

ITEM #5.A

Approval of Warrants and Payroll

Del Paso Manor Water District FEBRUARY 2023 ADDITIONAL VENDORS FOR APPROVAL
(For Approval After 02/06/2023 Regular Meeting)

VENDORS NAME	DESCRIPTION	CIP	AMOUNT	CHECK #
ADP	Payroll			
ADP Taxes	Payroll Taxes			
AT&T	Internet; Phone/Fax		\$69.55	
AT&T Mobility	Cell Phones; iPads		\$411.86	
BSK	Labs		\$202.00	
Forsgren Associates, Inc.	Services Rendered Thru 01/25/2023 (On-Call Services 2023)		\$4,497.50	
Forsgren Associates, Inc.	Services Rendered Thru 01/25/2023 (Well 2 Planning)		\$2,391.25	
Forsgren Associates, Inc.	Services Rendered Thru 01/25/2023 (Well 9 Planning)		\$8,035.00	
Forsgren Associates, Inc.	Services Rendered Thru 01/25/2023 (Wide Env. Site Assessment)		\$3,500.00	
Forsgren Associates, Inc.	Services Rendered Thru 01/25/2023 (District Planning Support)		\$1,778.75	
Forsgren Associates, Inc.	Services Rendered Thru 01/25/2023 (SSWD 2x2 Support)		\$871.25	
Forsgren Associates, Inc.	Services Rendered Thru 01/25/2023 (Well 2 Engineering)		\$1,641.25	
Forsgren Associates, Inc.	Services Rendered Thru 01/25/2023 (Prop 218 Support)		\$783.75	
Forsgren Associates, Inc.	Services Rendered Thru 01/25/2023 (Well 9 Engineering)		\$2,728.75	
Leaf	Photocopy Machine Lease		\$172.92	
MailRite	Billing Mailhouse (Jan./Feb. 2023 Flat Rate & Insert)		\$2,165.64	
Richardson & Company	State Controller's Report for 06/30/2022		\$430.00	
Renne Public Law Group	January 2023 Monthly Retainer		\$3,000.00	
Robert Merritt	CPA - Services Rendered Through January 2023		\$2,137.50	
Sacramento Suburban Water District	Mutual Id Agreement (Services Thru November 2022)		\$1,792.00	
Sacramento Suburban Water District	Mutual Id Agreement (Services Thru December 2022)		\$2,603.10	
Scarlet Hughes	COE Refund		\$36.91	
Sierra Chemical Company	Chemicals		\$218.00	
Sierra Chemical Company	Chemicals		\$252.00	
Suburban Propane	Propane (Well #8)		\$205.31	
TAK Communications, Inc.	Becerra Way		\$28,137.00	
Terrapin Technology Group	Software / Computers		\$241.10	
Terrapin Technology Group	Boardroom Videoconference Equipment		\$13,708.02	
Total Compensation Systems, Inc.	GASB 75 Full Valuation - 1st Installment		\$675.00	
Uinta Holdings, LLC	March 2023 Rent		\$2,570.00	
MONTHLY TOTAL----->		\$0.00	\$85,255.41	

ITEM #8.A

Budget to Actuals

Del Paso Manor Water District
Expense Budget To Actual Comparison
July 1, 2022 to January 31, 2023

Notes

	Year to Date July 1, 2022 to January 31, 2023	Budget	Percent of Budget
Employee Related			
Management Salaries	78,747	146,610	53.71%
Staff Salaries	126,027	285,285	44.18%
Director Fees	8,400	30,000	28.00%
Payroll Taxes	16,308	38,000	42.92%
Staff Bonuses	-	15,525	0.00%
PERS Retirement	65,016	100,500	64.69%
Health	52,322	80,000	65.40%
Retiree Health Benefits & OPEB	44,526	120,000	37.11%
Total Employee Related	391,346	815,920	47.96%
Administration			
Insurance	44,182	47,000	94.00%
Office Expense	53,947	82,300	65.55%
Building Maintenance	628	2,000	31.40%
Audit Fees	-	12,000	0.00%
Legal Fees	130,172	236,000	55.16%
Election Related	1,887	3,000	62.90%
Miscellaneous	169	5,000	3.38%
Professional Administration Fees	88,966	106,700	83.38%
Bank Charges	1,377	2,000	68.85%
Professional Dues	45,685	57,600	79.31%
Professional Meetings	-	10,000	0.00%
Cert/Continuing Education	382	6,000	6.37%
Total Administration	367,395	569,600	64.50%
Operations			
Power	56,806	123,000	46.18%
Conservation	6,397	-	N/A
Repairs & Maintenance	88,346	268,000	32.96%
Lab Fees	4,991	6,000	83.18%
Backflow Program	852	2,000	42.60%
Engineering	187,999	80,000	235.00%
City Water	3,231	6,000	53.85%
Total Operating	348,622	485,000	71.88%
Total Employee Related, Administration and Operating Expenses	1,107,363	1,870,520	59.20%
C.I.P.			
New Pipeline	66,512	350,000	19.00%
New Well/Well Additions/Generators	20,244	1,300,000	1.56%
Interest Expense & Principal Debt Payment	70,965	325,000	21.84%
Total C.I.P.	157,721	1,975,000	7.99%

Total water sales through January 2023 924,304

Planned system maintenance charges through January 2023 385,681

A 2022 Chevrolet 2500 truck was purchased in September 2022 for \$76,093

Fencing at well 6B was installed in December 2022 for \$14,835

Amounts above are not audited

July 1, 2022 to

	<u>January 31, 2023</u>	<u>Budget</u>	<u>Percentage of Budget</u>
Employee Related			
5102.10 · Management salaries	78,747.00	146,610.00	53.71%
5102.15 · Field salaries	82,396.00	215,162.00	38.29%
5102.20 · Office manager salary	43,631.00	70,123.00	62.22%
5102.05 · Director fees	8,400.00	30,000.00	28.00%
5102.30 · Payroll soc sec	13,217.00	29,000.00	45.58%
5102.35 · Payroll medc	3,091.00	9,000.00	34.34%
5102.40 · Staff bonuses	0.00	15,525.00	0.00%
6451.00 · PERS/retirement	65,016.00	100,500.00	64.69%
6501.00 · Employee healthcare (CalPers)	52,322.00	80,000.00	65.40%
6502.00 · Retiree health benefits	44,526.00	70,000.00	63.61%
6441.00 · OPEB	0.00	50,000.00	0.00%
Administration			
5251.00 · Insurance			
5251.05 · Liability	33,750.00	28,500.00	118.42%
5251.10 · Property	3,915.00	3,500.00	111.86%
5251.15 · Workers Compensation	6,516.00	15,000.00	43.44%
6151.00 · Office expense			
6151.05 · District office lease	19,840.00	33,000.00	60.12%
6151.10 · Phone service	2,866.00	4,300.00	66.65%
6151.15 · Internet provider	2,781.00	5,500.00	50.56%
6151.20 · Sewer & garbage (Lusk)	1,430.00	1,500.00	95.33%
6151.21 · Miscellaneous (office other)	3,415.00	0.00	N/A
6151.25 · Postage	9,190.00	12,000.00	76.58%
6151.30 · Printing	0.00	1,000.00	0.00%
6151.35 · Computers & supplies	4,085.00	3,500.00	116.71%
6151.40 · Office supplies	4,306.00	7,500.00	57.41%
6151.45 · Answering service	3,821.00	5,500.00	69.47%
6151.50 · Office furniture	0.00	2,000.00	0.00%
6151.55 · Payroll preparation	934.00	2,000.00	46.70%
6151.60 · GASB 75 valuation	0.00	2,000.00	0.00%
6151.70 · Janitorial	1,280.00	2,500.00	51.20%
6152.00 · Building maintenance	628.00	2,000.00	31.40%
6251.00 · Audit	0.00	12,000.00	0.00%
6255.00 · Election related	1,887.00	3,000.00	62.90%
6301.00 · Legal	130,172.00	236,000.00	55.16%
6401.00 · Misc	169.00	5,000.00	3.38%
5121.00 · Conservation	6,397.00	0.00	N/A
6601.00 · Professional Admin fees			
6601.05 · SWRCB annual fees	14,740.00	16,000.00	92.13%
6601.10 · NDPES permit	0.00	1,500.00	0.00%
6601.15 · Cal Pers actuarial reports	700.00	700.00	100.00%
6601.25 · Air Quality permits	0.00	5,000.00	0.00%
6601.30 · Encroachment permits	0.00	500.00	0.00%
6601.35 · CPA fees	7,838.00	18,000.00	43.54%
6601.00 · Professional admin fees - other	55,689.00	25,000.00	222.76%
6601.50 · Public relations	0.00	30,000.00	0.00%
6601.55 · Salary and staffing level study	10,000.00	10,000.00	100.00%
6171.00 · Bank fees	1,377.00	2,000.00	68.85%

6561.00 · Professional dues			
6561.05 · ACWA	9,735.00	11,000.00	88.50%
6561.10 · AWWA	480.00	700.00	68.57%
6561.15 · CSDA	7,901.00	8,000.00	98.76%
6561.20 · CRWA	714.00	1,000.00	71.40%
6561.25 · RWA	4,106.00	9,700.00	42.33%
6561.30 · SGA	21,187.00	25,000.00	84.75%
6561.35 · SAWWA	0.00	1,000.00	0.00%
6561.00 · Professional dues - other	1,562.00	1,200.00	130.17%
6551.00 · Professional meetings	0.00	10,000.00	0.00%
6610.00 Certification/continuing education	382.00	6,000.00	6.37%

Operations

5151.00 · Power			
5151.05 · PG&E	311.00	3,000.00	10.37%
5151.10 · SMUD	56,496.00	120,000.00	47.08%
5201.00 · R & M			
5201.05 · Leak repairs	48,444.00	104,000.00	46.58%
5201.10 Field Equipment	186.00	2,000.00	9.30%
5201.15 · Field supplies	13,363.00	35,000.00	38.18%
5201.20 · Fuel for vehicles	2,353.00	9,000.00	26.14%
5201.25 Vehicle repair and maintenance	1,763.00	3,000.00	58.77%
5201.30 Temporary Help	0.00	0.00	N/A
5201.35 · Chlorine	5,365.00	11,000.00	48.77%
5201.45 · Well repair & maintenance	4,558.00	0.00	N/A
5201.55 · Field staff cellular service	2,882.00	6,000.00	48.03%
5201.60 Tesco Services Contract (Well #8)	0.00	0.00	N/A
5201.65 Aqua Sierra Service Contract	0.00	8,000.00	0.00%
5201.00 R & M other	9,433.00	0.00	N/A
5201.70 SSWD Mutual Aide Field Staff	0.00	90,000.00	0.00%
5301.00 · Lab fees (H2O testing)	4,991.00	6,000.00	83.18%
5451.00 City water	3,231.00	6,000.00	53.85%
5452.00 Backflow program	852.00	2,000.00	42.60%
5351.00 Engineering	187,999.00	80,000.00	235.00%

CIP

Pipes			
Miscellaneous	0.00	50,000.00	0.00%
Interties	66,512.00	300,000.00	22.17%
Wells			
Well #2	18,947.00	1,000,000.00	1.89%
Well # 9	0.00	300,000.00	0.00%
Fencing at well 6B	14,835.00		
Well # 7	1,297.00		
Debt Service			
Interest expense and principal	70,965.00	325,000.00	21.84%

Equipment

2022 Chevrolet 2500	76,093.00		
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Amounts above are not audited

**Del Paso Manor Water District
Fiscal 2023 L.A.I.F Activity
July 1, 2022 to January 31, 2023**

Beginning balance, July 1, 2022	\$2,252,931.60
July 2022 quarterly interest payment	4,217.96
October 2022 quarterly interest payment	7,680.25
January 2023 quarterly interest payment	<u>11,831.40</u>
Ending balance, January 31, 2023	<u><u>\$2,276,661.21</u></u>

Del Paso Manor Water District
Monthly Cash Flow Activity (Unaudited)
January 2023

	<u>Operating Bank Account</u>	<u>L.A.I.F.</u>	<u>Total</u>
Account Balances at January 1, 2023	\$ 563,212	\$ 2,264,830	\$ 2,828,042
Rate payer collections	140,624	-	140,624
Other receipts	935	-	935
LAIF quarterly interest payment	-	11,831	11,831
Payroll disbursements	(32,193)	-	(32,193)
Vendor payments	<u>(154,886)</u>	<u>-</u>	<u>(154,886)</u>
Account Balances at January 31, 2023	<u>\$ 517,692</u>	<u>\$ 2,276,661</u>	<u>\$ 2,794,353</u>

Other receipts are made up of the following:

Permit fee	\$ 935
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The activity above is not audited

ITEM #8.B

*Attendance at the Association of California Water Agencies ("ACWA")
Conferences*

DEL PASO MANOR WATER DISTRICT

BOARD MEETING

DATE: February 21, 2023

AGENDA ITEM NO. 8.B

SUBJECT: Attendance at the Association of California Water Agencies ("ACWA") Conferences

STAFF CONTACT:

General Counsel

BACKGROUND:

District Policy No. 3125.1 encourages Members of the Board of Directors to attend educational conferences and professional meetings in order to improve District operation. Perhaps the most significant California-specific water agency conferences are held semi-annually by ACWA, with fall conferences generally held in Southern California and spring conferences in Northern California. According to the ACWA website (acwa.com):

ACWA conferences are the premier destination for water industry professionals to learn and connect. Program offerings include Statewide Issue Forums, Town Hall discussions, Region Programs and sessions covering a wide range of topics including groundwater management, water rates issues, crisis communications, affordable drinking water issues, municipal finance, and more.

Historically, various Board members and staff have attended ACWA conferences with the District reimbursing tuition, registration and travel expenses. Board policy does not limit the number of Directors who may attend and be reimbursed for such events. District Policy No. 3125.2.2 states, "Attendance by Directors at seminars, workshops, courses, professional organization meetings, and conferences shall be approved by the Board of Directors prior to the District incurring any reimbursable costs." Accordingly, this item is before the Board to determine which Board members will attend either of the 2023 Board conferences, held May 9-11 (Monterey, CA) and November 28-30 (Indian Wells, CA).

FINANCIAL IMPACT:

Each full conference with meals package currently costs \$815. Block pricing is available for hotel rooms at a rate of \$249-\$279 per night, subject to availability. Mileage reimbursement would apply to Monterey, and flight pricing varies, but current Fall 2023 round trip flights to Indio/Palm Springs from Sacramento start at approximately \$220, inclusive of fees, with Southwest Airlines.

RECOMMENDATION:

No staff recommendation – Board may discuss and determine which, if any Directors shall be approved to attend either or both ACWA conferences.

ITEM #8.C

*Report to the Board on District Payment of the GM's Oregon State Bar
Fee*

DEL PASO MANOR WATER DISTRICT

BOARD MEETING

DATE: February 21, 2023

AGENDA ITEM NO. 8.C

SUBJECT: Report to the Board on District Payment of the GM's Oregon State Bar Fee

STAFF CONTACT:

Alan Gardner, General Manager

DISCUSSION:

The OSB Fee was previously discussed and authorized as detailed in the following paragraphs.

