



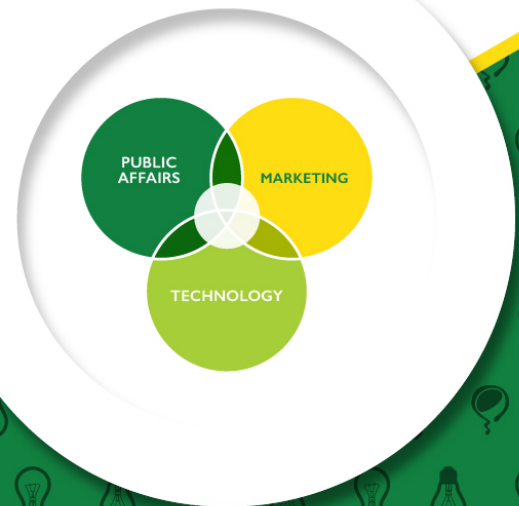
**TRIPEPI SMITH**  
marketing • technology • public affairs

**ATTACHMENT #3**

Proposal for:  
Ballot Measure Outreach & Education

# CITY OF INDIAN WELLS

Submitted: April 12, 2024  
By: Ryder Todd Smith, President  
Cameron Grimm, Director





# LETTER OF PROPOSAL

To Whom It May Concern:

Thank you for this opportunity to supplement our relationship with the City of Indian Wells as a partner in public outreach and engagement for an amendment to the Fire Tax ballot measure. Specifically, the City has asked for support with public education/outreach regarding a fixed annual rate increase to the existing tax as part of the upcoming November election ballot.

Tripepi Smith has a deep understanding of the unique dynamics of California communities: over 200 local government agencies, primarily in California, have chosen us to support their Communications needs. Our experience spans numerous successful campaigns and initiatives, where we have consistently achieved tangible, impactful results. We boast an excellent track record in providing comprehensive public education & outreach services to municipalities, especially regarding tax measures. Here are just a few examples:

- Culver City – Nov. 2016 – Measure CW: a special parcel tax – Passed
- Culver City – Nov. 2018 – Measure C: a 0.25% sales tax – Passed
- Hawaiian Gardens – Mar. 2020 – Measure HG: a 0.75% sales tax – Passed
- Carson – Nov. 2020 – Measure K: a 0.75% sales tax – Passed
- Culver City – Nov. 2020 – Measure RE: a revision of the City’s real estate transfer tax – Passed
- Grover Beach – Nov. 2020 – Measure F-20: a 1.0% sales tax – Passed
- Carson – Nov. 2022 – Measure R: continuation of a 2% UUT – Passed
- Hercules – Nov. 2022 – Measure N: continuation of an 8% UUT – Passed
- Lynwood – Nov. 2022 – Measure TR: tax on businesses selling marijuana products – Passed
- Culver City – Nov. 2022 – Measure BL: a revision of the City's business license tax rates and business classifications – Passed

We appreciate this opportunity to potentially serve the City of Indian Wells in this capacity and look forward to collaborating with you on your communications efforts.

