



STAFF REPORT

City Council

Meeting Date:

6/9/2026

Staff Report Number:

26-101-CC

Consent Calendar:

Authorize the city manager to execute an agreement for fiscal year 2026-27 with Tripepi Smith for communications support services

Recommendation

Staff recommends the City Council authorize the city manager to execute an agreement for fiscal year 2026-27 with Tripepi Smith for ongoing communications support services for up to \$255,000 (Attachment A), with an option to extend the agreement on a yearly basis for up to three additional one-year terms.

Policy Issues

The fiscal year 2026-27 agreement for up to \$255,000 would exceed the city manager's signing authority and requires City Council approval.

Background

Communicating programs, resources, events and policies to community members is a critical function of the City.

The City initially hired a communications consultant, Tripepi Smith, to provide additional graphic design services in 2023. The scope expanded the same year to provide broader communications support due to transitions of city staff focused on public engagement.

In January 2024, the City hired a public engagement manager to lead communications and Tripepi Smith has continued to provide communications support. Since 2024, the City's social media accounts have become a more active channel of communication with strategy set by the public engagement manager and supported by Tripepi Smith. City social media accounts have grown followers by 60%, impressions (viewers) by 72% and engagements (likes, comments, shares) by 60%. In addition, the City has gained efficiency in its communication with the implementation of branded templates in Canva, designed by Tripepi Smith, and has improved awareness of events, services, policies, programs, and resources with Tripepi Smith's support.

Analysis

The City released a request for proposals (RFP) Feb. 18, seeking a qualified government communications consultant in alignment with City policy requiring competitive review of consulting services every three years to assess qualifications, effectiveness and service costs. The communications consultant would

support engagement initiatives to educate and increase awareness of city events, services, policies, programs, and resources.

A total of nine proposals were received in response to the City's RFP by the due date of March 18. A selection committee was established with staff representatives from across departments (community development, public works and library and community services) and the Public Engagement Manager. All submissions were evaluated based on qualifications and experience, project approach, team expertise, cost proposal and creative portfolio.

Three finalists were selected to advance to the interview phase based on the weighted average of scores, which included a 45-minute presentation and question and answer session. Interviews were conducted during the week of April 13.

Tripepi Smith offered the most experience (e.g., 250 clients in California, coverage in nine states, participation in 20 local government associations) and ability to meet the scope of work expectations of the City with its 70 staff members that cover key areas such as graphic design, videography, website development, project management and communications support (e.g. social media management, newsletter support). In addition, Tripepi has a proven track record of not only meeting expectations but often exceeding them to achieve department and City goals for engagement. Lastly, their expertise across clients in California and other states provides valuable insights to increase engagement with the City's community members.

The Tripepi Smith scope of work for fiscal year 2026-27 includes continued communications support as well as enhancements from the prior year:

- ADA compliance – In alignment with federal requirements, Tripepi Smith will review PDFs designed in-house to ensure they meet the appropriate standard. In addition, they will continue to develop ADA compliant designs.
- Videos – While social media remains a key channel to reach community members, it has become more challenging to gain attention. During fiscal year 2025-26, the use of videos was piloted to test to expand engagement. In comparison to the prior fiscal year, video views increased by 874%. Therefore, Tripepi Smith will support the City in growing this effective strategy through the development, editing and sharing of video content.
- Translation – The City seeks to broaden its use of Spanish translation on outreach materials to ensure that all community members are able to access information. Tripepi Smith has helped the City to develop translated materials over the last few years and will expand this initiative in the coming year.
- Graphic design – Professional and accessible designs to engage community members remains a top priority. For fiscal year 2026-27, Tripepi Smith will help the City to refresh its designs to capture more attention and engagement.
- Surge/emergency communications – Tripepi Smith is well-equipped to support periods of high demand across multiple departments, including during emergency wet weather communications.

Impact on City Resources

Staff will include \$255,000 in the proposed fiscal year 2026-27 budget for the agreement with Tripepi Smith. The agreement will be pending final budget approval by the City Council.