1. The 2022 Oregon Bar Fee Bill was paid by District Credit Card on January 5, 2022, posted to the credit card account on January 7, 2022.
2. The Bar Fee was clearly stated on the credit card bill.
3. The Officer Manager's practice at that time was to provide backup for the warrants by separately sending the Board copies of bills that were not monthly standard. The bills were provided in a separate emailed PDF sent to all 5 Directors in the March 1, 2022, packet on February 25, 2022. The credit card bill clearly stating the Oregon Bar Fee was included in that PDF on page 55 of the February 2022 invoices approved and paid file.
4. Only Director Dolk called me to ask about it. After discussing a summary of the information provided below, he indicated he was OK with it.
5. The credit card charge was only made after two prior steps.
 - a. In late December 2022 when Directors Saunders and Matteoli were in the office, I noted the fees were due and reminded them that we had talked about this being a normal part of the work I performed within a government agency, and it also gave me acceptable credits, and usually at less cost, to maintain my National Certified Utility Manager Certificate. They agreed to both the charge and using the Credit Card.
 - b. This was not something new asked for during the heat of the Grand Jury work. I had discussed this aspect of performing the job several times during interviews and subsequent troubles getting prior counsel to act professionally and not cause deliberate delays and altered language. Both had said it would be useful and ok. It is how it was handled in all my special district positions.
 - c. There is absolutely NO personal use of the OSB license. I sign for the category of inside use in a government which does not authorize any personal use. There is no OSB liability insurance charged or any other charge that would allow any

personal use. My only use for many years has been as here for the special district government I'm employed by.

6. As to value received, an absolute minimum each week for about my first 10 weeks was 45 hours devoted to the Grand Jury and determining other misconduct and violation of the rules. It was done within this government agency; work was shared with the new General Counsel who also made all outside communications that were legal in nature. Someone of my age and experience could easily command \$400 an hour. That's 450 hours times \$400 or \$180,000 and that does not include all the regulations or other laws and rules I look up or review myself for the benefit of the District, only 2 hours of which pay for the Bar Fee.
7. Finally, if you want to see how the warrants were handled during the meeting the recording is on the website. It is not time stamped, but minutes 7 to 27 contain the entire warrants discussion and no questions were raised about the Oregon Bar Fees being paid on the credit card.
8. The only discussion raised by Board members during the meeting were:
 - a. Director Dolk: about changing the format of the approved warrants from the 1st of the month meeting to be highlight in yellow .
 - b. Director Macias: the HydroScience bill removed until ready for payment, and the \$8,500 to a prior General Manager for her consulting work in answering the Grand Jury's questions, which he supported after the explanation.
 - c. Director Matteoli: concurred in Director Macias final answers.
 - d. Director Pratt: No questions.
 - e. President Saunders: No questions.
9. The only public comment was by Carol Rose concerning the \$8,500 payment.

CONCLUSION:

In conclusion, this subject was asked and agreed to several times during the hiring process, the ONLY use of the OSB license that is authorized by that license is internal to and for the benefit of DPMWD, was again approved in the office before the charge was made, and was specifically in an invoice attachment received by every member of the then Board where they had the opportunity to ask any questions and didn't, and unanimously passed.

Alan Gardner, General Manager.

Attachments:

1. The Agenda for the February 1, 2022 meeting.
2. The Minutes for the February 1, 2022 meeting.
3. See the recording on the District website, February 1, 2022, 7 minutes to minute 27. - <https://www.delpasomanorwd.org/2022-02-01-board-of-directors-regular-meeting-6-30pm>



**REGULAR MEETING OF THE BOARD OF DIRECTORS
DEL PASO MANOR WATER DISTRICT**

**February 1, 2022 6:30 PM
1817 Maryal Drive, Suite 300, Sacramento 95864**

The Del Paso Manor Water District Board of Directors meeting will be conducted virtually pursuant to the provisions of Assembly Bill 361 amending the Ralph M. Brown Act and Government Code Section 54953(e) and without compliance with Section 54953(b)(3) related to conducting public meetings during the COVID-19 pandemic based on the current State recommendations on social distancing.

Note: Given the state of emergency regarding the threat of COVID-19, the meeting will be held via teleconference only. Members of the public may call into the teleconference to participate. The District will also accept written public comment letters that are emailed to victoria@delpasomanorwd.org. Please include the specific agenda item and date of the meeting in the subject line of your email.

We encourage Board members and participants to join the teleconference 15 minutes early. Due to high call volumes, we ask that Board members and participants retry calling in if there is a busy signal or if you cannot successfully connect to the meeting when you call in.

Teleconference Information:

Join Zoom Meeting Link:

<https://zoom.us/j/97737667936?pwd=NnBxVmswRnRrZXVSVGhZbWd2b0FFUT09>

Meeting ID: 977 3766 7936 Passcode: 473630

Dial By Phone

**US (SAN JOSE) +1 669 900 6833
US (TACOMA) +1 253 215 8782**

A G E N D A

1. CALL TO ORDER:

2. ROLL CALL:

Chairman: Saunders
Directors: Dolk
Macias
Matteoli
Pratt

2164414.1 14685-001

3. ADOPTION OF AGENDA: Members may pull an item from the agenda.

4. PUBLIC COMMENTS: The Board of Directors welcomes participation at these meetings. Matters under the jurisdiction of the Board that are not posted on the agenda may be addressed by the public, California law prohibits the Board from acting on any matter which is not on the posted agenda, unless the members determines that it is an emergency or other situation specified in Government Code Section 54954.2. Public comments are limited to five (5) minutes per individual. Please make your comments directly to the DPMWD Chair. Comments will be accepted via teleconference and in writing.

5. CONSENT CALENDAR: All items under Consent Calendar will be considered together by one action of the Board, any Member or members of the public may request that an item be removed and considered separately.

Item 5.A: A Resolution of the Board of Directors of the Del Paso Manor Water District and on behalf of Commissions and Committees created by the Board of Directors pursuant to Government Code section 54952(b) authorizing the Board's continued use of teleconference meetings in compliance with Assembly Bill 361 to continue to allow members of the public to safely participate in local government meetings.

Recommendation: Adopt Resolution pursuant to GC Section 54952(b) and Assembly Bill 361.

Attch: Resolution 22-0201-1

Item 5.B: Approval of Warrants and Payroll

Recommendation: Approval of Warrants and Payroll.

Attch: January 2022 Approved/Paid Warrants
February 2022 Warrants for Approval

6. PUBLIC HEARING:

7. OLD BUSINESS:

8. NEW BUSINESS:

Item 8.A: Review and Approve Final Responses to November 5, 2021 Grand Jury Report and Direct Staff to Produce to Grand Jury

Recommendation: Staff recommends approval of the final Responses to the November 5, 2021 Grand Jury Report.

Atch: Resolution No. 2022-0201-2 Approving the Responses to the Grand Jury Report and Directing Staff to Provide Copies to the Grand Jury
Cover letter/introduction, Responses to Recommendations, Responses to Findings (including Exhibits)

9. DIRECTORS COMMENTS: Verbal information, non-action comments.

10. GENERAL MANAGERS COMMENTS: Verbal report


11. ADJOURNMENT: Next Regular Board of Directors meeting is scheduled for March 1, 2022

CERTIFICATION OF POSTING:

I, Victoria Hoppe, Board Clerk of the Del Paso Manor Water District, do hereby declare under penalty of perjury that the foregoing agenda for the Regular meeting of the Board of Directors has been posted at the administrative office, and District website of the District and at least 24 hours prior to the meeting date.

Date Posted: January 28, 2022

Time posted: 4:00 p.m.

Signature: 
Clerk of the Board of Directors
Del Paso Manor Water District

OTHER IMPORTANT INFORMATION

The Board will discuss all items on its agenda, and may take action on any of those items, including information items and continued items. The Board may also discuss other items that do not appear on its agenda but will not act on those items unless action is urgent, and a resolution is passed by two-thirds (2/3) vote declaring the need for action arose after posting of the agenda.

This agenda has been prepared and posted in compliance with the provisions of the Ralph M. Brown Act, and specifically the provisions of Sections 54954.2 and 54954.3 of the Government Code. Board action may occur on any identified agenda item. Any member of the public may address the Board on any identified agenda item of interest after board discussion has ended on that item, and if there is a motion, before the vote is taken. Public comment on items within the jurisdiction of the Board is welcomed, subject to reasonable time limitations for each speaker.

PUBLIC COMMENTS: If you would prefer to submit public comments in writing, please email your comments to Victoria@delpasomanorwd.org if you are commenting on a specific agenda item, or items, please state the agenda item number(s) in the subject line of the email. All comments received via email will be provided to the Board in writing and included as part of the record of the meeting.

DISABLED OR SPECIAL NEEDS ACCOMMODATION:



In compliance with the Americans with Disabilities Act, Del Paso Manor Water District encourages those with disabilities to participate fully in the public hearing process. If you have a special need in order to allow you to attend or participate in our public meeting and public hearing processes, including receiving notices, agendas, and other writings in appropriate alternative formats, please contact our office at (916) 487-0419 at least 72 hours in advance of the public meeting or hearing you wish to attend so that we may make every reasonable effort to accommodate you.



**REGULAR MEETING OF THE BOARD OF DIRECTORS
DEL PASO MANOR WATER DISTRICT**

**February 1, 2022 6:30 P.M.
1817 Maryal Drive, Suite 300, Sacramento 95864**

MINUTES

1. CALL TO ORDER:

The meeting was called to order at 6:30 p.m. by Chair Saunders.

2. ROLL CALL:

Directors Present: Dolk, Macias, Matteoli, Pratt, and Saunders
Staff Present: General Manager Gardner
Legal Counsel Present: Mona Ebrahimi

3. ADOPTION OF AGENDA: Members may pull an item from the agenda.

There was a motion by Director Dolk to adopt the agenda. The motion was seconded by Director Matteoli. The agenda was adopted on a 5-0 roll call vote.

4. PUBLIC COMMENTS: The Board of Directors welcomes participation at these meetings. Matters under the jurisdiction of the Board that are not posted on the agenda may be addressed by the public, California law prohibits the Board from acting on any matter which is not on the posted agenda, unless the members determines that it is an emergency or other situation specified in Government Code Section 54954.2. Public comments are limited to five (5) minutes per individual. Please make your comments directly to the DPMWD Chair. Comments will be accepted via teleconference.

Upon call for public comment, Trish Harrington addressed the Board.

5. CONSENT CALENDAR: All items under Consent Calendar will be considered together by one action of the Board, any Member or members of the public may request that an item be removed and considered separately.

Upon call, Director Dolk requested item 5B be pulled from the consent calendar and taken up separately.

Item 5A.

A Resolution of the Board of Directors of the Del Paso Manor Water District and on behalf of Commissions and Committees created by the Board of Directors pursuant to Government Code section 54952(b) authorizing the Board's continued use of teleconference meetings in compliance with Assembly Bill 361 to continue to allow members of the public to safely participate in local government meetings.

There was no discussion from the Board Members. Upon call, no one from the public chose to speak.

Director Pratt made a motion to approve item 5A, the motion was seconded by Director Dolk. The motion passed on a 5-0 roll call vote.

Item 5B.

Approval of Warrants and Payroll

Upon call for public comment, Carol Rose addressed the Board of Directors.

There was a motion by Director Dolk to approve this item minus the following warrants: Hydro Science warrant for \$7,922.75 and the White Brenner warrant for \$12,735.90. The motion was seconded by Director Macias. The motion was approved on a 5-0 roll call vote.

6. PUBLIC HEARING: None

7. OLD BUSINESS:

8. NEW BUSINESS:

Item 8A.

Review and Approve Final Responses to November 5, 2021 Grand Jury Report and Direct Staff to Produce to Grand Jury.

There was a motion by Director Dolk to approve the final responses to the November 5, 2021 Grand Jury Report and direct staff to produce to the Grand Jury. The motion was seconded by Director Pratt. The motion was approved on a roll call vote of 5-0.

9. DIRECTORS COMMENTS: Verbal information, non-action comments.

The following Directors made comments: Dolk, Matteoli, Pratt and Saunders.

10. GENERAL MANAGERS COMMENTS: Verbal report

General Manager Gardner provided comments to the Board of Directors.

11. ADJOURNMENT: Next Regular Board of Directors meeting is scheduled for March 1st, 2022

Director Dolk made a motion to adjourn. Director Pratt seconded the motion. The meeting was adjourned at 7:25 p.m. on consensus.

APPROVAL:

ATTEST:

Ryan Saunders, President of the Board

Yvonne Spence, Clerk of the Board

9. DIRECTORS COMMENTS: Verbal information, non-action comments.

The following Directors made comments: Dolk, Matteoli, Pratt and Saunders.

10. GENERAL MANAGERS COMMENTS: Verbal report

General Manager Gardner provided comments to the Board of Directors.

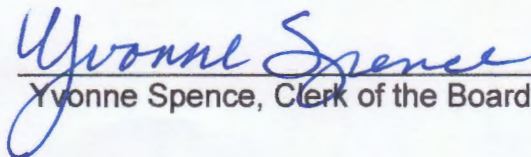
11. ADJOURNMENT: Next Regular Board of Directors meeting is scheduled for March 1st, 2022

Director Dolk made a motion to adjourn. Director Pratt seconded the motion. The meeting was adjourned at 7:25 p.m. on consensus.

APPROVAL:

Ryan Saunders, President of the Board

ATTEST:


Yvonne Spence, Clerk of the Board

9. DIRECTORS COMMENTS: Verbal information, non-action comments.

The following Directors made comments: Dolk, Matteoli, Pratt and Saunders.

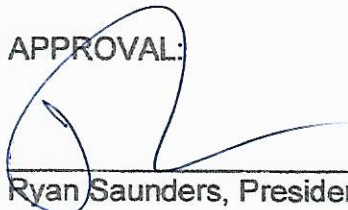
10. GENERAL MANAGERS COMMENTS: Verbal report

General Manager Gardner provided comments to the Board of Directors.

11. ADJOURNMENT: Next Regular Board of Directors meeting is scheduled for March 1st, 2022

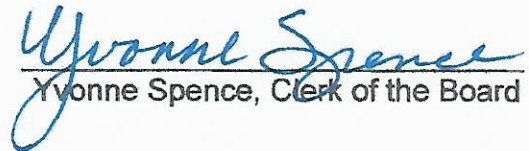
Director Dolk made a motion to adjourn. Director Pratt seconded the motion. The meeting was adjourned at 7:25 p.m. on consensus.

APPROVAL:



Ryan Saunders, President of the Board

ATTEST:



Yvonne Spence, Clerk of the Board

ITEM #8.D

Amending the Del Paso Manor Water District Organization Chart

DEL PASO MANOR WATER DISTRICT

BOARD MEETING

DATE: February 21, 2023

AGENDA ITEM NO. 8.D

SUBJECT: Amending the Del Paso Manor Water District Organization Chart

STAFF CONTACT:

Alan Gardner, General Manager

BACKGROUND:

On February 6, 2023, the Board authorized hiring a Field Supervisor. During that meeting, the Board directed that the Organization Chart be updated and to reflect the current authorizations.

DISCUSSION:

Attached is a draft of the updated chart for your consideration and approval. Please note the retention of an unfilled T2 D2 position so that it is available as an option if one of the above three field personnel leave. The chart states there are only five authorized staff, and only five are authorized to fill the existing positions. Only the Board can authorize an additional staff member.

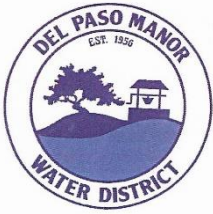
RECOMMENDATION:

Staff recommends approval of the updated Organization Chart.