Regards,

**Ryder Todd Smith**

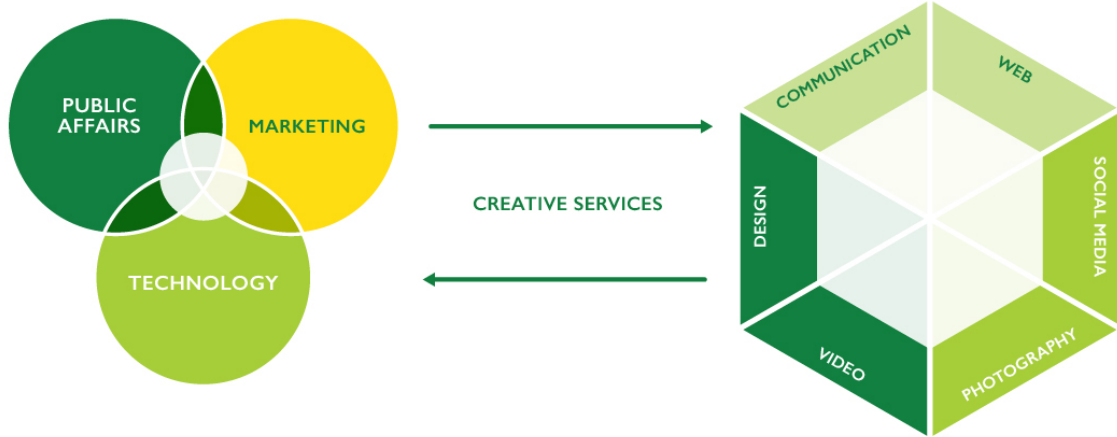
Co-Founder & President, Tripepi Smith

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



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# SCOPE OF WORK

## The City of Indian Wells’s Needs

Tripepi Smith has a solid track record of supporting education and outreach efforts around ballot measures. Our first step at the beginning of the engagement will be a kickoff meeting with all parties to accomplish several goals:

1. Introduce stakeholders and project leads
2. Review our projected timeline, ensuring voters have the facts before the election
3. Review our content collaboration process
4. Identify possible date for educational webinar

Tripepi Smith’s typical approach to crafting language for ballot measure education & outreach is to “measure twice, cut once”: we work with key stakeholders (especially legal counsel) to produce approved written language upfront. Any external-facing content, whatever the medium, will only use that language. This allows us to streamline the design of various deliverables so the only new information for stakeholders to review is the look and feel, versus also having to re-evaluate the written text. This gives us the most flexibility to speed up the outreach/education process as necessary, ensuring voters have all the facts they need before an election.

Our Creative Team of graphic artists, videographers and animators can transform this same written language into easy-to-understand visuals.

### Tripepi Smith Testimonial

“ We’ve turned to Tripepi Smith for support on a number of communications projects over the past four years, and Ryder and his team have always delivered high-quality work.

Tripepi Smith’s graphic design skills are excellent and reflect a familiarity with local government that is important to the design process. ”



**Brian Babcock**  
Communications Officer  
City of Cupertino (as of 2022: City of Mountain View)



## Proposed Deliverables

Tripepi Smith could provide the following services over a period of up to 7 months:

Education & Outreach Deliverables	Quantity/Notes
<b><u>Project Management</u></b>	<b>Ongoing for up to 7 months</b>
One-time Kickoff Call	Up to two (2) hours
Biweekly Client Check-in Call	Up to sixty (60) minutes per call; Agendized meetings, with to-do item "recap" emails after
<b><u>Content Production</u></b>	<b>Ongoing for up to 7 months</b>
Strategic messaging for use across all communications	Includes: Frequently Asked Questions, talking points, key messages, etc.
Informational webpage for City's website; editing content as needed	One (1) webpage
Homepage content	One (1) "hero" image for top-of-page image slider
<b><u>Social Media Management &amp; Monitoring</u></b>	<b>Ongoing for up to 7 months</b>
Create and publish social media post content <i>(which we will use for Digital Placements)</i>	Up to six (6) unique posts total; Graphic design included
Produce and manage digital placement of animated video	One (1) "Boosted Post" for dual display on Facebook and Instagram
Respond to comments and messages on City social media sites	Unlimited
<b><u>Digital Placement (Ads) Creation &amp; Management</u></b>	<b>Excludes digital placement budget</b>
Produce and manage digital placements of social media posts	Up to six (6) "Boosted Posts" for dual display on Facebook and Instagram
Produce and manage digital placement of animated video	One (1) "Boosted Post" for dual display on Facebook and Instagram
<b><u>Animated Video</u></b>	<b>Includes caption &amp; voiceover fees</b>
Informational animated video	One (1) English video with captions; Max. of ninety (90) seconds long
<b><u>Informational Mailer</u></b>	<b>Excludes print &amp; mail fees</b>
Informational mailer for City voters	1, 8.5"x11", double-sided, folded in half or tri-fold; Digital, ADA-compliant PDF version included for upload on City website
Manage print & mail production process <i>(print &amp; mailing costs are not included in our pricing)</i>	Can use City's vendor or one of our choosing; Mailing via Every Door Direct Mail (EDDM) or City-provided mailing list
<b><u>Educational Webinar</u></b>	<b>Virtual Meeting</b>
Webinar to answer community question, recorded for use as an education asset.	Includes planning, hosting, slide deck preparation, pre-resolution



## TIMELINE

Based on the election schedule, we anticipate starting our work as early as April 2024 and finishing at the end of October 2024.