Environmental Review

This action is not a project within the meaning of the California Environmental Quality Act (CEQA) Guidelines Sections 15378 and 15061(b)(3) as it will not result in any direct or indirect physical change in the environment.

Public Notice

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

Attachments

A. Agreement

Report prepared by:

Kendra Calvert, Public Engagement Manager

Report reviewed by:

Stephen Stolte, Assistant City Manager

PROFESSIONAL SERVICES AGREEMENT

City Manager's Office
701 Laurel Street
Menlo Park, CA 94025
tel 650-330-6620



Agreement #: **XXXX**

AGREEMENT FOR SERVICES BETWEEN

THE CITY OF MENLO PARK AND TRIPEPI SMITH

THIS AGREEMENT made and entered into at Menlo Park, California, this _____, by and between the CITY OF MENLO PARK, a Municipal Corporation, hereinafter referred to as "CITY," and TRIPEPI SMITH, hereinafter referred to as "FIRST PARTY."

WITNESSETH:

WHEREAS, CITY desires to retain FIRST PARTY to provide certain professional Services for CITY in connection with that certain project called: 2026-2027 graphic design and communication support services.

WHEREAS, FIRST PARTY is licensed to perform said Services and desires to and does hereby undertake to perform said Services.

NOW, THEREFORE, IN CONSIDERATION OF THE MUTUAL COVENANTS, PROMISES, AND CONDITIONS of each of the Parties hereto, it is hereby agreed as follows:

1. SCOPE OF WORK

- A. In consideration of the payment by CITY to FIRST PARTY, as hereinafter provided, FIRST PARTY agrees to perform all the Services as set forth in Exhibit "A," Scope of Services.
- B. **Independent Contractor.** FIRST PARTY and CITY each expressly agree and understand that they are creating an independent contractor relationship, and that nothing in this Agreement shall be construed to create a partnership, joint venture, agency, or other fiduciary relationship between FIRST PARTY and CITY. FIRST PARTY shall not have any right, power or authority, either express or implied, pursuant to this Agreement to assume, create or incur any expense, liability or obligation, express or implied, on behalf of CITY, and shall not represent to any person or business that they have such power. FIRST PARTY and CITY further expressly agree and understand that:
1. Neither FIRST PARTY nor any person employed or contracted by FIRST PARTY shall be considered an employee of CITY for any purposes.
 2. FIRST PARTY has the sole right to control and direct the means, manner, and method by which Services under this Agreement will be performed.
 3. FIRST PARTY has the right to hire assistants as subcontractors or to use employees to provide the Services required by this Agreement, at their own expense; in all cases, FIRST PARTY shall be solely responsible for all matters relating to the payment of its own employees and subcontractors, including, but not limited to, compliance with Social Security and income tax withholdings, workers' compensation

insurance, unemployment compensation payments, and compliance with all regulations governing such matters.

4. Neither FIRST PARTY nor their employees or subcontractors shall be required to wear any uniforms provided by CITY.
5. The Services required by this Agreement shall be performed by FIRST PARTY or their employees or subcontractors, and CITY shall not hire, supervise, or pay any assistants to help FIRST PARTY.
6. Neither FIRST PARTY nor their employees or subcontractors shall receive any training from CITY in the professional skills necessary to perform Services under this Agreement.
7. Neither FIRST PARTY nor their employees or subcontractors shall be required by CITY to devote full time to the performance of Services required by this Agreement.
8. Neither FIRST PARTY nor their employees or subcontractors are entitled to receive or participate in any medical, retirement, vacation, paid or unpaid leave, or other fringe benefits provided by CITY to its employees, and FIRST PARTY shall be exclusively responsible for all Social Security, self-employment and income taxes, disability insurance, workers' compensation insurance, and/or any other statutory benefits otherwise required to be provided to their employees.
9. FIRST PARTY is solely responsible for all state and federal income and/or other tax obligations, including but not limited to all reporting and payment obligations, if any, which may arise as a consequence of any payment under this Agreement. This includes, but is not limited to, FICA withholdings and payments, state or federal unemployment compensation contributions, and applicable self-employment taxes. FIRST PARTY further agrees to indemnify CITY for any claims or obligations asserted to the contrary by FIRST PARTY or by their employees or subcontractors. Upon request, FIRST PARTY shall provide CITY with proof that such payments have been made.