Attachments:

Current Organization Chart
Updated Organizational Chart
Resolution 23-0221-01

Alan Gardner, General Manager



DEL PASO MANOR WATER DISTRICT Organizational Chart

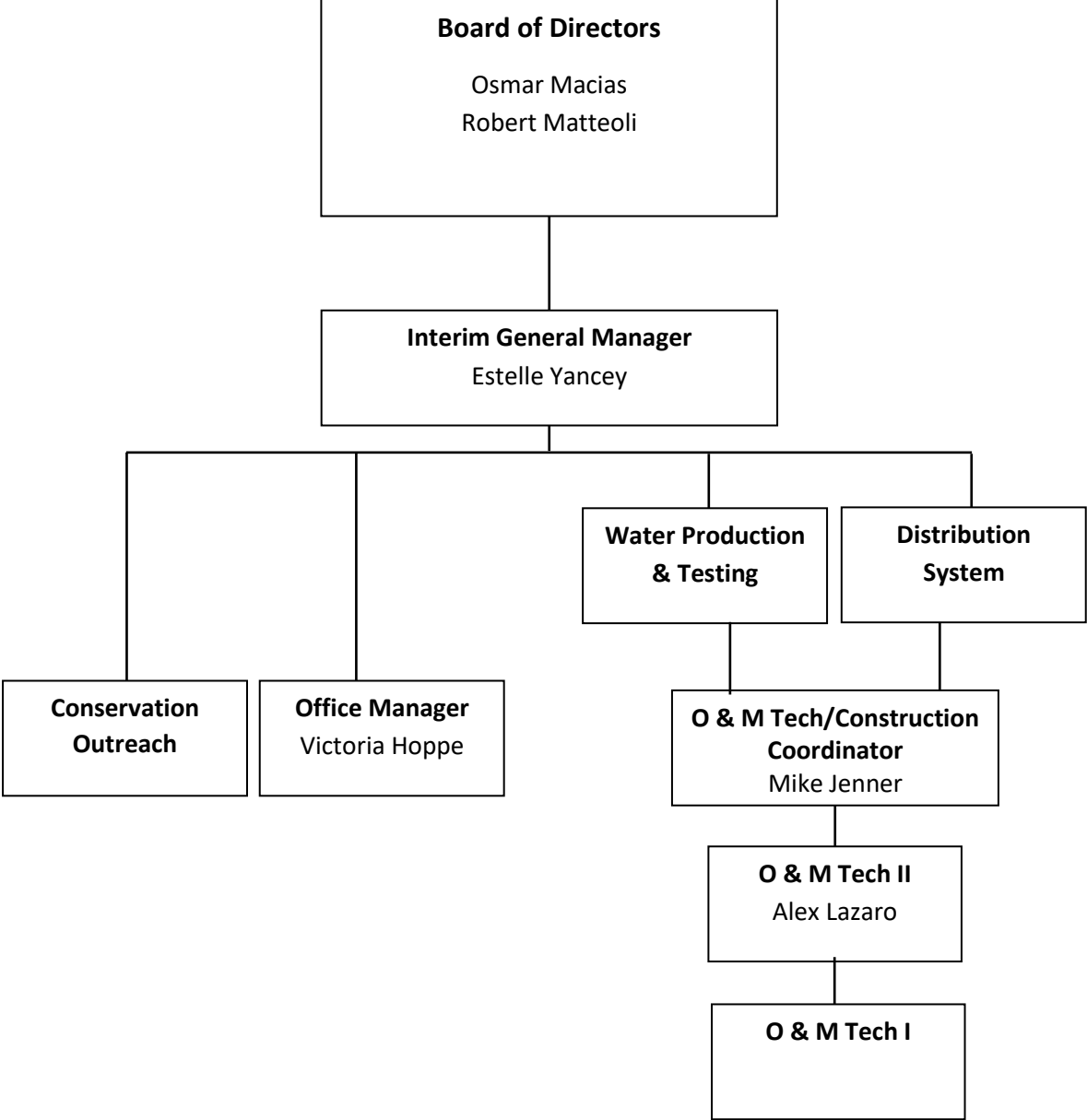




EXHIBIT 1

DEL PASO MANOR WATER DISTRICT ORGANIZATIONAL CHART

BOARD OF DIRECTORS

Ryan Saunders
Carl Dolk
Robert Matteoli
Gwynne Pratt
Dave Ross

GENERAL MANAGER

Alan Gardner

OFFICE MANAGER

Victoria Hoppe

FIELD MANAGER

Mike Jenner

OFFICE ASSISTANT

FIELD SUPERVISOR

O&M TECH / (CC)

Nick Weddle

O&M TECH II

**NO STAFF CAN BE ADDED WITHOUT
PRIOR BOARD APPROVAL**

DRAFT – 02/13/2023

RESOLUTION NO. 23-0221-01

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE
DEL PASO MANOR WATER DISTRICT
AMENDING THE DISTRICT ORGANIZATION CHART**

WHEREAS, the current Organization Chart does not include all currently authorized district staff positions; and,

WHEREAS, the District desires a chain of command where the Field Supervisor reports to the Field Manager; and,

WHEREAS, the District wishes to maintain a space in the Organizational Chart for a future Field Staff position, at the level of Operations and Management Technician II; and,

WHEREAS, the District desires to maintain a clear and effective Organization Chart that is an accurate representation of the District's field operations.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DEL PASO MANOR WATER DISTRICT:

The Board of Directors does hereby find that the foregoing recitals are true and correct and hereby incorporates them into its findings.

Section 1. Amendment to the Organization Chart

The Board of Directors does hereby authorize the amended District Organization Chart, included herein as Exhibit 1.

The Board of Directors finds that this action is exempt from the California Environmental Quality Act because it is not a project under Section 21065 of the California Public Resources Code, as it could not have any direct or indirect impact on the environment.

I certify that the foregoing Resolution was adopted by the Board of Directors of the Del Paso Manor Water District at a regular meeting held on the 21st day of February 2023, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Ryan Saunders, President
Board of Directors

ATTEST:

Alan Gardner, General Manager

ITEM #8.E

Consideration of a Public Relations Firms for Public Outreach and Education Pursuant to the District's Proposition 218 Process

DEL PASO MANOR WATER DISTRICT

BOARD MEETING

DATE: February 6, 2023

AGENDA ITEM NO. 8.E

SUBJECT: Consideration of a Public Relations Firms for Public Outreach and Education Pursuant to the District's Proposition 218 Process

STAFF CONTACT:

General Counsel

BACKGROUND:

The District has been engaged with consultants developing a rate study and plan for a potential Proposition 218 rate change. As the District and its consultants get closer to the date where the final study becomes available and the requisite hearing takes place, it is important to educate ratepayers on their options. As such, the Board has advised that staff should communicate with public relations ("PR") firms, in order to provide the Board with options in selecting a PR firm for communication and outreach to ratepayers in the District.

As of January 30, 2023, the General Manager had been unsuccessful in obtaining interest in the job, and had fallen ill. As such, the General Counsel reached out to four firms and obtained three proposals for the Board's consideration. The fourth firm responded that they are presently engaged and unavailable to take on additional work.

At the February 6, 2023 Board meeting, the President formed an Ad Hoc committee to choose between the top two firms and bring a recommendation to the Board at the next meeting. Accordingly, the Ad Hoc Committee met with both firms and has come back recommending the engagement of Tripepi Smith & Associates, Inc.

FINANCIAL IMPACT:

The recommended contract includes a price not to exceed \$60,000. The total cost may be considerably less, depending on the perceived needs of the District, according to the Board. The Board has already allocated \$30,000 to this item, but would need to supplement with alternate budget allocation.

RECOMMENDATION:

The Ad Hoc Committee recommends approving the attached Services Agreement with Tripepi Smith & Associates, Inc.

Attachments:

Proposal from KP Public Affairs
Proposal from Tripepi Smith
Proposal from Lucy & Company
Revised Proposal from Tripepi Smith
Professional Services Agreement with Tripepi Smith



January 31, 2023

Mona Ebrahimi
General Counsel
Del Paso Manor Water District
mebrahimi@kmtg.com

RE: Provision of Communications Services to Del Paso Manor Water District

Dear Mona,

I understand that Del Paso Manor Water District is seeking a public relations firm to support the district in communications and outreach efforts related to water rates and an impending Prop. 218 rate hearing.

We have worked on a variety of outreach and public education efforts in the Sacramento region and have the necessary skills and experience to implement an effective communications program that educates your target audiences about District rates.

We are a local business in Sacramento – we understand the local community and have experience working with media, stakeholders, and community audiences that are important to the District's communication goals. We also have experience providing PR services to regional agencies including the Sacramento Transportation Authority, City of Sacramento, City of West Sacramento, Sacramento Regional Transit, San Joaquin Joint Powers Authority, Citrus Heights Water District and San Joaquin Regional Rail Commission. We have led community meetings and design charettes, managed communications programs to increase understanding of controversial project proposals, and build the community support needed to get projects permitted and funded.

When it comes to water issues, our firm has deep expertise on the local and state level. We have worked with a central coast city on water supply infrastructure and permitting issues, and we are currently working with the City of Ukiah on a series of water-rated communications initiatives related to supply management, infrastructure investments, State Water Board regulations, grant funding, and coordination and consolidation of local districts. Water is a tricky issue in California, and we have the experience that allows us to understand the nuances needed in communication, and how to shape a strategic communications plan that meets our clients' goals.

We are skilled at media relations, stakeholder education and engagement, message and materials development, social and digital programs, and providing overall strategic direction for public outreach and public engagement.

I have enclosed our team bios for your review.

Based on our initial assessment of the scope of work, we anticipate a monthly fee of \$8,000 for a communications program that runs from February – June 2023. This would include the following services:

- Development of strategic outreach plan
- Stakeholder mapping
- Message development
- Creation of collateral materials including fact sheet, infographic, presentation, newsletter content, letter, etc.
- Creation of digital media graphics
- Media relations including drafting press release/ op-ed/ talking points as appropriate
- Drafting website content and social media content for District channels
- Drafting content for use by stakeholders to amplify the information out into the community

This fee would not include hard costs such as a physical mailing, new website build, or paid advertisements. We would work with you to identify those needs and budget if appropriate.

We can work with you to refine the scope and budget based on your needs. Please let us know if you'd like to discuss this project in more detail.

Sincerely,



Alison MacLeod
Principal, KP Public Affairs
621 Capitol Mall, Suite 1900
Sacramento, CA 95814
amacleod@ka-pow.com

TEAM BIOS

Alison MacLeod

Alison is a Partner at KP and runs a wide variety of local and statewide public relations programs for KP clients. She has extensive experience in strategic communications programs, media relations, coalition building, project siting, grassroots outreach, stakeholder engagement and community education. Her clients include local governments, healthcare associations, transportation agencies, non-profits, businesses and trade groups.

Alison has managed a California-specific media and business outreach effort to build Congressional support for a high-profile international trade deal; led Sacramento outreach programs to increase awareness of County transportation infrastructure and funding needs; and managed a multi-pronged marketing and outreach program throughout the San Joaquin Valley to increase awareness about inter-city rail and build support among local and state leaders for grant funding to expand rail service to the

Sacramento region. She also led the “CARE Coalition” effort to shape California climate change programs in response to business input.

She has worked on water-related communications efforts for the City of Ukiah, City of Marina, Westlands Water District, and Citrus Heights Water District. Transportation related projects include public education for the Sacramento Transportation Authority, marketing and community outreach for the San Joaquin Joint Powers Authority in support of Amtrak San Joaquins, and outreach to local elected officials and community leaders on behalf of improved rail service for ACE Rail and Amtrak San Joaquins. She has also developed communications strategies and outreach programs for local governments including the City of Davis, City of West Sacramento, City of Sacramento, and City of Fort Bragg.

She holds a Bachelor’s degree in Communication from the University of California, Santa Barbara.

Tom van der List

Tom is a skilled public affairs professional with an extensive background in grassroots outreach, coalition building, media relations, grassroots advocacy and issues management. Since joining KP in 2017, he has developed and implemented stakeholder outreach programs; organized logistics and reporting and documentation for a variety of statewide, regional, and local projects; and has created novel communications tactics and strategies for various clients. Tom has successfully built and guided the activities of working groups including local community and business leaders, generated community interest and knowledge of transportation projects, and conducted outreach for public meetings large and small.

Since 2017, Tom has managed the day-to-day grassroots Amtrak San Joaquins program, where he has led the team in raising awareness about the Amtrak San Joaquins service, built support from key stakeholders, launched ridership initiatives, and developed outreach and communications content and collateral. Tom also provides communications service for Google, the Pacific Merchants Shipping Association, various city governments as well as businesses and other statewide interests. He managed a variety a communications projects for Westlands Water District including newsletter creation, video content creation, and media relations.

Prior to joining KP, Tom worked on various transportation and rail efforts including the California High-Speed Rail Project, multiple projects with the Los Angeles County Metropolitan Transportation Authority (Metro), land use projects, and more.

Annie Galvin

Annie Galvin graduated from Cal State Monterey Bay with a Bachelor’s in Global Studies. She provides social media content development, video creation and design services for KP’s clients. Annie is involved in community engagement and outreach regarding transportation initiatives, provides preparation and design of state agency documents, and develops video and social content for various clients including an arts-related nonprofit. Her other duties include meeting and event coordination, research, and outreach support. Annie has a background in marketing, business development, and graphic design.

FIRM QUALIFICATIONS & EXPERIENCE

KP is a full-service lobbying and communications firm. For more than 20 years, KP has served clients by providing comprehensive public relations and public affairs services, including research, message development, community relations, coalition-building, message testing, strategic planning, collateral materials and Public Service Announcement creation, local and statewide third-party outreach, social media, media relations, and evaluation metrics.

KP is located in downtown Sacramento, with a current staff that includes 11 public relations professionals, 15 lobbyists, and five administrative team members. We pride ourselves on the ability to design and execute a comprehensive communication program that relies on strategic messaging, use of third-party messengers, outreach through diverse communication channels, and activation of target audiences.

We are best positioned to provide a strategic, effective program for Del Paso Manor Water District because of the following skills and experience of our team:

Water Policy Expertise. We have extensive experience working on water issues in California from many different angles, which enables us to understand the opportunities and landmines that exist in water politics and water messaging. We know how to distill water-related messages into appropriate communications tailored to the audience and aimed at the desired outcome. We provided communications support including messaging and materials development on behalf of the State Water Contractors as California was considering regionalization proposals for the Western energy grid. We are currently working with the City of Ukiah to help tell its unique story on water supply and water restrictions in the context of the current drought. With senior water rights, as well as a new recycled water facility that allows the city to significantly reduce diversions from the Russian River, KP is helping Ukiah thread the needle in communicating effectively to SWRCB regulators, legislators, smaller nearby water districts, and local residents about the city's circumstances and how it is responding responsibly.

Through the 2011-2017 drought years, California's Central Valley agricultural producers faced increased scrutiny by the public, regulators, and policymakers for their use of water for a commercial enterprise. KP assisted Westlands Water District in educating the public on the essential nature of the state's agricultural industry, the employment of best practices, and the responsible use of the resource. KP helped the district achieve its educational and awareness goals by increasing its digital presence, developing and deploying regular communications including newsletters and videos, publicizing academic research, engaging with the media, and more. We have also communicated to public audiences about water safety issues and cleanup of perchlorate and n-nitrosodimethylamine in Southern California and Henderson, NV drinking water. KP has also worked with the City of Marina to help tell its story about the need for an affordable, reliable, sustainable water supply solution for the Central Coast, and the opportunity for water recycling as an approach that is economically competitive and responsive to environmental justice considerations.

