.org
6500 Palma Ave., Atascadero, CA 93422

29 July 2024

The City of Atascadero continues to make progress on the [El Camino Real Downtown Safety and Parking Enhancements Project \(ECR Project\)](#), which will enhance overall safety for all users and increase parking access through downtown. As part of the utility and streetscape improvements, the City's contractor is beginning work that will result in temporary impacts at the corners of El Camino Real and Entrada Ave., and El Camino Real and Traffic Way.

The corners of El Camino Real and Entrada Avenue began undergoing extensive improvements on Friday, July 26th. In addition to the ongoing utility and streetscape upgrades, the ECR Project is installing bulb outs at these corners to enhance pedestrian safety, increase visibility and better define parking spaces. To reduce the overall impacts to the public and businesses at this location, work at both Entrada Avenue corners will be done concurrently.

To maximize safety, a section of the sidewalk and approximately nine street parking spots on Entrada will be closed for approximately one week to facilitate the underground electrical work. However, Entrada Avenue will remain accessible to vehicles and pedestrians throughout this construction work phase, and the City's contractor will post temporary signage and create an ADA-compliant pathway to ensure continued access to local businesses.

"As we work to bring our vision of a safer, more vibrant downtown Atascadero to life, we greatly appreciate our community's patience and cooperation during this construction period. Speeding up this construction phase is critical to limit the impacts on upcoming school traffic and our beloved community events," said Atascadero Mayor Heather Moreno. "Our downtown shops, restaurants and activities remain open, and I encourage our residents to continue supporting our local businesses and attending our community events!"

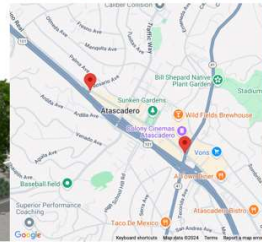
The City will be modifying traffic patterns and access points for the [31st Annual Hot El Camino Cruise Nite on Friday, Aug. 16](#), and the [8th Annual Dancing in the Streets on Saturday, Aug. 17](#) to enhance community safety. The City will share detailed information about these updates with both event participants and attendees in the coming weeks.

Residents and businesses are encouraged to stay informed about ongoing project updates, traffic advisories and event impacts by following the City on Social Media Platforms: [Facebook](#), [Instagram](#), and [X](#) and visiting [Atascadero.org/ECRProject](#). Community members can also sign up for construction news and alerts at [Atascadero.org/News-List](#).

If you have questions or concerns, please contact Public Works at publicworks@atascadero.org or 805-470-3456.

[Link to press release](#)

El Camino Real Downtown Safety and Parking Enhancement Project



Public Works
email: theECRproject@atascadero.org
main phone: 805-470-3456

Quick Overview
The project will feature enhanced pedestrian and bicycle access along with increased parking opportunities and safer crosswalks.

[PROJECT UPDATES](#) | [PROJECT OVERVIEW](#) | [DOCUMENTS](#) | [FAQS](#) | [OTHER PROJECTS](#)



[Link to website](#)

City of Foster City

The City of Foster City contracted with Tripepi Smith to build the Foster City Levee Improvements Project website to serve a project outreach portal to keep the community informed about construction, timing of the project, meetings, and latest news regarding the Levee Improvements. The website incorporates City branding, video embeds, quick links, a construction schedule, custom forms, media gallery, language translations, ADA Compliance, social media integration, mobile optimization and document management for agendas, minutes and other documents. Tripepi Smith managed the entire design, development and training process. Currently, Tripepi Smith hosts the website and provides ongoing technical support for Foster City Levee Improvements Project.

2021 to Present

Contact:

Louis Sun, Public Works Director
650-286-3253
LSun@FosterCity.org
610 Foster City Blvd., Foster City, CA 94404



[Link to animated video](#)



[Link to website](#)

COST PROPOSAL

Tripepi Smith is proposing a fixed-fee option for Phase 1 and a time and materials option for Phase 2.