### Phase 1 (Pre-Resolution): Heavy Initial Education & Outreach

Tripepi Smith will lead a kickoff call with key stakeholders and begin initial education and outreach. During this phase, Tripepi Smith will focus on messaging that explains the current services and how it works, what it costs and what it means for residents. Tripepi Smith recommends hosting a brief webinar on the subject to answer community questions and to record it for use as an educational asset.

### Council Adopts Resolution

Once the City Council adopts a Resolution to place the measure on the ballot, our approach becomes more constrained. From that point on, all communication from the City must be purely neutral and informational. It is anticipated that Council would likely pass this Resolution in either late spring or early summer 2024.

### Phase 2 (Post-Resolution): Ballot Measure Education & Outreach

Once a resolution is adopted and a ballot letter is assigned, Tripepi Smith will create a webpage for the measure, provide FAQs, create a user-friendly URL, design and create a postcard mailer and animated video explaining the measure and what it means to vote for and against it.

*A detailed timeline is below for reference.*



Timeline Summary

Phase 1 (Pre-Resolution):  
Heavy Initial  
Education &  
Outreach

- **April 2024 - Summer 2024**
- Kickoff Meeting with all Stakeholders
- Develop Education & Outreach Language
- Heavy Initial Education & Outreach: Content Production, Social Media Posts, Informational Webinar

Council  
Adopts  
Resolution

- **Summer 2024**
- Measure Placed on November 2024 Ballot

Phase 2  
(Post-Resolution):  
Full  
Education &  
Outreach

- **Summer 2024 - November 2024**
- Continued Content Production, Webpage Creation, Animated Video, Digital Placements, Informational Mailer
- Ongoing Content Management & Monitoring
- Election Day



# COST PROPOSAL

Tripepi Smith recommends a Fixed Fee model for executing the work detailed in this proposal. Typically, we propose three fixed fee payments throughout the course of the engagement:

Payment Milestones	
Total	\$58,500
40% - Kickoff	\$23,400
30% - on August 31, 2024	\$17,550
30% - on November 30, 2024	\$17,550

## Time & Materials (as-Needed) Work

Tripepi Smith would apply the following rates and related fees for services for any work authorized outside of the Fixed-Fee Proposed Deliverables:

	Hourly
Principal	\$330
Director	\$225
Art/Creative Director	\$225
Senior Business Analyst	\$180
Business Analyst	\$125
Junior Business Analyst	\$100
Senior Videographer/Animator	\$180
Senior Photographer	\$180
Videographer/Photographer	\$115
Senior Graphic Designer	\$165
Graphic Designer	\$115
Web Developer	\$185
Drone Operator	\$185





## Other Cost Information

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

### Invoicing & Payment Terms

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. Ad hoc work will be invoiced at the end of the month in which the work was done. Fixed price project work will be invoiced based on pre-determined payment schedules.

All payment terms are net 30 days.

### Annual Increase

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

### Travel Costs

Travel costs must be pre-authorized and then will be reimbursed by the Institute 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. As such, in those cases, the following rates apply:

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

### Service Fees


Tripepi Smith prefers that clients pay service providers directly to avoid unnecessary administrative costs. You should also know, however, that we have no economic interest in service providers, unless otherwise specified in this proposal.

If a client asks Tripepi Smith to pay for a service provider bill, we will apply a 10% agency fee to the reimbursement expense. Typical service fees include, but are not limited to: print, mailing, digital advertising, media placements, voiceovers, translations and closed captions.