Additionally, KP lobbyists have worked with public agency water and energy clients including San Luis Delta Mendota Water Authority, Mojave Water Agency, Western Municipal Water District, California Association of Sanitation Agencies (CASA), the Los Angeles County Sanitation Districts (LACSD), and the

Los Angeles Department of Water and Power (LADWP). Our PR staff will turn to our lobbying colleagues for additional background information as appropriate.

Architects of an Integrated Approach. We take advantage of our integrated resources and expertise to help clients successfully achieve outcomes that matter. In the water area, our communications team has worked closely with our lobbying colleagues and with other lobbying firms to understand the legislative and policy issues that impact water stakeholders. With that insight, we design and implement integrated programs that combine varied program elements including impactful messages, favorable media stories, activation of credible third-party messengers, strategic digital communications, and outreach.

Masters of Messaging. The right message matters, and so does the messenger. We take the time to understand an issue through and through to develop effective, succinct, persuasive messages. Like many sectors, water stakeholders have their own language that needs to be used with informed stakeholders and translated to the general public. We ensure that all our materials and outreach content reflect that clear and strategic message. Additionally, we work hard to arm stakeholder groups with strong messaging as well so they can help amplify and endorse our efforts.

Coalition Builders. We have built coalitions statewide, and managed public affairs programs in local communities north and south, coastal, and inland. We know the politics, the media, and the different influencers in the diverse regions of our state. We identify and activate local opinion leaders and help shape impressions of a project or policy proposal. We have conducted project siting outreach and stakeholder engagement programs to help with siting wind and solar energy developments throughout the state - we know how to identify, educate, and nurture allies and activate them on behalf of a client's infrastructure project.

Media Specialists. We understand the different types of outlets – print, broadcast, or digital – and how to secure coverage that helps tell our clients' stories. In fact, we provide public relations services to the newspaper industry itself on a legislative outcome they are pursuing. The media landscape today is very different from 30 years ago, 20 years, or even 10 years ago. There is a different model of journalism now, and sometimes it involves an investigative online outlet that breaks a big story and shops it to the mainstream publications or sometimes there is a social media mention that goes viral and suddenly dominates the headlines eight hours later.

We know the pressure reporters are under in a shrinking newsroom, and how to make it as easy as possible for them to get the highlights, access quotable sources, and help them fact check their stories. We also know how to pitch a story strategically, first developing a solid earned media plan that targets the right reporters at the right types of outlets, with the right type of information.

Savvy Social Media Experts. We watch the social media trends and know how to design and execute engaging communication programs using a variety of digital and social channels. For water providers, especially during a drought season, updates and regular communication is highly effective. Whether it is drafting posts that break through the noise with organic social media communication or running a targeted paid campaign to boost followers or drive a target audience to action, we know how to get the right messages in front of the right audience at the right time. Our social and digital media programs are based on data-driven recommendations and rely on continuous evaluation of the program's analytics to adjust as needed.

Proposal submitted for:
Public Relations and Community Outreach

DEL PASO MANOR WATER DISTRICT



January 31, 2023
VALID FOR 90 DAYS

Submitted by:
Ryder Todd Smith, Co-Founder & President
Kaitlyn Wu, Senior Business Analyst





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COVER LETTER

Thank you for the opportunity to present Tripepi Smith’s offerings to assist Del Paso Manor Water District in public relations and community outreach efforts for its Proposition 218 rate hearing.

Tripepi Smith is a team of over 40 communication experts—robust enough to offer experienced and effective professionals for the job, yet small enough to be nimble and responsive. We offer a spectrum of skills that allow us to match the appropriate resource to the task at hand, letting us execute faster and reduce engagement costs. These resources vary by both years of experience and core hard skills. The result: we have an ability to tell a complete story across mediums, all within our one team. Del Paso Manor Water District will only need one communication partner.

From our extensive work with city governments and special districts, Tripepi Smith is attuned to the needs and perceptions of local communities. Whether it’s communicating the cost factors behind a rate increase or sharing ways customers can join the discussion, our team is equipped to strategically craft and distribute Del Paso Manor Water District’s key messages. In fact, Kaitlyn Wu—the proposed account lead—has worked full-time at a public water agency and brings a surplus of relevant experience.

Our firm mixes technical prowess and policy competency, yielding key advantages:

1. No other public affairs firm in California (that we can find) has the certifications in social media and digital platforms that Tripepi Smith has. These certifications evidence our superior understanding of these platforms.
2. The breadth of Tripepi Smith’s team—from policy to photography and videography—is rare. This experience benefits each of our clients as we can consolidate practical field experience to deliver insights and ideas for each new client.
3. Tripepi Smith’s work with dozens of public agencies and special districts positions our team to communicate about the variety of issues that affect local communities. Moreover, team members understand how to relate these issues to all stakeholders, including community leaders, customers, and businesses.

We look forward to the opportunity to help the District reach its customers and increase trust and transparency.

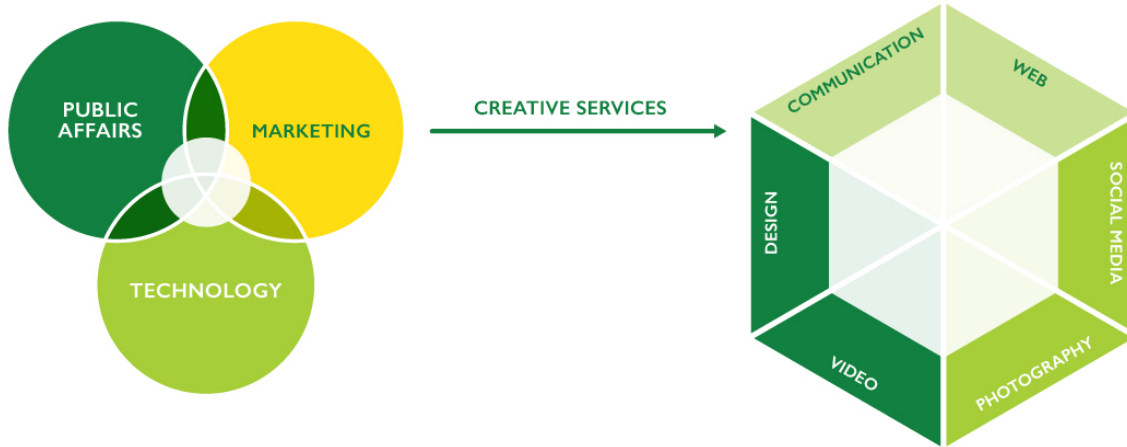
Respectfully,

Ryder Todd Smith
 Co-Founder & President
 Tripepi Smith & Associates, Inc.
 PO Box 52152, Irvine, CA 92619
 (626) 536-2173 • ryder@tripepismith.com • FAX: (949) 679-8371



COMPANY OVERVIEW

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



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

Grounded in civic affairs: Co-founder and CFO Nicole Smith is a 2nd-generation civic affairs professional (her father was a city manager for 30 years). Meanwhile, co-founder and president of Tripepi Smith, Ryder Todd Smith, brings over a decade of public agency marketing and communications experience to the table.

Legal Structure and Financial Matters

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

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

Implementing Strategy and Engaging Audiences

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



Strategic

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

"...solutions that reflect our deep understanding of local government."

Creative

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

Content x Distribution = IMPACT

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





Our Services

Strategy, Marketing, Communications

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

Creative Services

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

Tripepi Smith Testimonial

“

One of the cornerstones of effective local government is transparency, and Tripepi Smith’s marketing expertise and understanding of the Napa community continually makes them the ideal partner for communications support.

”

Jaina French

Community Relations, City of Napa





PROJECT TEAM

Under Principal **Ryder Todd Smith**, Senior Business Analyst **Kaitlyn Wu** will act as account and strategy lead. Ryder will also provide his cell phone number to staff and remain available 24/7 to answer questions, develop strategies and otherwise advance the engagement. Business Analyst **Cailyn Thompson** will handle logistics, coordination and project management. Junior Business Analyst **Morgan Mock** will provide agenda management, writing support, social media management and monitoring and other duties as assigned.

Of course, Tripepi Smith is a collaborative firm, with many skillsets represented among our talented team. Additional internal resources will be brought to the table as needed to aid the District in its community outreach.



Ryder Todd Smith



Kaitlyn Wu



Cailyn Thompson



Morgan Mock



TRIPEPI SMITH TEAM

Ryder Todd Smith Co-founder & President		Nicole Smith Co-founder & CFO	
CREATIVE SERVICES		Katherine Griffiths, APR Principal, Editorial Lead	Jennifer Nentwig, APR Principal
Kevin Bostwick Creative Director	Cameron Grimm Director	Jennifer Vaughn Director	Amy Conrad Director
Kjerstin Wingert Sr. Designer, Photography	Melanie James Web, Design, Video	Saara Lampwalla Sr. Business Analyst	Karen Villaseñor Sr. Business Analyst
Nolan Voge Video, Photography	Jenni Wechsler Graphic Design	Sara Madsen Sr. Business Analyst	Kaitlyn Wu Sr. Business Analyst
Josh Hernandez Videography	Sophie Doane Graphic Design	Sydni Overly Sr. Business Analyst	Kaetlyn Hernandez Business Analyst
Eldon Shih Videography	John Balliet Videography	Danielle Rodriguez Business Analyst	Allison Torres Business Analyst
Ethan De La Peña Videography		Claire Torza Business Analyst	Kevork Kurdoghlian Business Analyst
Kylie Sun Business Analyst	Charlie Mounts Business Analyst	Kalee Cummings Business Analyst	Skyler Addison Business Analyst
Cailyn Thompson Business Analyst	Melanie Moore Business Analyst	Jasob Lyle Jr. Business Analyst	Kayla Cao Jr. Business Analyst
Amanda Avery Jr. Business Analyst	Alyson Nichols Jr. Business Analyst	Luis Verdin Jr. Business Analyst	Morgan Mock Jr. Business Analyst
Brooke Hager Jr. Business Analyst	Noelle Murphy Jr. Business Analyst	Kendall Lowery Jr. Business Analyst	Sophia Silane Jr. Business Analyst

For certain video work, printing, niche website development needs or mailing, we may use subcontractors. These are selected at the time of the need, with the approval of the client. Here are potential firms or people we routinely subcontract with:

- InfoSend – Print and Mail House Services
- DLS Printer Services – High-end Printing for Collateral
- Emily Baker – Voiceover Work



TIME & MATERIALS (AD HOC) WORK PRICING

Tripepi Smith has provided hourly rates for the full array of our resources to support the District’s public relations efforts. We propose time and materials rates here so we can be responsive to any needs that arise related to Proposition 218 outreach and beyond.

Ad Hoc Billing

Any requested ad hoc work will be invoiced at the end of the month in which the work was done. Terms are net 30 days.

Time & Materials Billing

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

Annual Increase

Tripepi Smith will increase the hourly rates and retainer fees for all resources by five percent (5%) or the regional CPI index—whichever is higher—each year on the anniversary of the contract, starting in the calendar year 2024.

Retainer Discount

When client monthly retainers exceed six-thousand-five-hundred dollars (\$6,750) a month, they have access to our reduced Hourly – Retainer rates noted below. Otherwise, any ad hoc work done outside the scope of the Retainer would be at the Hourly – Standard rates.

Resource	Hourly - Standard	Hourly - Retainer
Principal	\$330.00	\$290.00
Director	\$220.00	\$185.00
Art Director	\$220.00	\$185.00
Senior Business Analyst	\$175.00	\$150.00
Business Analyst	\$120.00	\$100.00
Junior Business Analyst	\$95.00	\$80.00
Senior Videographer/Animator	\$175.00	\$150.00
Photographer/Videographer	\$120.00	\$100.00
Senior Graphic Designer	\$160.00	\$135.00
Junior Graphic Designer	\$120.00	\$100.00
Web Developer	\$175.00	\$150.00
Drone Operator	\$175.00	\$150.00



Other Costs

Because Tripepi Smith offers a broad set of services, including extensive content production, we have some other content production-related fees that may come up during our engagement that are shared below.

Travel Costs

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

Equipment Costs

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

	Half Day	Full Day
Video Equipment	\$350	\$550
Drone Equipment	N/A	\$500

- Five-hundred-fifty dollars (\$550) for a full day of video equipment use (includes full set of video equipment). Full day is defined as a shoot lasting four (4) or more hours.
- Three-hundred-fifty dollars (\$350) for a half day of video equipment use. Half day is defined as anything under four (4) hours of video production. All such expenses will be authorized by the District prior to fee being assessed.
- Five-hundred dollars (\$500) per day drone fee applies and is not inclusive of the drone operator time (Drone Operator rate).

Service Fees

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

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

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

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

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

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



Tripepi Smith Partnership Discounts

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

PublicCEO

– digital news about public affairs, reaching over 16,000 California government executives

<https://www.publicceo.com>

Civic Business Journal

– digital interest stories about the people in local government

<https://www.civicbusinessjournal.com>

FlashVote

– planning, implementing, measuring civic surveys

<https://www.flashvote.com>

TS Talent Solutions

– talent search services for local government and related agencies

<https://tstalentsolutions.com>

SAMPLES OF WORK

We encourage you to see all the work we have done for clients through our online portfolio at

www.TripepiSmith.com/Work



APPENDIX A: RESUMES

RYDER TODD SMITH

TRIPEPI SMITH – PRESIDENT

11/00 – PRESENT

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

MAVENT INC – SENIOR VICE PRESIDENT, OPERATIONS

5/05 – 11/09

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

MAVENT INC – VICE PRESIDENT, MARKETING

08/04 – 05/05

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

MAVENT INC – VICE PRESIDENT, GOVERNMENT RELATIONS

02/03 – 08/04

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

OLYMPIC STAFFING SERVICES – INFORMATION TECHNOLOGY MANAGER

01/98 – 11/00

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

NORTHROP GRUMMAN CORPORATION – GOV’T REPRESENTATIVE

07/97 – 12/97

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

EDUCATION

CLAREMONT MCKENNA COLLEGE – CLAREMONT, CA

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



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 leader 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 publish 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 programs

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

<ul style="list-style-type: none"> • Hootsuite • Canva 	<ul style="list-style-type: none"> • Google Suite 	<ul style="list-style-type: none"> • Microsoft Office Suite
--	--	--



CAILYN THOMPSON

TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

09/21 – PRESENT

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

CITY OF CYPRESS – DAY CAMP DIRECTOR

04/19 – 09/21

- Planned and coordinated the program’s day-to-day operations
- Managed participant information, camp supply records and resource records
- Directed staff trainings and conducted weekly planning meetings

ST. JOHN’S UNIVERSITY – ATHLETIC ADMINISTRATION GRADUATE ASSISTANT

09/19 – 05/21

- Assisted with the coordination and creation of game contracts for 16 NCAA Division I teams
- Supported the Deputy Athletics Director by organizing the staffing and operation of the Athletic Fueling Station
- Maintained program budgets and expense reports

ST. JOHN’S UNIVERSITY – ATHLETIC EQUIPMENT OPERATIONS INTERN

09/18 – 05/19

- Assisted in the daily operations of equipment procurement
- Maintained inventory and assisted with the distribution of equipment for 16 NCAA Division I teams, team staff and athletics departmental staff

ST. JOHN’S UNIVERSITY – ATHLETIC EVENTS AND PROGRAMMING INTERN

09/16 – 05/19

- Supported the Assistant Athletics Director by overseeing Division I game day operations
- Assisted with event planning and management
- Acted as site supervisor for external events
- Conducted daily walkthroughs of athletic facilities including Carnesecca Arena, Belson Stadium and Jack Kaiser Stadium