Phase 1a: Pre-Construction (Jan. – Aug. 2025) – Fixed Fee

Service/Deliverable	Scope
Kickoff Call	1-hour kickoff call with project team
Biweekly Check-in Calls	1-hr check-in calls every other week for 5 months (March – August)
Dedicated Website & Content Management	Website development, hosting, coding, quality assurance testing and ongoing content management. Hosting and SSL Certification fees (\$610) are included for one year only. After the first year, Tripepi Smith will invoice the City \$610 on the anniversary of the website launch for annual hosting and SSL
Sub-logo & Tagline Development	Includes up to 2 drafts before the finalized versions
Engaging Directly Affected Properties	
Email & Phone Outreach	4 email drafts, phone calls for up to 100 contacts
Focus Group Meetings	2 virtual, focus group meetings (up to 1 hour each)
Mailer	1 mailer, up to 2 drafts before final draft (does not include print and mailing fees)
Communications Toolkit	Up to 4 unique assets, up to 2 drafts before final draft (does not include print and mailing fees)
Subtotal	\$44,000

Phase 1b: Pre-Construction (Jan. – Aug. 2025) – Fixed Fee

Service/Deliverable	Scope
Public Outreach & Education	
Animated Video	1 animated video, up to 2 drafts before final draft
Community Meetings	2 community meetings: 1 in-person, 1 virtual (up to 1.5 hours each)
Digital Advertising	3 placements: 2 Facebook/Instagram ads, 1 YouTube ad (does not include costs of advertisements)
Email Management	Full management of dedicated email address created by the City
Press Releases	3 press releases/news articles for the website
Social Media Management	4 social media templates, 2 unique posts, ongoing monitoring for 5 days a week and up to 1 hour a week
Subtotal	\$30,000

Phase 2: Post-Breaking Ground (Sept. 2025 – Mar. 2027) – Time and Materials

Service/Deliverable	Scope
Virtual Check-In Calls	To be leveraged on an as-needed basis
Email Management	To be leveraged on an as-needed basis
Social Media Monitoring	To be leveraged on an as-needed basis
Strategic Messaging and Planning	To be leveraged on an as-needed basis
Website Content Management	To be leveraged on an as-needed basis
Other services as requested and authorized	

Budget Overview & Payment Terms

Billing will take place on the final day of each month for all hours worked as T&M for that month for all T&M work.

Service/Deliverable	Total Cost	Payment Schedule	Payment Term
Phase 1 Subtotal	\$74,000	\$9,250 / month for 8 months	January 1 – August 31, 2025
Phase 2 Subtotal	NTE \$50,000	As-needed basis invoiced monthly	September 2025 – March 31, 2027
Grand Total	NTE \$124,000		

Time & Materials Services

Tripepi Smith can provide additional work in Phase 1 and all work in Phase 2, as well as any additional City-selected services, on a Time & Materials (T&M) basis, using the following standard hourly rates. Such work will be limited by contractual limits on budget expenditures defined in the agreement.

2024-25 Hourly Rates	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

As-Needed Services

Tripepi Smith remains available to provide additional services as needed to support the Downtown Connectivity Project. Any additional service requests outside of the outlined scope of work will be billed on a T&M basis, such as translation services. Such work must be clearly authorized in writing before proceeding.

Invoicing & Payment Terms

At Tripepi Smith, we bill on either a Retainer, Fixed Fee or Time & Materials basis, with each billing type following its own payment schedule. Regardless, terms are Net 30 days.

- Fixed Fee work is billed upon defined milestones listed above.
- 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.

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

Travel costs must be pre-authorized and then will be reimbursed by the client for any requested travel 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, we will invoice for a resource’s travel time at 50% of the resource’s hourly rate.

Equipment Costs

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

	Half Day (Under 4 Hours)	Full Day (4+ Hours)
 Video	\$400	\$600
 Drone	\$500 – Flat Fee	
 MEVO	\$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.

Exclusive Access

Tripepi Smith has access to entities that may be relevant to our engagement. These partnerships allow Tripepi Smith to offer clients extra media reach or additional services at partner pricing.



Local Information Network of Knowledge (LINK): www.LocalInfoNetwork.com – A community forum for local government professionals in California to discover and share resources, policies, sample work products, best practices and more.



PublicCEO: www.PublicCEO.com – Digital news about public affairs, reaching over 17,500 California government executives through a daily podcast, job board, video podcast and more.



Civic Business Journal: www.CivicBusinessJournal.com – Digital interest stories on the people, companies and solutions that make local government in California more effective.



FlashVote: www.FlashVote.com – Statistically valid surveying that helps leaders make decisions.

- Disclaimer: Tripepi Smith President Ryder Todd Smith is an investor in FlashVote.



Tripepi Smith Talent Solutions: www.TSTalentSolutions.com – A multifaceted recruitment consultancy service, combining local government access with communications to advance talent quests and build culture warriors.



Meltwater: www.TripepiSmith.com/Media-Intelligence – An enterprise-class, comprehensive media monitoring solution that is best combined with Tripepi Smith's analytics team.