## Partner Access


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

 **PublicCEO:** [www.PublicCEO.com](http://www.PublicCEO.com) – Digital news about public affairs, reaching over 17,000 California government executives through a daily podcast, job board, video podcast and more.

 **Civic Business Journal:** [www.CivicBusinessJournal.com](http://www.CivicBusinessJournal.com) – Digital interest stories on the people, companies and solutions that make local government in California more effective.

 **FlashVote:** [www.FlashVote.com](http://www.FlashVote.com) – Statistically valid surveying that helps leaders make decisions.

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

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

 **Meltwater:** [www.TripepiSmith.com/Media-Intelligence](http://www.TripepiSmith.com/Media-Intelligence) – An enterprise-class, comprehensive media monitoring solution that is best combined with Tripepi Smith’s analytics team.



# WORK SAMPLES

Reference Contact Info	Ballot Results, Scope of Work, Work Samples
<p><b>City of Carson</b></p> <p>Tarik Rahmani, Deputy City Manager (310) 952-1755 TRahmani@Carson.ca.us</p> <p>Carson St. b24 Carson, CA 90745</p>	<p>Nov. 2020 Measure K: 0.75% sales tax – 53.92% Yes</p> <p><b>Education &amp; Outreach:</b> Project management, strategic messaging, campaign logo development, news articles, website content development, social media management, technology support, digital ad placements, media monitoring, animated video, informational mailer</p>

### Measure K Sales Tax - November 3, 2020 Election

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During the November 2020 General Municipal Election, Carson residents will be able to vote on Measure K: the proposed three-quarters-cent (or 0.75%) local transactions and use tax ("sales tax"). If passed by Carson voters, Measure K would generate approximately \$12 million annually to help Carson address important community needs.

Before you vote in the election, please learn more about Measure K on this webpage.

<a href="#">About Measure K</a>	<a href="#">City Finances</a>
<a href="#">How Sales Tax Works</a>	<a href="#">Community Needs and Priorities</a>
<a href="#">Frequently Asked Questions</a>	<a href="#">Documents and Election Info</a>

**About Measure K**

- On August 4, 2020, the Carson City Council adopted a resolution calling for the placement of a 0.75%, or three-quarters-cent, Transactions and Use Tax (Sales Tax) on the November 2020 ballot.
- Measure K is a "general tax", not a "special tax." The revenues collected could be used to restore, protect and/or enhance any valid municipal purpose, such as public safety, street maintenance, building maintenance, transportation, parks and community services' programs.
- If voters approve Measure K, revenues will go to the City's General Fund to fund City services and programs for its residents instead of other taxing jurisdictions like the County of Los Angeles.
  - The transactions and use general tax proposed by Measure K would take effect only if it receives a majority "YES" vote at the November 3, 2020, general municipal election.
  - If approved, Measure K would begin in July 2021.



The logo features the word "Measure" in a blue sans-serif font above a large, bold, blue letter "K". Below the "K" is a dark grey rectangular box containing the word "CARSON" in white, all-caps, bold, sans-serif font.



Reference Contact Info

Ballot Results, Scope of Work Performed, Work Samples

City of Culver City

John Nachbar, City Manager  
 (310) 253-6000  
 John.Nachbar@CulverCity.org  
 9770 Culver Blvd  
 Culver City, CA 90232

Nov. 2018 Measure C: 0.25% sales tax – 70.73% Yes

March 2020 Measure CC: 0.5% sales tax – 76.93% Yes

**Education & Outreach:** Project management, strategic messaging, news articles, website content development, social media management, technology support, digital ad placements, media monitoring, animated videos, informational mailers





Reference Contact Info	Ballot Results, Scope of Work Performed, Work Samples
<p><b>City of Grover Beach</b>                      Matthew Bronson, City Manager                      (805) 473-4567                      MBronson@GroverBeach.org                      154 S 8th Street                      Grover Beach, CA 93433</p>	<p>Nov. 2020 Measure F-20: 1.0% sales tax – 52.68% Yes</p> <p><b>Education &amp; Outreach:</b> Project management, strategic messaging, campaign logo development, website content development, social media management, technology support, digital ad placements, media monitoring, animated video, informational mailer</p>

**Measure F-20 could help Grover Beach move forward with addressing important community needs, such as:**

Encouraging economic development in Grover Beach to help businesses be successful and expand local employment opportunities, which could include continuing to partner with the South County Chambers of Commerce to expand these efforts.