EDUCATION

- Master of Business Administration in Strategic Management – St. John’s University – Queens, NY
- Bachelor of Science in Sport Management – St. John’s University – Queens, NY

CERTIFICATIONS

- Hootsuite Social Marketing 09/21
- Facebook Blueprint 02/22
- Sprout Social 02/22

SOFTWARE

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> • Adobe Lightroom • Adobe Acrobat | <ul style="list-style-type: none"> • Microsoft Office • Google Suite | <ul style="list-style-type: none"> • Concur Solutions |
|--|--|--|



MORGAN MOCK

TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

07/22 – PRESENT

- Crafting stories, articles and press releases for the firm’s website and city clients
- Managing client social media and responding to public questions
- Translating English written content, videos and graphic to Spanish
- Conducting market research to provide insights and assist clients with boosting their market presence

CALAMP PUBLIC RELATIONS – MARKETING & FINANCE INTERN

05/21 – 08/21

- Created CalAmp iOn Media Press Kit showcasing product and all content supporting it
- Took the lead on content creation and in-office celebration for CalAmp’s 40th Anniversary Celebration
- Wrote social media bylines for articles and press releases in cohesive, CalAmp-specific language
- Fostered investor relations through financial analyst reports

SAN DIEGO STATE WEBER HONORS COLLEGE – PRESIDENT

05/20 – 05/21

- Served as the official spokesperson for the organization
- Tracked the success/impact of all internal and external activities to ensure vision is carried out
- Assisted fellow officers in planning interactive bonding events for students

SAN DIEGO STATE WEBER HONORS COLLEGE – MARKETING OFFICER

05/20 – 05/21

- Publicized honors college events and news reaching over 1,500 students
- Boosted social media engagement through interactive posts and graphics, and weekly email updates
- Strengthened the Weber Honors College brand through the creation of new merchandise and apparel

PUBLIC SPEAKING HONORS

HONORS ADMITTED STUDENT RECEPTION – FRESHMEN KEYNOTE SPEAKER

03/19

- Invited to speak about first-year experience as part of the Weber Honors College to 1,000+ potential Aztecs

SAN DIEGO STATE LEADERSHIP SUMMIT – SPEAKER

02/19

- Presented “Enhancing Personal Brand to Set You Apart as a Leader”

SAN DIEGO STATE HIGH IMPACT PRACTICE PANEL – SPEAKER

02/20

- Invited to speak on campus and leadership involvement

EDUCATION

- Bachelor of Arts, Communication, Minors in Spanish and Honors Interdisciplinary Studies – San Diego State University – San Diego, CA
 - Summa Cum Laude Honors & Dean’s List Recipient
 - Seal of Biliteracy in the Spanish language

CERTIFICATIONS

- Hootsuite Social Marketing 07/22
- Sprout Social 07/22
- Meta Certified Digital Marketing Associate 08/22
- Google Ads Display Certification 12/22

Firm Profile

Lucy & Company is a full-service public relations firm specializing in public outreach, stakeholder engagement, social marketing and communications for water and wastewater clients. Our water-focused team, led by Lucy Eidam Crocker, offers in-depth knowledge, experience and expertise others cannot match.

Our team understands the legalities for the Prop 218 process and the ins and outs for effective stakeholder involvement and public outreach. It's our passion. It's our business. It's what our team is set up to do.

As strategic advisors, Lucy & Company helps clients navigate challenging rate adjustments with effective outreach and stakeholder engagement strategies to achieve their goals. Our firm has helped dozens of clients establish necessary rate adjustments for water metering programs and capital improvement projects.

Our team's experience ranges from one-time increases called for with Prop 218 notifications to extensive community involvement efforts for multi-year rate plans. From Carmichael to Sacramento and Stockton to Woodland, we have led numerous Prop 218 outreach programs, public education initiatives and community engagement programs throughout Northern California.

Lucy & Company, the Crocker & Crocker, assisted Del Paso Manor Water District in 2017 with their outreach process including developing the Prop 218 notice, newsletters and fact sheets. We developed the District's first website and created new content including writing, design and photography. Lucy facilitated the community workshops and created the presentation documents and other meeting aids.



rate
also

What's most important, however, was that Del Paso Manor's Prop 218 process was successful and the District got much-needed funds to keep it running and the infrastructure maintained.

With our strategic counsel and targeted outreach programs, we have helped pass dozens of Prop 218 projects on behalf of our clients. As a result, Crocker & Crocker is the go-to firm for trusted counsel and outreach services for rate studies and rate adjustments.

Sampling of Representative Prop 218 and Rate Adjustment Clients

- Del Paso Manor Water District (water)
- City of Sacramento (water, sewer, solid waste, storm drainage)
- Carmichael Water District (water)
- City of Woodland (water, sewer)
- City of Davis (water, sewer)
- City of Folsom (water, sewer)
- City of Milpitas (sewer, water)
- City of Roseville (water, sewer, recycled water)
- City of West Sacramento (sewer, water)
- Fair Oaks Water District (water)
- West Area Sacramento Flood Control Agency (flood)
- Sacramento County Water Agency (water)
- Sacramento Regional Sanitation District (sewer)
- Sacramento Area Sewer District (sewer)
- San Joaquin County (water, lighting, sewer)
- San Juan Water District (water)

Biography



Lucy Crocker, President and Project Manager

Double-digit rate increases. Prop 218 processes. Rate restructuring. Facilitating community rate workshops. Strategy and issues management for critical rate needs. Lucy is the region's go-to source and expert communications consultant for all this and more.

Lucy started her firm in 1995, growing LucyCo Communications into a highly successful public outreach, stakeholder engagement and communications firm.

Lucy is the company's chief outreach strategist and project manager for comprehensive public outreach, community engagement and behavior change programs. She likes to roll up her sleeves and lead controversial and high-profile projects to successful outcomes. And, she's done it hundreds of times.

Lucy is also a highly experienced meeting facilitator. She helps with conflict resolution by serving as an unbiased facilitator in small working group situations or in community workshops and forums and ensures the meetings are set up for success before the meetings are held.

Water and Wastewater Volunteer Service

She served on the Association of California Water Agencies Communications Committee for 10 years, the California Association of Sanitation Agency's communications committee for six years and is former chair



TRIPEPI SMITH

marketing • technology • public affairs

Proposal submitted for:
Prop 218 Public Relations and Community Outreach



Submitted January 31, 2023 | Revised February 11, 2023

Submitted by:
Ryder Todd Smith, Co-Founder & President
Jon Barilone, Principal
Kaitlyn Wu, Senior Business Analyst





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COVER LETTER

Thank you for the opportunity to present Tripepi Smith’s offerings to assist Del Paso Manor Water District in public relations and community outreach efforts for its Proposition 218 rate hearing.

Tripepi Smith is a team of over 40 communication experts—robust enough to offer experienced and effective professionals for the job, yet small enough to be nimble and responsive. We offer a spectrum of skills that allow us to match the appropriate resource to the task at hand, letting us execute faster and reduce engagement costs. These resources vary by both years of experience and core hard skills. The result: we have an ability to tell a complete story across mediums, all within our one team. Del Paso Manor Water District will only need one communication partner.

From our extensive work with city governments and special districts, Tripepi Smith is attuned to the needs and perceptions of local communities. Whether it’s communicating the cost factors behind a rate increase or sharing ways customers can participate in the discussion, our team is equipped to strategically craft and distribute Del Paso Manor Water District’s key messages. In fact, Kaitlyn Wu—the proposed account lead—has worked full-time at a public water agency and brings a wealth of relevant experience.

Our firm mixes technical prowess and policy competency, yielding key advantages:

1. No other public affairs firm in California (that we can find) has the certifications in social media and digital platforms that Tripepi Smith has. These certifications evidence our superior understanding of these platforms.
2. The breadth of Tripepi Smith’s team—from policy to photography and videography—is rare. This experience benefits each of our clients as we can consolidate practical field experience to deliver insights and ideas for each new client.
3. Tripepi Smith’s work with dozens of public agencies and special districts positions our team to communicate about the variety of issues that affect local communities. Moreover, team members understand how to relate these issues to all stakeholders, including community leaders, customers, and businesses.

We look forward to the opportunity to help the District reach its customers and increase trust and transparency.

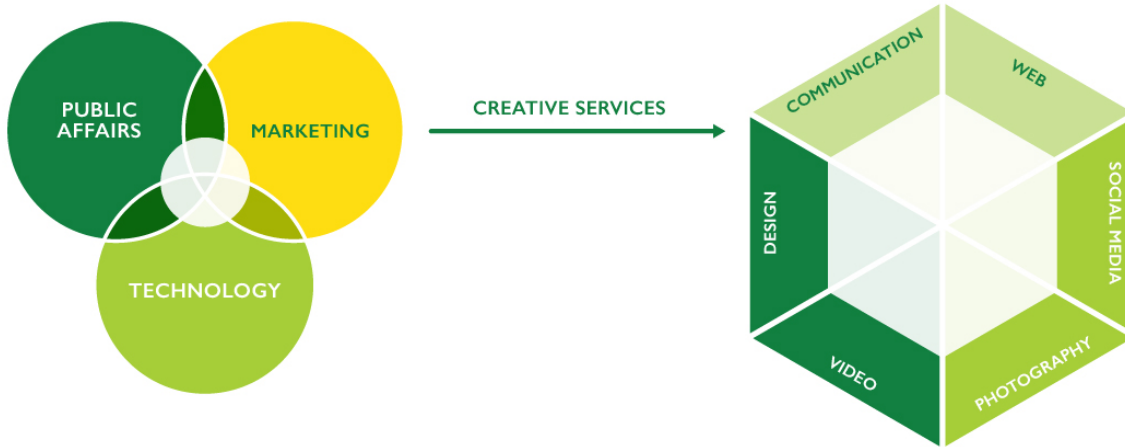
Respectfully,

Ryder Todd Smith
Co-Founder & President • Tripepi Smith & Associates, Inc.
PO Box 52152, Irvine, CA 92619
(626) 536-2173 • ryder@tripepismith.com • FAX: (949) 679-8371



COMPANY OVERVIEW

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



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

Grounded in civic affairs: Co-founder and CFO Nicole Smith is a 2nd-generation civic affairs professional (her father was a city manager for 30 years). Meanwhile, co-founder and president of Tripepi Smith, Ryder Todd Smith, brings over a decade of public agency marketing and communications experience to the table.

Legal Structure and Financial Matters

Tripepi Smith is a California S Corporation. Ownership is equally split between Co-Founders Nicole D. Smith and Ryder Todd Smith. Tripepi Smith has been incorporated since 2002 and has generated a profit every year it has been in operation. We have never had a legal claim filed against us and have never failed to fulfill a contract commitment.

Implementing Strategy and Engaging Audiences

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



Strategic

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

"...solutions that reflect our deep understanding of local government."

Creative

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

Content x Distribution = IMPACT

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





Our Services

Strategy, Marketing, Communications

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

Creative Services

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

Tripepi Smith Testimonial

“

One of the cornerstones of effective local government is transparency, and Tripepi Smith’s marketing expertise and understanding of the Napa community continually makes them the ideal partner for communications support.

”

Jaina French
Community Relations, City of Napa



SAMPLES OF WORK

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



ESTIMATED COST OF ENGAGEMENT

Fixed Price Work

Proposition 218 Outreach Package

Tripepi Smith proposes a fixed-price package for this work to bring more certainty to the cost of outreach. Work that evolves beyond the defined scope can be addressed via Time & Materials on an hourly basis. Such incremental work would be clearly noted and authorized by the District in writing prior to proceeding.

The Fixed-Price Proposition 218 Outreach Package is a four-month engagement that includes the following:

- **Ten (10)** strategy meetings to manage action items and deliverables (up to 1 hour/meeting; hosted virtually on an every-other-week basis)
- Optimization of the District’s Nextdoor Public Agency page
- Setting up Nextdoor Page for ads and creating/managing **two (2)** ads on Nextdoor
 - Includes content development, design and set up of social media ads; actual ad fees to be covered separately by the District
- Development of leadership talking points to ensure consistent messaging throughout the Proposition 218 process, including Frequently Asked Questions (FAQs) for the District’s website
- **Two (2)** newspaper ads
 - Includes content development, design, and coordination with local papers; any advertising fees to be covered separately by the District
- **Two (2)** written pieces (i.e. articles, press releases, or op eds) with Spanish translation
- **One (1)** video spot on local cable access TV channel (30-60 second animated video or voiceover with graphics/text)
 - Includes video script, storyboard, and production/animation; any advertising fees to be covered separately by the District
- **Two (2)** in-person community workshops
 - Includes assistance with planning and execution, and attendance of two Tripepi Smith staff (as priced: one Principal and one Senior Business Analyst); travel expenses (airfare, hotels, and rental car) to be covered by District separately

Fixed-Price Package	Price
Fixed-Price Proposition 218 Outreach Package	\$36,490

Optional Add-Ons	Price
Additional In-Person Workshops:	\$7,265/workshop (excluding travel expenses)



Community Sentiment Analysis

To kick off community outreach efforts, Tripepi Smith recommends collecting community feedback using FlashVote, an automated scientific community survey technology that would provide actionable input on any pertinent community-oriented initiatives. FlashVote is inclusive for residents who want to participate, with communications by email, text and phone call, plus multiple language options. By collecting community feedback, Tripepi Smith can help the District engage with residents more effectively on Proposition 218 outreach.

Here is an example response format that uses survey results for outreach on community branding:

<https://www.flashvote.com/arlington-tx/surveys/city-branding-07-19?filter=local>

Fees for FlashVote are not included in our proposal. While Tripepi Smith has no financial interest in FlashVote, we do note that the co-founders of Tripepi Smith have personally invested in the platform.

Ad Hoc Work (Time & Materials Basis)

Tripepi Smith has provided hourly rates for the full array of our resources to support the District’s public relations efforts. Work outside of the fixed-price package will be billed on a Time & Materials basis.

Resource	Hourly - Standard
Principal	\$330.00
Director	\$220.00
Art Director	\$220.00
Senior Business Analyst	\$175.00
Business Analyst	\$120.00
Junior Business Analyst	\$95.00
Senior Videographer/Animator	\$175.00
Photographer/Videographer	\$120.00
Senior Graphic Designer	\$160.00
Junior Graphic Designer	\$120.00
Web Developer	\$175.00
Drone Operator	\$175.00

Ad Hoc Billing

Any requested ad hoc work will be invoiced at the end of the month in which the work was done. Terms are net 30 days.



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

Annual Increase

Tripepi Smith will increase the hourly rates and retainer fees for all resources by five percent (5%) or the regional CPI index—whichever is higher—each year on the anniversary of the contract, starting in the calendar year 2024.

Other Costs

Because Tripepi Smith offers a broad set of services, including extensive content production, we have some other content production-related fees that may come up during our engagement that are shared below.

Travel Costs

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

Equipment Costs

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

	Half Day	Full Day
Video Equipment	\$350	\$550
Drone Equipment	N/A	\$500

- Five-hundred-fifty dollars (\$550) for a full day of video equipment use (includes full set of video equipment). Full day is defined as a shoot lasting four (4) or more hours.
- Three-hundred-fifty dollars (\$350) for a half day of video equipment use. Half day is defined as anything under four (4) hours of video production. All such expenses will be authorized by the District prior to fee being assessed.
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Service Fees

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

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



- **Print Costs:** Tripepi Smith is happy to use a printer of the client's choosing for print production work, or to recommend a printer with whom we have experience.
- **Digital Advertising:** Tripepi Smith is a Google Partner and Constant Contact Solution Provider and has Facebook Certified staff. We consider digital platforms to be a cornerstone element of any outreach strategy; often, this comes with digital advertising fees.
- **Media Placement:** Tripepi Smith can help liaise on behalf of the District for advertising space within various mediums, such as newspapers, magazines or websites.
- **Voiceover, Translation and Closed Caption Fees:** Tripepi Smith occasionally uses third-party resources to record voiceovers for videos, generate closed captions for videos, and for non-English language translations.