- C. **Compliance with Law.** The Services shall be performed in accordance with all applicable federal, state and local laws, ordinances, rules, regulations and orders.
- D. **Professional Competence.** FIRST PARTY represents that it has the professional skills necessary to perform the Services and that it will perform the Services in a skillful and professional manner. FIRST PARTY represents that it has all the necessary licenses to perform the Services and shall maintain them throughout the term of this Agreement. FIRST PARTY agrees that the Services shall be performed consistent with the professional skill and care ordinarily provided by marketing and communications consultant practicing in the same or similar locality under the same or similar circumstances. CITY and FIRST PARTY agree that FIRST PARTY is in responsible charge of the Services. Acceptance by CITY of the Services does not operate as a release of FIRST PARTY from professional responsibility for the Services performed.
- E. **Confidentiality.** FIRST PARTY agrees to maintain in confidence and not disclose to any person, firm, governmental entity or corporation, without CITY's prior written consent, any trade secret or confidential information, knowledge or data relating to the products, process or operation of CITY. FIRST PARTY further agrees to maintain in confidence and not to disclose to any person, firm, governmental entity or corporation any data, information, technology, or material developed or obtained by FIRST PARTY during the performance of the Services. The covenants contained in this shall survive the termination of this Agreement for whatever cause.
- F. **Ownership of Material.** Any reports and other material prepared by or on behalf of FIRST PARTY under this Agreement (collectively, the "Documents") and provided to the CITY shall be and remain the property of CITY. All Documents not already provided to CITY shall be delivered to CITY on the date of termination of this Agreement for any reason. The Documents may be used by CITY and its agents, employees,

representatives and assigns, in whole or in part, or in modified form, for all purposes CITY may deem appropriate without further employment of or payment of any compensation to FIRST PARTY.

- G. **Documentation.** FIRST PARTY shall keep and maintain full and complete documentation and accounting records, employee time sheets, and correspondence pertaining to the performance of the Services, and FIRST PARTY shall make such documents available for review and/or audit by CITY and CITY's representatives at all reasonable times for at least four years after the termination of this Agreement or completion of the Services.
- H. **Conflict of Terms:** In the event of any conflict, inconsistency, or ambiguity between the terms and conditions of this Agreement and the terms of any exhibit, attachment or other incorporated document (including the Scope of Services), the terms of this Agreement shall govern and control. If any conflict or inconsistency is identified, FIRST PARTY shall immediately notify the CITY in writing and seek clarification or resolution from the CITY before proceeding with any work that may be affected by such conflict. The CITY'S written determination shall be final and binding.

2. SCHEDULE FOR WORK

- A. **Effective Date.** This Agreement shall become effective upon execution of the second signature and shall remain in full force and effect until the Services are completed (the "Term"). FIRST PARTY agrees to complete all Services pursuant to this agreement will be as set forth in Exhibit "A," Scope of Services. CITY will be kept informed as to the progress of work by written reports, to be submitted monthly or as otherwise required in Exhibit "A." Neither party shall hold the other responsible for damages or delay in performance caused by acts of God, strikes, lockouts, accidents, or other events beyond the control of the other, or the other's employees and agents.
- B. **Notice to Proceed:** FIRST PARTY shall commence work immediately upon receipt of a "Notice to Proceed" from CITY. The "Notice to Proceed" date shall be considered the "effective date" of the agreement, as used herein, except as otherwise specifically defined. FIRST PARTY shall complete all the work and deliver to CITY all project related files, records, and materials within one month after completion of all of FIRST PARTY's activities required under this agreement.

3. PROSECUTION OF WORK

FIRST PARTY will employ a sufficient staff to prosecute the work diligently and continuously and will complete the work in accordance with the schedule of work approved by the CITY. (See Exhibit "A," Scope of Services).