Making the City more pedestrian-friendly and accessible through sidewalk improvements and additions. These would help with traffic congestion, improve air quality, and provide healthier and safer ways for students to get to & from school.

Assisting local businesses that are weathering the hardships brought about by the COVID-19 pandemic through programs such as microgrants.

Securing additional staffing and equipment to ensure a well-functioning fire and emergency medical services operation.

Increasing the number of sworn police officers to better meet the volume of service calls received and allow time for proactive community outreach work to resolve issues before they become problems.

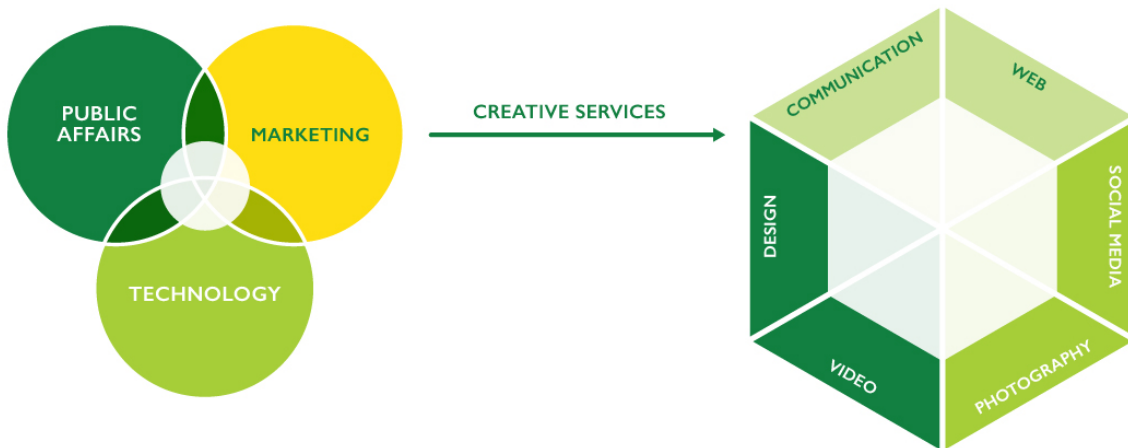
Repairing, maintaining and improving major streets that are regional in nature - amounting to approximately \$10 million - such as West





## COMPANY OVERVIEW

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



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

### Legal Structure and Financial Matters

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

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

### Implementing Strategy and Engaging Audiences

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



**Strategic**

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

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

**Creative**

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

**Content x Distribution = IMPACT**









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












## Our Services

### Strategy, Marketing, Communications

-  Strategic development, research, survey: 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

**“ Thanks to Tripepi Smith, we’ve made significant strides in our outreach. In four years, we’ve achieved several milestones with the team.**

Tripepi Smith fully immerses themselves in our situations to get a clear understanding of the developments and challenges that the Paramount community faces. They then provide input and recommendations which I have found to be immensely valuable for our City’s communication efforts. The team at Tripepi Smith have truly become a valued partner in our City’s ongoing success. ”