Tripepi Smith Partnership Discounts

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

PublicCEO

– digital news about public affairs, reaching over 16,000 California government executives

<https://www.publicceo.com>

Civic Business Journal

– digital interest stories about the people in local government

<https://www.civicbusinessjournal.com>

FlashVote

– planning, implementing, measuring civic surveys

<https://www.flashvote.com>

TS Talent Solutions

– talent search services for local government and related agencies

<https://tstalentsolutions.com>



PROJECT TEAM

Under Principal **Jon Barilone**, Senior Business Analyst **Kaitlyn Wu** will act as account and strategy lead. Jon will also provide his cell phone number to staff and remain available 24/7 to answer questions, develop strategies and otherwise advance the engagement. Business Analyst **Cailyn Thompson** will handle logistics, coordination and project management. Junior Business Analyst **Morgan Mock** will provide content production and other duties as assigned.

Of course, Tripepi Smith is a collaborative firm, with many skillsets represented among our talented team. Additional internal resources will be brought to the table as needed to aid the District in its community outreach.



Jon Barilone



Kaitlyn Wu



Cailyn Thompson






Morgan Mock



TRIPEPI SMITH TEAM

Ryder Todd Smith Co-founder & President		Nicole Smith Co-founder & CFO	
CREATIVE SERVICES		Katherine Griffiths, APR Principal, Editorial Lead	Jennifer Nentwig, APR Principal
Kevin Bostwick Creative Director	Cameron Grimm Director	Jennifer Vaughn Director	Amy Conrad Director
Kjerstin Wingert Sr. Designer, Photography	Melanie James Web, Design, Video	Saara Lampwalla Sr. Business Analyst	Karen Villaseñor Sr. Business Analyst
Nolan Voge Video, Photography	Jenni Wechsler Graphic Design	Sara Madsen Sr. Business Analyst	Kaitlyn Wu Sr. Business Analyst
Josh Hernandez Videography	Sophie Doane Graphic Design	Sydni Overly Sr. Business Analyst	Kaetlyn Hernandez Business Analyst
Eldon Shih Videography	John Balliet Videography	Danielle Rodriguez Business Analyst	Allison Torres Business Analyst
Ethan De La Peña Videography		Claire Torza Business Analyst	Kevork Kurdoghlian Business Analyst
Kylie Sun Business Analyst	Charlie Mounts Business Analyst	Kalee Cummings Business Analyst	Skyler Addison Business Analyst
Cailyn Thompson Business Analyst	Melanie Moore Business Analyst	Jasob Lyle Jr. Business Analyst	Kayla Cao Jr. Business Analyst
Amanda Avery Jr. Business Analyst	Alyson Nichols Jr. Business Analyst	Luis Verdin Jr. Business Analyst	Morgan Mock Jr. Business Analyst
Brooke Hager Jr. Business Analyst	Noelle Murphy Jr. Business Analyst	Kendall Lowery Jr. Business Analyst	Sophia Silane Jr. Business Analyst

For certain video work, printing, niche website development needs or mailing, we may use subcontractors. These are selected at the time of the need, with the approval of the client. Here are potential firms or people we routinely subcontract with:

-  InfoSend – Print and Mail House Services
-  DLS Printer Services – High-end Printing for Collateral
-  Emily Baker – Voiceover Work



APPENDIX A: RESUMES

JON BARILONE

TRIPEPI SMITH – PRINCIPAL

03/15 – PRESENT

- Provide key account project management, strategy and support for communication and marketing initiatives
- Develop content, direct staff and manage timely deliverables to ensure results for clients
- Mentor talent and provide innovative leadership on new marketing efforts and platforms

CONNECTED LEARNING ALLIANCE – COMMUNITY MANAGER

09/11 – 03/15

- Lead development and reporting of metrics for measuring growth of a distributed, international community
- Oversaw all aspects (programming, production, etc.) of webinar series that reached over 135 countries

CORINTHIAN COLLEGES – SOCIAL MEDIA SPECIALIST

07/09 – 09/11

- Grew and managed online communities that spanned three brands with over 30,000+ total members
- Developed brand sentiment scoring system to produce customized monthly reports for executives

SEOP, INC. – DIRECTOR OF ONLINE REPUTATION MANAGEMENT

04/08 – 05/09

- Spearheaded brand-new company service, turning it into a \$200,000+ business within one year
- Improved client retention rates & decreased client attrition rates by enhancing company's own digital footprint

EDUCATION

CLAREMONT MCKENNA COLLEGE – CLAREMONT, CA

- Bachelor of Arts in English/Literature

PROFESSIONAL DEVELOPMENT

- CAPIO “Social Media Academy for Government Communicators” Workshop 03/19
- Nextdoor for Public Agency Administrators Training 11/18
- CAPIO “Back to Basics – for PIOs by PIOs” Workshop 10/16
- UCI Extension Public Policy Making Academy II 05/16
- USC Executive Education Forum for Policy and Administration 11/15
- Davenport Institute for Public Engagement and Civic Leadership – Advanced Public Engagement for Local Government 07/21
- CAPIO Emergency Communications Academy 05/22

CERTIFICATIONS

- Siteimprove Academy: Digital Governance by Design 10/20
- Google Ads Video 04/20
- Twitter Flight School Video 04/20
- UDEMY: The 2019 Complete SEO Course 08/19
- Google Academy for Ads: YouTube & Google My Business 04/19
- Twitter Flight School 05/18
- Hootsuite Social Marketing 03/16
- Sprout Social Agency 04/21



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 leader 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 publish 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 programs

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

<ul style="list-style-type: none"> • Hootsuite • Canva 	<ul style="list-style-type: none"> • Google Suite 	<ul style="list-style-type: none"> • Microsoft Office Suite
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CAILYN THOMPSON

TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

09/21 – PRESENT

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

CITY OF CYPRESS – DAY CAMP DIRECTOR

04/19 – 09/21

- Planned and coordinated the program’s day-to-day operations
- Managed participant information, camp supply records and resource records
- Directed staff trainings and conducted weekly planning meetings

ST. JOHN’S UNIVERSITY – ATHLETIC ADMINISTRATION GRADUATE ASSISTANT

09/19 – 05/21

- Assisted with the coordination and creation of game contracts for 16 NCAA Division I teams
- Supported the Deputy Athletics Director by organizing the staffing and operation of the Athletic Fueling Station
- Maintained program budgets and expense reports

ST. JOHN’S UNIVERSITY – ATHLETIC EQUIPMENT OPERATIONS INTERN

09/18 – 05/19

- Assisted in the daily operations of equipment procurement
- Maintained inventory and assisted with the distribution of equipment for 16 NCAA Division I teams, team staff and athletics departmental staff

ST. JOHN’S UNIVERSITY – ATHLETIC EVENTS AND PROGRAMMING INTERN

09/16 – 05/19

- Supported the Assistant Athletics Director by overseeing Division I game day operations
- Assisted with event planning and management
- Acted as site supervisor for external events
- Conducted daily walkthroughs of athletic facilities including Carnesecca Arena, Belson Stadium and Jack Kaiser Stadium

EDUCATION

- Master of Business Administration in Strategic Management – St. John’s University – Queens, NY
- Bachelor of Science in Sport Management – St. John’s University – Queens, NY

CERTIFICATIONS

- Hootsuite Social Marketing 09/21
- Facebook Blueprint 02/22
- Sprout Social 02/22

SOFTWARE

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> • Adobe Lightroom • Adobe Acrobat | <ul style="list-style-type: none"> • Microsoft Office • Google Suite | <ul style="list-style-type: none"> • Concur Solutions |
|--|--|--|



MORGAN MOCK

TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

07/22 – PRESENT

- Crafting stories, articles and press releases for the firm’s website and city clients
- Managing client social media and responding to public questions
- Translating English written content, videos and graphic to Spanish
- Conducting market research to provide insights and assist clients with boosting their market presence

CALAMP PUBLIC RELATIONS – MARKETING & FINANCE INTERN

05/21 – 08/21

- Created CalAmp iOn Media Press Kit showcasing product and all content supporting it
- Took the lead on content creation and in-office celebration for CalAmp’s 40th Anniversary Celebration
- Wrote social media bylines for articles and press releases in cohesive, CalAmp-specific language
- Fostered investor relations through financial analyst reports

SAN DIEGO STATE WEBER HONORS COLLEGE – PRESIDENT

05/20 – 05/21

- Served as the official spokesperson for the organization
- Tracked the success/impact of all internal and external activities to ensure vision is carried out
- Assisted fellow officers in planning interactive bonding events for students

SAN DIEGO STATE WEBER HONORS COLLEGE – MARKETING OFFICER

05/20 – 05/21

- Publicized honors college events and news reaching over 1,500 students
- Boosted social media engagement through interactive posts and graphics, and weekly email updates
- Strengthened the Weber Honors College brand through the creation of new merchandise and apparel

PUBLIC SPEAKING HONORS

HONORS ADMITTED STUDENT RECEPTION – FRESHMEN KEYNOTE SPEAKER

03/19

- Invited to speak about first-year experience as part of the Weber Honors College to 1,000+ potential Aztecs

SAN DIEGO STATE LEADERSHIP SUMMIT – SPEAKER

02/19

- Presented “Enhancing Personal Brand to Set You Apart as a Leader”

SAN DIEGO STATE HIGH IMPACT PRACTICE PANEL – SPEAKER

02/20

- Invited to speak on campus and leadership involvement

EDUCATION

- Bachelor of Arts, Communication, Minors in Spanish and Honors Interdisciplinary Studies – San Diego State University – San Diego, CA
 - Summa Cum Laude Honors & Dean’s List Recipient
 - Seal of Bilingualism in the Spanish language

CERTIFICATIONS

- Hootsuite Social Marketing 07/22
- Sprout Social 07/22
- Meta Certified Digital Marketing Associate 08/22
- Google Ads Display Certification 12/22

SERVICES AGREEMENT

THIS AGREEMENT is made on _____, 202__, by and between the DEL PASO MANOR WATER DISTRICT ("District"), and Tripepi Smith & Associates, Inc. ("Consultant").

WITNESSETH:

WHEREAS, the District desires to enter into this Agreement for services with Consultant for Public Outreach and Education Services; and,

WHEREAS, the Consultant presented a proposal for such services to the District, dated February 11, 2023, (attached hereto as **Exhibit A**) and is duly licensed, qualified and experienced to perform those services;

NOW, THEREFORE, the parties hereto mutually agree as follows:

1. SCOPE OF SERVICES:

A. Consultant shall do all work, attend all meetings, produce all reports and carry out all activities necessary to completion of the services described in **Exhibit A**.

B. Consultant enters into this Agreement as an independent contractor and not as an employee of the District. The Consultant shall have no power or authority by this Agreement to bind the District in any respect. Nothing in this Agreement shall be construed to be inconsistent with this relationship or status. All employees, agents, contractors or subcontractors hired or retained by the Consultant are employees, agents, contractors or subcontractors of the Consultant and not of the District. The District shall not be obligated in any way to pay any wage claims or other claims made against Consultant by any such employees, agents, contractors or subcontractors, or any other person resulting from performance of this. Agreement.

C. The Consultant agrees it has satisfied itself by its own investigation and research regarding the conditions affecting the work to be done and labor and materials needed, and that its decision to execute this Agreement is based on such independent investigation and research.

2. TERM:

A. The services of Consultant are to commence upon full execution of this Agreement, and shall be undertaken and completed in accordance with the Schedule of Performance attached hereto and incorporated herein by this reference as **Exhibit B**.

B. Consultant's failure to complete work in accordance with the Schedule of Performance may result in delayed compensation as described in Section 3.

C. The District Manager or his or her designee may, by written instrument signed by the Parties, extend the term of this Agreement in the manner provided in Section 5, provided that the extension does not require the payment of compensation in excess of the maximum compensation set forth in Section 3, Compensation.

3. COMPENSATION:

A. The Consultant shall be paid monthly for the actual fees and costs of services, but in no event shall total compensation exceed sixty thousand dollars (\$60,000), without District's prior written approval. Consultant's fees shall be as specified in the Schedule of Fees, which is attached hereto and incorporated in the Proposal identified as **Exhibit C**.

B. Said amount shall be paid upon submittal of periodic billings showing completion of the milestones as specified in the Schedule of Fees, which is attached hereto as **Exhibit C**. Consultant shall furnish District with invoices for all expenses as well as for all materials authorized by this Agreement. If Consultant's performance is not in conformity with the Schedule of Performance, payments may be delayed or denied, unless the Consultant's failure to perform in conformity with the Schedule of Performance is a documented result of the District's failure to conform with the Schedule of Performance, or if the Schedule of Performance is extended pursuant to Section 5.

C. If the work is halted at the request of the District, compensation shall be based upon the proportion that the work performed bears to the total work required by this Agreement, subject to Section 4.

4. TERMINATION:

A. This Agreement may be terminated by either party, provided that the other party is given not less than thirty (30) calendar days' written notice (delivered by registered mail) of intent to terminate.

B. The District may temporarily suspend this Agreement, at no additional cost to District, provided that the Consultant is given written notice (delivered by certified mail, return receipt requested) of temporary suspension. If District gives such notice of temporary suspension, Consultant shall immediately suspend its activities under this Agreement.

C. Notwithstanding any provisions of this Agreement, Consultant shall not be relieved of liability to the District for damages sustained by the District by virtue of any breach of this Agreement by Consultant, and the District may withhold any payments due to Consultant until such time as the exact amount of damages, if any, due the District from Consultant is determined.

D. In the event of termination, the Consultant shall be compensated as provided for in this Agreement, except as provided in Section 4C. Upon termination, the District shall be entitled to all work, including but not limited to, appraisals, inventories, studies, analyses, drawings and data estimates performed to that date in accordance with Section 7 hereof.

5. AMENDMENTS, CHANGES OR MODIFICATIONS:

Amendments, changes, or modifications in the terms of this Agreement may be made at any time by mutual written agreement between the parties hereto and shall be signed by the persons authorized to bind the parties hereto.

6. EXTENSIONS OF TIME TO PERFORM:

A. *Request for Extension.* Consultant may, for good cause, request extensions of time to perform the services required hereunder. The District may consider such requests but is not obligated to grant an extension or to grant an extension for as long as Consultant requests. Any extension shall be a written amendment to Section 2 of this Agreement. Any extension shall be authorized by the District before performance of those tasks for which the extension is sought are due under this Agreement. .

B. *Delay.* The Consultant shall at all times employ such efforts to perform under this Agreement within the time limits fixed herein. If the Consultant refuses or fails to do so, with such diligence as will ensure the completion within the time specified in the Agreement, or any extension thereof, or fails to perform within such time, District may exercise the termination provisions set forth in this Agreement.