4. COMPENSATION AND PAYMENT

- A. **Compensation:** CITY shall pay FIRST PARTY an all-inclusive fee that shall not exceed \$255,000 as described in Exhibit "A," Scope of Services. All payments shall be inclusive of all indirect and direct charges to the Project incurred by FIRST PARTY. The CITY reserves the right to withhold payment if the City determines that the quantity or quality of the work performed is unacceptable. FIRST PARTY's fee for the Services as set forth herein shall be considered as full compensation for all indirect and direct personnel, materials, supplies and equipment, and Services incurred by FIRST PARTY and used in carrying out or completing the work.
- B. **Invoices:** Payments shall be monthly for the invoice amount or such other amount as approved by CITY. As each payment is due, the FIRST PARTY shall submit a statement describing the Services performed to CITY. Statement for non-retainer work shall include, at a minimum, the project title, agreement number, the title(s) of personnel performing work, hours spent, payment rate, and a listing of all reimbursable costs. Statements for retainer services shall include the project title, agreement number, and the month of service. CITY shall have the discretion to approve the invoice and the work completed statement. Payment shall be for the invoice amount or such other amount as approved by CITY. Payments are due upon receipt of written invoices. CITY shall have the right to receive, upon request, documentation substantiating charges billed to

CITY. CITY shall have the right to perform an audit of FIRST PARTY's relevant records pertaining to the charges.

C. **Invoice Documentation:** FIRST PARTY shall bill each month to City an original invoice for all Services performed and expenses incurred during the preceding month. Each such invoice shall contain the total agreement amount subtracting the invoices paid and billing. By submitting an invoice for payment under this Agreement, FIRST PARTY is certifying compliance with all provisions of the Agreement. FIRST PARTY shall not invoice City for any duplicate Services performed by more than one person. City shall independently review each invoice submitted by FIRST PARTY to determine whether the Services performed, and expenses incurred are in compliance with the provisions of this Agreement. City will use its best efforts to cause FIRST PARTY to be paid within thirty (30) days of receipt of FIRST PARTY's correct and undisputed invoice, except as to any charges for Services performed or expenses incurred by FIRST PARTY which are disputed by City, or as provided in this Section. In the event any charges or expenses are in dispute by City, the original invoice shall be returned by City to FIRST PARTY for correction and resubmission. Review and payment by City of any invoice provided by FIRST PARTY shall not constitute waiver of any rights or remedies provided herein or any applicable law. Consultant shall bill the City as Services are complete. City reserves the right to deny payment to FIRST PARTY for any invoice submitted more than 90 days after performance of Services or expenses are incurred by FIRST PARTY.

1. FIRST PARTY shall submit detailed and itemized monthly invoices in a form satisfactory to CITY on or before the tenth (10th) day of each month for Services provided during the preceding month.
2. Invoices shall include sufficient documentation, including time records, cost records, receipts, and other materials necessary to substantiate the performance and costs of the Services. CITY shall review and verify the accuracy and completeness of each invoice within thirty-five (35) days after receipt. CITY, at its sole discretion, may correct, modify, or disallow any charges contained in the invoice that are inconsistent with this Agreement, unsubstantiated, excessive, or otherwise not in compliance with CITY's standards or instructions. Any such corrections or modifications shall be deemed final and binding upon FIRST PARTY.
3. Upon completing its review, CITY shall make payment to FIRST PARTY for the amount approved by CITY, subject to applicable deductions, corrections, or offsets as deemed appropriate by CITY. No payment made by CITY shall constitute or be construed as acceptance of any Services or waiver of any rights or remedies available to CITY under this Agreement.
4. CITY reserves the right to withhold payment in whole or in part if: (a) Services are not performed to the satisfaction of CITY; (b) There are delays not authorized or excused by CITY in the performances of Services; (c) FIRST PARTY fails to provide satisfactory documentation of the Services rendered, or documentation reflecting information CITY has requested; and/or (d) FIRST PARTY is otherwise in default of this Agreement.
5. Withheld payments shall not relieve FIRST PARTY of its obligations to perform under this Agreement, and CITY shall not be liable for any interest, penalties, or damages related to the withholding of payment.
6. In the event of a payment dispute, FIRST PARTY agrees to continue performance of all Services under this Agreement without delay or interruption, regardless of the status or resolution of such dispute. CITY shall resolve any payment disputes in good faith. Upon termination or expiration of this Agreement, CITY shall reconcile all outstanding invoices and payments. CITY may offset any amounts due to FIRST PARTY against amounts owed to CITY due to breach, nonperformance, or other defaults by FIRST PARTY.