**John Moreno**  
City Manager, Paramount







## Client Roster

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

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



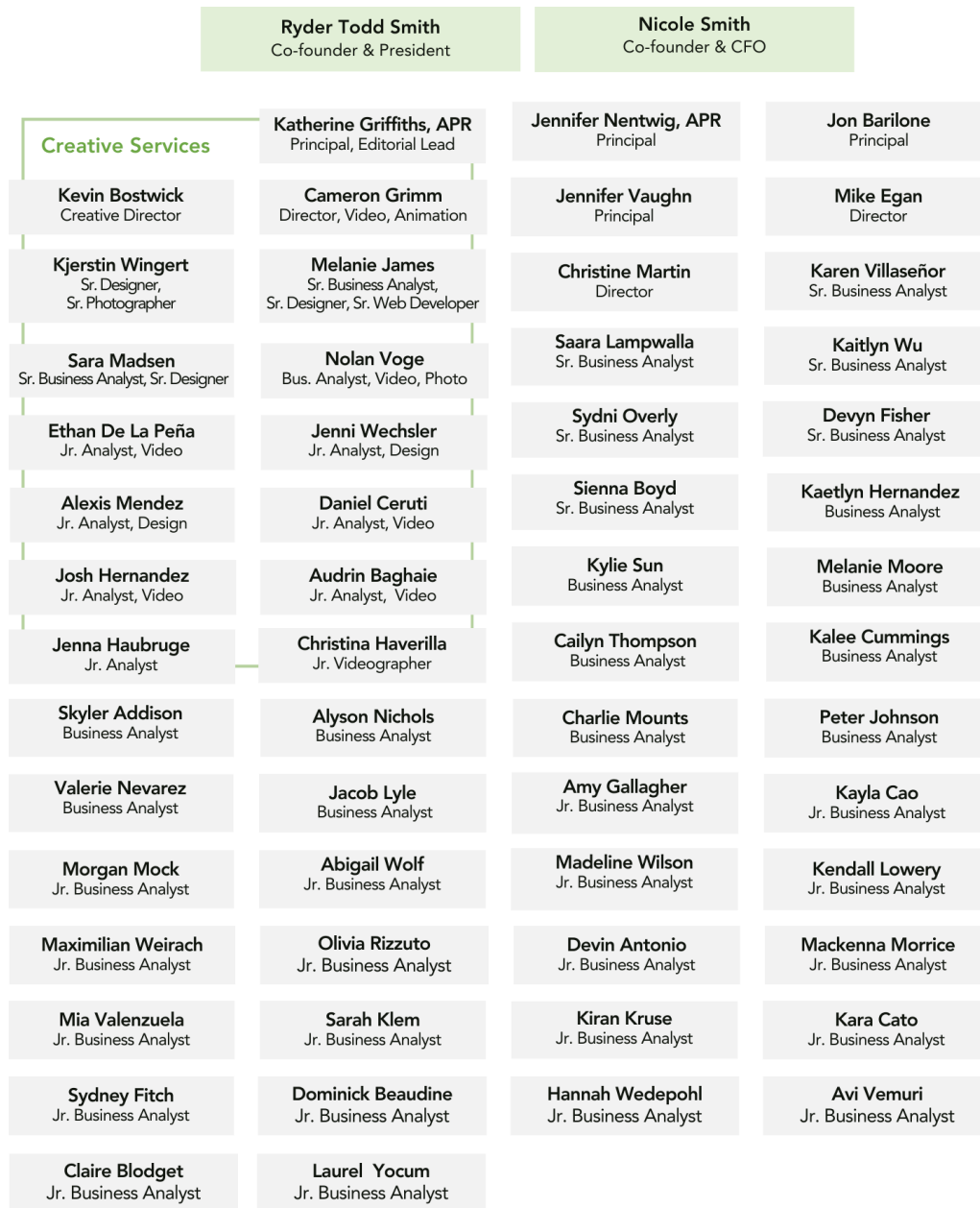
## Local Government Affiliation and Support

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

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



## Team Tripepi Smith – Org Chart



Additionally, for services such as printing, mailing or voiceover, we may use subcontractors. These are often determined at the time of the need, so it is difficult to predict who that will be. However, here is a list of potential firms or people we routinely subcontract with.

- InfoSend – Print and Mail House Services
- DLS Printer Services – High-end Printing for Collateral
- Emily Baker, Bernie Baggarly – Voiceover Work
- FlashVote – Scientific Surveying