C. *Excusable Delay.* Excusable delays shall be delays in the controlling operation of the Consultant's work due to strikes, lockouts by others, fire, earthquake, unusual delay in transportation, unavoidable casualties, adverse weather conditions which could not have been reasonably anticipated, epidemic or pandemic, or any other act(s) of God beyond the Consultant's control, or by delay authorized by the District, or by any cause which District shall decide to justify the delay. The time of completion shall be extended for such reasonable time as District may decide. The Consultant's ability to obtain an extension of time for an excusable delay is expressly subject to Consultant's giving written notice within fifteen (15) days as set forth below following the date the Consultant knew or should have known of the delay. Such notice shall include all of the following and be made in the following manner in order to be valid:

1. written documentation as to the asserted cause of the delay, including identification of parties (individuals, private entities or public entities) asserted to be responsible, with such parties' contact information and an explanation as to why such party is asserted to be causing a delay, and any written evidence of the delay asserted to be caused by such party;

2. a detailed description of mitigation efforts undertaken by the Consultant, or reasons why such mitigation efforts are not practical;

3. an estimate as to the anticipated length of delay and monetary impact caused by the delay in dollars; and

4. if the asserted cause for delay involves government orders, directives or legal proceedings, a copy of all applicable orders and identification by court case number of any such legal proceeding with a general description as to why such orders or legal proceedings are asserted to be causing a delay.

D. *Compensation.* Under no circumstances shall the approval of an extension for any reason described in this Section entitle the Contractor to additional compensation from the District unless expressly provided for in the approval of the extension.

7. PROPERTY OF DISTRICT:

A. It is mutually agreed that all materials prepared by the Consultant under this Agreement shall become the property of the District, and the Consultant shall have no property

right therein whatsoever. Immediately upon termination, the District shall be entitled to, and the Consultant shall deliver to the District, all data, drawings, specifications, reports, estimates, summaries and other such materials as may have been prepared or accumulated to date by the Consultant in performing this Agreement which is not Consultant's privileged information, as defined by law, or Consultant's personnel information, along with all other property belonging exclusively to the District which is in the Consultant's possession.

B. Additionally, it is agreed that the parties intend this to be a contract for services and each considers the products and results of the services to be rendered by Consultant hereunder (the "Work") to be a work made for hire. Consultant acknowledges and agrees that the Work (and all rights therein, including, without limitation, copyright) belongs to and shall be the sole and exclusive property of the District.

8. COMPLIANCE WITH ALL LAWS:

A. Consultant shall comply with all applicable laws, ordinances, and codes of federal, state and local governments, and shall commit no trespass on any public or private property in performing any of the work authorized by this Agreement. It shall be District's responsibility to obtain all rights of way and easements to enable Consultant to perform its services hereunder. Consultant shall assist District in providing the same.

B. Consultant warrants to the District that it is licensed by all applicable governmental bodies to perform this Agreement and will remain so licensed throughout the progress of the Work, and that it has, and will have, throughout the progress of the Work, the necessary experience, skill and financial resources to enable it to perform this Agreement.

9. WARRANTIES AND RESPONSIBILITIES - CONSULTANT:

A. Consultant agrees and represents that it is qualified to properly provide the services set forth in **Exhibit A** in a manner which is consistent with the generally accepted standards of Consultant's profession.

B. Consultant agrees and represents that the work performed under this Agreement shall be in accordance with applicable federal, State and local law in accordance with Section 17A hereof.

C. Consultant shall designate a project manager who at all times shall represent the Consultant before the District on all matters relating to this Agreement. The project manager shall continue in such capacity unless and until he or she is removed at the request of the District, is no longer employed by Consultant, or is replaced with the written approval of the District, which approval shall not be unreasonably withheld.

D. Consultant shall provide corrective services without charge to the District for services which fail to meet the above professional and legal standards and which are reported to Consultant in writing within sixty (60) days of discovery. Should Consultant fail or refuse to perform promptly its obligations, the District may render or undertake performance thereof and the Consultant shall be liable for any expenses thereby incurred.

10. SUBCONTRACTING:

None of the services covered by this Agreement shall be subcontracted without the prior written consent of the District, which will not be unreasonably withheld. Consultant shall be as fully responsible to the District for the negligent acts and omissions of its contractors and subcontractors, and of persons either directly or indirectly employed by them, as it is for the negligent acts and omissions of persons directly employed by Consultant.

11. ASSIGNABILITY:

Consultant shall not assign or transfer any interest in this Agreement whether by assignment or novation, without the prior written consent of the District which will not be unreasonably withheld. However, claims for money due or to become due Consultant from the District under this Agreement may be assigned to a financial institution, or to a trustee in bankruptcy, without such approval. Notice of any assignment or transfer whether voluntary or involuntary shall be furnished promptly to the District.

12. INTEREST IN AGREEMENT:

Consultant covenants that neither it, nor any of its employees, agents, contractors, or subcontractors has any interest, nor shall they acquire any interest, direct or indirect, in the subject of this Agreement, nor any other interest which would conflict in any manner or degree with the performance of its services hereunder. Consultant shall make all disclosures required by the District's conflict of interest code in accordance with the category designated by the District, unless the District Manager determines in writing that Consultant's duties are more limited in scope than is warranted by the category designated by the District code and that a narrower disclosure category should apply. Consultant also agrees to make disclosure in compliance with the District conflict of interest code if, at any time after the execution of this Agreement, District determines and notifies Consultant in writing that Consultant's duties under this Agreement warrant greater disclosure by Consultant than was originally contemplated. Consultant shall make disclosures in the time, place and manner set forth in the conflict of interest code and as directed by the District.

13. MATERIALS CONFIDENTIAL:

All of the materials prepared or assembled by Consultant pursuant to performance of this Agreement are confidential and Consultant agrees that they shall not be made available to any individual or organization without the prior written approval of the District, except by court order.

14. LIABILITY OF CONSULTANT-NEGLIGENCE:

Consultant shall be responsible for performing the work under this Agreement in a manner which is consistent with the generally accepted standards of the Consultant's profession and shall be liable for its own negligence and the negligent acts of its employees, agents, contractors and subcontractors. The District shall have no right of control over the manner in which the work is to be done but only as to its outcome and shall not be charged with the responsibility of preventing risk to Consultant or its employees, agents, contractors or subcontractors.

15. INDEMNITY AND LITIGATION COSTS:

Consultant shall indemnify, defend, and hold harmless the District, its officers, officials, agents, and employees against all claims, damages, demands, liability, costs, losses and expenses, including without limitation court costs and reasonable attorneys' fees, arising from Consultant's negligent acts or negligent failure to act, errors, omissions or willful misconduct incident to the performance of this Agreement except such loss or damage caused by the active negligence, sole negligence, or willful misconduct of the District. The provisions of this paragraph shall survive termination or suspension of this Agreement and no other provision of this Agreement or any attachment thereto shall reduce the indemnification obligations imposed under this Section.

16. CONSULTANT TO PROVIDE INSURANCE:

A. Consultant shall not commence any work before obtaining, and shall maintain in force at all times during the duration and performance of this Agreement, the policies of insurance specified in this Section. Such insurance must have the approval of the District as to limit, form, and amount, and shall be placed with insurers with a current A.M. Best's rating of no less than A VII (an NR rating is acceptable for Worker's Compensation insurance written with the State Compensation Insurance Fund of California).

B. Prior to execution of this Agreement and prior to commencement of any work, the Consultant shall furnish the District with certificates of insurance and copies of endorsements providing evidence of coverage for all policies required by the Agreement. The Consultant and its contractors and subcontractors shall, at their expense, maintain in effect at all times during the performance of work under the Agreement not less than the following coverage and limits of insurance, which shall be maintained with insurers and under forms of policy satisfactory to the District. The maintenance by Consultant and its contractors and subcontractors of the following coverage and limits of insurance is a material element of this Agreement. The failure of Consultant or of any of its contractors or subcontractors to maintain or renew coverage or to provide evidence of renewal may be treated by the District as a material breach of this Agreement. Approval of the insurance by the District shall not relieve or decrease any liability of Consultant.

1. Commercial General Liability Insurance.

a. Consultant shall maintain commercial general liability insurance with coverage at least as broad as Insurance Services Office form CG 00 01, in an amount not less than two million dollars (\$2,000,000) per occurrence for bodily injury, personal injury, and property damage, including without limitation, blanket contractual liability. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit. Consultant's general liability policies shall be primary and shall not seek contribution from the District's coverage, and be endorsed using Insurance Services Office form CG 20 10 (or equivalent) to provide that District and its officers, officials, employees, and agents shall be additional insureds under such policies. For construction projects, an endorsement providing completed operations coverage for the additional insured, ISO form CG 20 37 (or equivalent), is also required.

b. Any failure to comply with reporting provisions of the policies by Consultant shall not affect coverage provided the District.

c. Coverage shall state that Consultant insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.

d. Coverage shall contain a waiver of subrogation in favor of the District.

2. *Business Automobile Liability.* Consultant shall provide auto liability coverage for non-owned autos using ISO Business Auto Coverage form CA 00 01 (or equivalent) with a limit of no less than two million dollars (\$2,000,000) per accident.

3. *Workers' Compensation and Employers' Liability.* Consultant shall maintain Workers' Compensation Insurance and Employer's Liability Insurance with limits of at least one million dollars (\$1,000,000). Consultant shall submit to District, along with the certificate of insurance, a waiver of subrogation endorsement in favor of District, its officers, agents, employees, and volunteers.

4. *Professional Liability.* Consultant shall maintain professional liability insurance that insures against professional errors and omissions that may be made in performing the Services to be rendered in connection with this Agreement, in the minimum amount of two million dollars (\$2,000,000) per claim and in the aggregate. Any policy inception date, continuity date, or retroactive date must be before the effective date of this agreement, and Consultant agrees to maintain continuous coverage through a period no less than three years after completion of the services required by this agreement.

5. All Coverages.

a. Each insurance policy required by this Agreement shall be endorsed to state that coverage shall not be suspended, voided, cancelled, or reduced in limits except after thirty (30) days' prior written notice has been given to the District, except that ten (10) days' prior written notice shall apply in the event of cancellation for nonpayment of premium.

b. All self-insurance, self-insured retentions, and deductibles must be declared and approved by the District.

c. Evidence of Insurance - Prior to commencement of work, the Consultant shall furnish the District with certificates, additional insured endorsements, and waivers of subrogation evidencing compliance with the insurance requirements above. The Consultant must agree to provide complete, certified copies of all required insurance policies if requested by the District.

d. Acceptability of Insurers - Insurance shall be placed with insurers admitted in the State of California and with an A.M. Best rating of A- VII or higher.

e. Subcontractors and Consultants - A category of risk and the applicable insurance requirements will be determined on a "per subcontractor" or "per consultant" basis, considering the particular work to be done by the subcontractor or consultant and the interrelationship of that work to other work being conducted by the Consultant.

6. No other provision of this Agreement or any attachment thereto shall reduce the insurance obligations imposed under this Section.

C. In addition to any other remedy the District may have, if Consultant fails to maintain the insurance coverage as required in this Section, the District may obtain such insurance coverage as is not being maintained, in form and amount substantially the same as is required herein, and the District may deduct the cost of such insurance from any amounts due or which may become due Consultant under this Agreement.

D. No policy required by this Agreement shall be suspended, cancelled, terminated by either party, or reduced in coverage or in limits unless Consultant has provided thirty (30) days prior written notice by certified mail, return receipt requested, to the District.

E. Any deductibles or self-insured retentions in excess of \$10,000 must be declared to, and approved by, the District.

F. The requirement as to types, limits, and the District's approval of insurance coverage to be maintained by Consultant are not intended to, and shall not in any manner, limit or qualify the liabilities and obligations assumed by Consultant under the Agreement.

17. NOTICE:

All notices that are required to be given by one party to the other under this Agreement shall be in writing and shall be deemed to have been given if delivered personally or enclosed in a properly addressed envelope and deposited in a United States Post Office for delivery by registered or certified mail addressed to the parties at the following addresses:

District:	Consultant:
_____	Ryder Todd Smith
_____	Tripepi Smith & Associates, Inc.
_____	P.O. Box 52152
_____	Irvine, CA 92619

18. MISCELLANEOUS PROVISIONS:

A. All exhibits to this Agreement are incorporated into this Agreement as though they are fully set forth herein and shall have the same force and effect as this Agreement.

B. In the event of an internal conflict between the provisions of this Agreement, more specific terms shall govern over less specific terms. In the event of a conflict between the provisions of this Agreement and its exhibits, the provisions contained in this Agreement shall govern over conflicting provisions of its exhibits. In the event of a conflict between the provisions of this Agreement and the District's RFP/RFQ, the provisions contained in this Agreement shall govern over conflicting provisions of the RFP/RFQ. In the event of a conflict between the provisions of this Agreement and the Contractor's insurance documents, the provisions of the insurance documents shall govern over this Agreement.

C. Consultant shall keep itself fully informed of, shall observe and comply with, and shall cause any and all persons, firms or corporations employed by it or under its control to

observe and comply with, applicable federal, state, county and municipal laws, ordinances, regulations, orders and decrees which in any manner affect those engaged or employed on the work described by this Agreement or the materials used or which in any way affect the conduct of the work.

D. Consultant shall not engage in unlawful employment discrimination. Such unlawful employment discrimination includes, but is not limited to, employment discrimination based upon a person's race, religious creed, color, national origin, ancestry, physical handicap, medical condition, marital status, gender, citizenship, or sexual orientation.

E. Consultant shall maintain and make available for inspection by the District and its auditors accurate records of all of its costs, disbursements and receipts with respect to any work under this Agreement. Such inspections may be made during regular office hours at any time until six (6) months after the final payments under this Agreement are made to the Consultant.

F. This Agreement and its exhibits constitutes the entire agreement between the parties relative to the services specified herein and no modification hereof shall be effective unless and until such modification is evidenced by a writing signed by both parties to this Agreement. There are no understandings, agreements, conditions, representations, warranties or promises, with respect to this Agreement, except those contained in or referred to in the writing.

G. This Agreement shall be interpreted and governed by the laws of the State of California.

H. Any action arising out of this Agreement shall be brought and maintained in San Mateo County California, regardless of where else venue may lie.

I. In any action brought by either party to enforce the terms of this Agreement, each party shall bear responsibility for its attorney's fees and all costs regardless of whether one party is determined to be the prevailing party.

DEL PASO MANOR WATER DISTRICT

By: _____
Alan Gardner, General Manager

APPROVED AS TO FORM:

By: _____
Mona G. Ebrahimi, General Counsel

Services Agreement
Tripepi Smith & Associates, Inc.
February 21, 2023

TRIPEPI SMITH & ASSOCIATES, INC.

By: Ryder Todd Smith

Title: Ryder Todd Smith, President

EXHIBIT A

Consultant Proposal/Scope of Work

Proposal submitted for:
Public Relations and Community Outreach

DEL PASO MANOR WATER DISTRICT



January 31, 2023
VALID FOR 90 DAYS

Submitted by:
Ryder Todd Smith, Co-Founder & President
Kaitlyn Wu, Senior Business Analyst





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COVER LETTER

Thank you for the opportunity to present Tripepi Smith’s offerings to assist Del Paso Manor Water District in public relations and community outreach efforts for its Proposition 218 rate hearing.

Tripepi Smith is a team of over 40 communication experts—robust enough to offer experienced and effective professionals for the job, yet small enough to be nimble and responsive. We offer a spectrum of skills that allow us to match the appropriate resource to the task at hand, letting us execute faster and reduce engagement costs. These resources vary by both years of experience and core hard skills. The result: we have an ability to tell a complete story across mediums, all within our one team. Del Paso Manor Water District will only need one communication partner.