D. **Status Reports.** Together with each monthly invoice, FIRST PARTY shall submit a status report detailing the amount expended on the Services to that date and the remaining amount to be expended before the

Cost Ceiling is reached. FIRST PARTY shall notify CITY in writing when payments have reached 90% of the To Not Exceed Amount.

5. EQUAL EMPLOYMENT OPPORTUNITY

- A. FIRST PARTY, with regard to the work performed by it under this agreement shall not discriminate on the grounds of race, religion, color, national origin, sex, handicap, marital status, or age in the retention of sub-consultants, including procurement of materials and leases of equipment.
- B. FIRST PARTY shall take affirmative action to insure that employees and applicants for employment are treated without regard to their race, color, religion, sex, national origin, marital status or handicap. Such action shall include, but not be limited to the following: employment, upgrading, demotion or transfer; recruitment advertising; layoff or termination; rates of pay or other forms of compensation and selection for training including apprenticeship.
- C. FIRST PARTY shall post in prominent places, available to employees and applicants for employment, notices setting forth the provisions of this non-discrimination clause.
- D. FIRST PARTY shall state that all qualified applications will receive consideration for employment without regard to race, color, religion, sex, national origin, marital status or handicap.
- E. FIRST PARTY shall comply with Title VI of the Civil Rights Act of 1964 and shall provide such reports as may be required to carry out the intent of this section.
- F. FIRST PARTY shall incorporate the foregoing requirements of this section in FIRST PARTY's agreement with all sub-consultants.

6. ASSIGNMENT OF AGREEMENT AND TRANSFER OF INTEREST

- A. FIRST PARTY shall not assign this agreement, and shall not transfer any interest in the same (whether by assignment or novation), without prior written consent of the CITY thereto, provided, however that claims for money due or to become due to the FIRST PARTY from the CITY under this agreement may be assigned to a bank, trust company, or other financial institution without such approval. Notice of an intended assignment or transfer shall be furnished promptly to the CITY.
- B. In the event there is a change of more than 30% of the stock ownership or ownership in FIRST PARTY from the date this agreement is executed, then CITY shall be notified before the date of said change of stock ownership or interest and CITY shall have the right, in event of such change in stock ownership or interest, to terminate this agreement upon notice to FIRST PARTY. In the event CITY is not notified of any such change in stock ownership or interest, then upon knowledge of same, it shall be deemed that CITY has terminated this agreement.

7. INDEPENDENT WORK CONTROL

It is expressly agreed that in the performance of the service necessary for compliance with this agreement, FIRST PARTY shall be and is an independent contractor and is not an agent or employee of CITY. FIRST PARTY has and shall retain the right to exercise full control and supervision of the Services and full control over the employment, direction, compensation, and discharge of all persons assisting FIRST PARTY in the performance of FIRST PARTY's Services hereunder. FIRST PARTY shall be solely responsible for its own acts and those of its subordinates and employees.

8. CONSULTANT QUALIFICATIONS

It is expressly understood that FIRST PARTY is licensed and skilled in the professional calling necessary to perform the work agreed to be done by it under this agreement and CITY relies upon the skill of FIRST PARTY to do and perform said work in a skillful manner usual to the profession. The acceptance of FIRST PARTY's work by CITY does not operate as a release of FIRST PARTY from said understanding.