From our extensive work with city governments and special districts, Tripepi Smith is attuned to the needs and perceptions of local communities. Whether it’s communicating the cost factors behind a rate increase or sharing ways customers can join the discussion, our team is equipped to strategically craft and distribute Del Paso Manor Water District’s key messages. In fact, Kaitlyn Wu—the proposed account lead—has worked full-time at a public water agency and brings a surplus of relevant experience.

Our firm mixes technical prowess and policy competency, yielding key advantages:

1. No other public affairs firm in California (that we can find) has the certifications in social media and digital platforms that Tripepi Smith has. These certifications evidence our superior understanding of these platforms.
2. The breadth of Tripepi Smith’s team—from policy to photography and videography—is rare. This experience benefits each of our clients as we can consolidate practical field experience to deliver insights and ideas for each new client.
3. Tripepi Smith’s work with dozens of public agencies and special districts positions our team to communicate about the variety of issues that affect local communities. Moreover, team members understand how to relate these issues to all stakeholders, including community leaders, customers, and businesses.

We look forward to the opportunity to help the District reach its customers and increase trust and transparency.

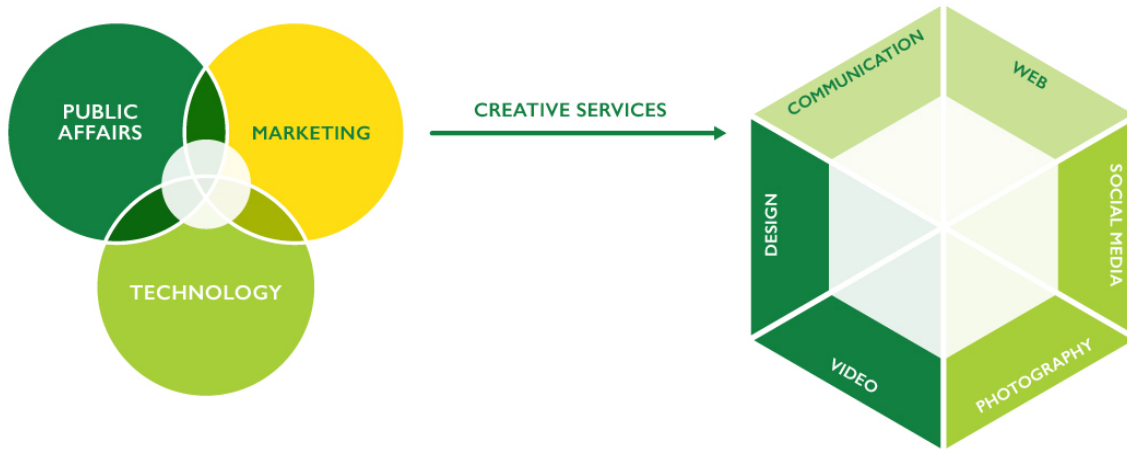
Respectfully,

Ryder Todd Smith
 Co-Founder & President
 Tripepi Smith & Associates, Inc.
 PO Box 52152, Irvine, CA 92619
 (626) 536-2173 • ryder@tripepismith.com • FAX: (949) 679-8371



COMPANY OVERVIEW

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



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

Grounded in civic affairs: Co-founder and CFO Nicole Smith is a 2nd-generation civic affairs professional (her father was a city manager for 30 years). Meanwhile, co-founder and president of Tripepi Smith, Ryder Todd Smith, brings over a decade of public agency marketing and communications experience to the table.

Legal Structure and Financial Matters

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

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

Implementing Strategy and Engaging Audiences

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



Strategic

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

"...solutions that reflect our deep understanding of local government."

Creative

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

Content x Distribution = IMPACT

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





Our Services

Strategy, Marketing, Communications

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

Creative Services

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

Tripepi Smith Testimonial

“

One of the cornerstones of effective local government is transparency, and Tripepi Smith’s marketing expertise and understanding of the Napa community continually makes them the ideal partner for communications support.

”

Jaina French

Community Relations, City of Napa





PROJECT TEAM

Under Principal **Ryder Todd Smith**, Senior Business Analyst **Kaitlyn Wu** will act as account and strategy lead. Ryder will also provide his cell phone number to staff and remain available 24/7 to answer questions, develop strategies and otherwise advance the engagement. Business Analyst **Cailyn Thompson** will handle logistics, coordination and project management. Junior Business Analyst **Morgan Mock** will provide agenda management, writing support, social media management and monitoring and other duties as assigned.

Of course, Tripepi Smith is a collaborative firm, with many skillsets represented among our talented team. Additional internal resources will be brought to the table as needed to aid the District in its community outreach.



Ryder Todd Smith



Kaitlyn Wu



Cailyn Thompson



Morgan Mock



TRIPEPI SMITH TEAM

Ryder Todd Smith Co-founder & President		Nicole Smith Co-founder & CFO	
CREATIVE SERVICES		Katherine Griffiths, APR Principal, Editorial Lead	Jennifer Nentwig, APR Principal
Kevin Bostwick Creative Director	Cameron Grimm Director	Jennifer Vaughn Director	Amy Conrad Director
Kjerstin Wingert Sr. Designer, Photography	Melanie James Web, Design, Video	Saara Lampwalla Sr. Business Analyst	Karen Villaseñor Sr. Business Analyst
Nolan Voge Video, Photography	Jenni Wechsler Graphic Design	Sara Madsen Sr. Business Analyst	Kaitlyn Wu Sr. Business Analyst
Josh Hernandez Videography	Sophie Doane Graphic Design	Sydni Overly Sr. Business Analyst	Kaetlyn Hernandez Business Analyst
Eldon Shih Videography	John Balliet Videography	Danielle Rodriguez Business Analyst	Allison Torres Business Analyst
Ethan De La Peña Videography		Claire Torza Business Analyst	Kevork Kurdoghlian Business Analyst
Kylie Sun Business Analyst	Charlie Mounts Business Analyst	Kalee Cummings Business Analyst	Skyler Addison Business Analyst
Cailyn Thompson Business Analyst	Melanie Moore Business Analyst	Jasob Lyle Jr. Business Analyst	Kayla Cao Jr. Business Analyst
Amanda Avery Jr. Business Analyst	Alyson Nichols Jr. Business Analyst	Luis Verdin Jr. Business Analyst	Morgan Mock Jr. Business Analyst
Brooke Hager Jr. Business Analyst	Noelle Murphy Jr. Business Analyst	Kendall Lowery Jr. Business Analyst	Sophia Silane Jr. Business Analyst

For certain video work, printing, niche website development needs or mailing, we may use subcontractors. These are selected at the time of the need, with the approval of the client. Here are potential firms or people we routinely subcontract with:

- InfoSend – Print and Mail House Services
- DLS Printer Services – High-end Printing for Collateral
- Emily Baker – Voiceover Work



TIME & MATERIALS (AD HOC) WORK PRICING

Tripepi Smith has provided hourly rates for the full array of our resources to support the District’s public relations efforts. We propose time and materials rates here so we can be responsive to any needs that arise related to Proposition 218 outreach and beyond.

Ad Hoc Billing

Any requested ad hoc work will be invoiced at the end of the month in which the work was done. Terms are net 30 days.

Time & Materials Billing

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

Annual Increase

Tripepi Smith will increase the hourly rates and retainer fees for all resources by five percent (5%) or the regional CPI index—whichever is higher—each year on the anniversary of the contract, starting in the calendar year 2024.

Retainer Discount

When client monthly retainers exceed six-thousand-five-hundred dollars (\$6,750) a month, they have access to our reduced Hourly – Retainer rates noted below. Otherwise, any ad hoc work done outside the scope of the Retainer would be at the Hourly – Standard rates.

Resource	Hourly - Standard	Hourly - Retainer
Principal	\$330.00	\$290.00
Director	\$220.00	\$185.00
Art Director	\$220.00	\$185.00
Senior Business Analyst	\$175.00	\$150.00
Business Analyst	\$120.00	\$100.00
Junior Business Analyst	\$95.00	\$80.00
Senior Videographer/Animator	\$175.00	\$150.00
Photographer/Videographer	\$120.00	\$100.00
Senior Graphic Designer	\$160.00	\$135.00
Junior Graphic Designer	\$120.00	\$100.00
Web Developer	\$175.00	\$150.00
Drone Operator	\$175.00	\$150.00



Other Costs

Because Tripepi Smith offers a broad set of services, including extensive content production, we have some other content production-related fees that may come up during our engagement that are shared below.

Travel Costs

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

Equipment Costs

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

	Half Day	Full Day
Video Equipment	\$350	\$550
Drone Equipment	N/A	\$500

- Five-hundred-fifty dollars (\$550) for a full day of video equipment use (includes full set of video equipment). Full day is defined as a shoot lasting four (4) or more hours.
- Three-hundred-fifty dollars (\$350) for a half day of video equipment use. Half day is defined as anything under four (4) hours of video production. All such expenses will be authorized by the District prior to fee being assessed.
- Five-hundred dollars (\$500) per day drone fee applies and is not inclusive of the drone operator time (Drone Operator rate).

Service Fees

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

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

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

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

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

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



Tripepi Smith Partnership Discounts

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

PublicCEO

– digital news about public affairs, reaching over 16,000 California government executives

<https://www.publicceo.com>

Civic Business Journal

– digital interest stories about the people in local government

<https://www.civicbusinessjournal.com>

FlashVote

– planning, implementing, measuring civic surveys

<https://www.flashvote.com>

TS Talent Solutions

– talent search services for local government and related agencies

<https://tstalentsolutions.com>

SAMPLES OF WORK

We encourage you to see all the work we have done for clients through our online portfolio at

www.TripepiSmith.com/Work



APPENDIX A: RESUMES

RYDER TODD SMITH

TRIPEPI SMITH – PRESIDENT

11/00 – PRESENT

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

MAVENT INC – SENIOR VICE PRESIDENT, OPERATIONS

5/05 – 11/09

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

MAVENT INC – VICE PRESIDENT, MARKETING

08/04 – 05/05

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

MAVENT INC – VICE PRESIDENT, GOVERNMENT RELATIONS

02/03 – 08/04

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

OLYMPIC STAFFING SERVICES – INFORMATION TECHNOLOGY MANAGER

01/98 – 11/00

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

NORTHROP GRUMMAN CORPORATION – GOV’T REPRESENTATIVE

07/97 – 12/97

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

EDUCATION

CLAREMONT MCKENNA COLLEGE – CLAREMONT, CA

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



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 leader 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 publish 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 programs

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

<ul style="list-style-type: none"> • Hootsuite • Canva 	<ul style="list-style-type: none"> • Google Suite 	<ul style="list-style-type: none"> • Microsoft Office Suite
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CAILYN THOMPSON

TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

09/21 – PRESENT

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

CITY OF CYPRESS – DAY CAMP DIRECTOR

04/19 – 09/21

- Planned and coordinated the program’s day-to-day operations
- Managed participant information, camp supply records and resource records
- Directed staff trainings and conducted weekly planning meetings

ST. JOHN’S UNIVERSITY – ATHLETIC ADMINISTRATION GRADUATE ASSISTANT

09/19 – 05/21

- Assisted with the coordination and creation of game contracts for 16 NCAA Division I teams
- Supported the Deputy Athletics Director by organizing the staffing and operation of the Athletic Fueling Station
- Maintained program budgets and expense reports

ST. JOHN’S UNIVERSITY – ATHLETIC EQUIPMENT OPERATIONS INTERN

09/18 – 05/19

- Assisted in the daily operations of equipment procurement
- Maintained inventory and assisted with the distribution of equipment for 16 NCAA Division I teams, team staff and athletics departmental staff

ST. JOHN’S UNIVERSITY – ATHLETIC EVENTS AND PROGRAMMING INTERN

09/16 – 05/19

- Supported the Assistant Athletics Director by overseeing Division I game day operations
- Assisted with event planning and management
- Acted as site supervisor for external events
- Conducted daily walkthroughs of athletic facilities including Carnesecca Arena, Belson Stadium and Jack Kaiser Stadium

EDUCATION

- Master of Business Administration in Strategic Management – St. John’s University – Queens, NY
- Bachelor of Science in Sport Management – St. John’s University – Queens, NY

CERTIFICATIONS

- Hootsuite Social Marketing 09/21
- Facebook Blueprint 02/22
- Sprout Social 02/22

SOFTWARE

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> • Adobe Lightroom • Adobe Acrobat | <ul style="list-style-type: none"> • Microsoft Office • Google Suite | <ul style="list-style-type: none"> • Concur Solutions |
|--|--|--|



MORGAN MOCK

TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

07/22 – PRESENT

- Crafting stories, articles and press releases for the firm’s website and city clients
- Managing client social media and responding to public questions
- Translating English written content, videos and graphic to Spanish
- Conducting market research to provide insights and assist clients with boosting their market presence

CALAMP PUBLIC RELATIONS – MARKETING & FINANCE INTERN

05/21 – 08/21

- Created CalAmp iOn Media Press Kit showcasing product and all content supporting it
- Took the lead on content creation and in-office celebration for CalAmp’s 40th Anniversary Celebration
- Wrote social media bylines for articles and press releases in cohesive, CalAmp-specific language
- Fostered investor relations through financial analyst reports

SAN DIEGO STATE WEBER HONORS COLLEGE – PRESIDENT

05/20 – 05/21

- Served as the official spokesperson for the organization
- Tracked the success/impact of all internal and external activities to ensure vision is carried out
- Assisted fellow officers in planning interactive bonding events for students

SAN DIEGO STATE WEBER HONORS COLLEGE – MARKETING OFFICER

05/20 – 05/21

- Publicized honors college events and news reaching over 1,500 students
- Boosted social media engagement through interactive posts and graphics, and weekly email updates
- Strengthened the Weber Honors College brand through the creation of new merchandise and apparel

PUBLIC SPEAKING HONORS

HONORS ADMITTED STUDENT RECEPTION – FRESHMEN KEYNOTE SPEAKER

03/19

- Invited to speak about first-year experience as part of the Weber Honors College to 1,000+ potential Aztecs

SAN DIEGO STATE LEADERSHIP SUMMIT – SPEAKER

02/19

- Presented “Enhancing Personal Brand to Set You Apart as a Leader”

SAN DIEGO STATE HIGH IMPACT PRACTICE PANEL – SPEAKER

02/20

- Invited to speak on campus and leadership involvement

EDUCATION

- Bachelor of Arts, Communication, Minors in Spanish and Honors Interdisciplinary Studies – San Diego State University – San Diego, CA
 - Summa Cum Laude Honors & Dean’s List Recipient
 - Seal of Biliteracy in the Spanish language

CERTIFICATIONS

- Hootsuite Social Marketing 07/22
- Sprout Social 07/22
- Meta Certified Digital Marketing Associate 08/22
- Google Ads Display Certification 12/22

EXHIBIT B

Schedule of Performance

The parties agree that performance will commence immediately upon execution of this agreement, and conclude prior to August 1, 2023, in line with the District's Proposition 218 timeline, with the expectation that all services will be completed upon completion of the 218 protest hearing.

EXHIBIT C

Schedule of Fees

1. 40% upon kickoff - \$14,596.00
2. 30% on April 30, 2023 - \$10,947.00
3. 30% upon final deliverable - \$10,947.00

Any Ad Hoc requests beyond the defined scope of work will be done on a Time & Materials basis using the hourly rates listed in the Consultant's proposal, attached herein as **Exhibit A**. Ad Hoc work will be invoiced at the end of the month in which the work was done. All invoice terms are net 30 days.

ITEM #8.F

Verbal Report Update on DPMWD / SSWD 2x2