9. NOTICES

All notices hereby required under this agreement shall be in writing and delivered in person or sent by certified mail, postage prepaid or by overnight courier service. Notices required to be given to CITY shall be addressed as follows:

Kendra Calvert
City Manager's Office

City of Menlo Park
701 Laurel Street
Menlo Park, CA 94025
650-330-6615
kacalvert@menlopark.gov

Notices required to be given to FIRST PARTY shall be addressed as follows:

Ryder Todd Smith
Tripepi Smith, 27702 Crown Valley PKWY, D4-139
Ladera Ranch, CA 92694
844-872-6661 x701
ryder@tripepismith.com

Provided that any party may change such address by notice, in writing, to the other party and thereafter notices shall be addressed and transmitted to the new address.

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10. HOLD HARMLESS

To the fullest extent allowed by law, FIRST PARTY hereby agrees to defend, indemnify and save harmless CITY, its Council, boards, commissions, officers, employees, directors, volunteers and agents, from and against any and all claims, suits, actions, liability, loss, damage, expense, injury (including, without limitation, economic harm, injury to or death of any person, including an employee of FIRST PARTY or its Subcontractors), cost (including, without limitation, costs and fees of litigation) of every nature, kind or description, at law or equity, which may be brought against, or suffered or sustained by, City of Menlo Park, its Council, boards, commissions, officers, employees, directors, volunteers, or agents that arise out of, pertain to or relate to any negligence, recklessness, or willful misconduct of FIRST PARTY, any subcontractors, anyone directly or indirectly employed or retained by them, or anyone that they control. In the event one or more defendants is unable to pay its share of defense costs due to bankruptcy or dissolution of the business, the FIRST PARTY shall meet and confer with other Parties regarding unpaid defense costs.

The duty of FIRST PARTY to indemnify and save harmless, as set forth herein, shall include the duty to defend as set forth in Section 2778 of the California Civil Code; provided, however that nothing herein contained shall be construed to require FIRST PARTY to indemnify City of Menlo Park, its Council, boards, commissions, officers, employees, and agents against any responsibility or liability in contravention of Section 2782 of the California Civil Code.

FIRST PARTY's responsibility for such defense and indemnity obligations shall survive the termination or completion of this Agreement for the full period of time allowed by law.

The defense and indemnification obligations of this agreement are undertaken in addition to, and shall not in any way be limited by, the insurance obligations contained within this Agreement.

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11. INSURANCE

- A. FIRST PARTY shall not commence work under this agreement until all insurance required under this Section has been obtained and such insurance has been approved by the City, with certificates of insurance evidencing the required coverage.
- B. There shall be a contractual liability endorsement extending the FIRST PARTY's coverage to include the contractual liability assumed by the FIRST PARTY pursuant to this agreement. These certificates shall specify or be endorsed to provide that thirty (30) days' notice must be given, in writing, to the CITY, at the address shown in Section 9, of any pending cancellation of the policy. FIRST PARTY shall notify CITY of any pending change to the policy. All certificates shall be filed with the City.

1. Workers' compensation and employer's liability insurance:

The FIRST PARTY shall have in effect during the entire life of this agreement workers' compensation and Employer's Liability Insurance providing full statutory coverage. In signing this agreement, the FIRST PARTY makes the following certification, required by Section 18161 of the California Labor Code: "I am aware of the provisions of Section 3700 of the California Labor Code which require every employer to be insured against liability for workers' compensation or to undertake self-insurance in accordance with the provisions of the Code, and I will comply with such provisions before commencing the performance of the work of this agreement" (not required if the FIRST PARTY is a Sole Proprietor).

2. Liability insurance:

The FIRST PARTY shall take out and maintain during the life of this agreement such Bodily Injury Liability and Property Damage Liability Insurance (Commercial General Liability Insurance) on an occurrence basis as shall protect it while performing work covered by this agreement from any and all claims for damages for bodily injury, including accidental death, as well as claims for property damage which may arise from the FIRST PARTY's operations under this agreement, whether such operations be by FIRST PARTY or by any sub-consultant or by anyone directly or indirectly employed by either of them. The amounts of such insurance shall be not less than one million dollars (\$1,000,000) per occurrence and two million dollars (\$2,000,000) in aggregate, or one million dollars (\$1,000,000) combined single limit bodily injury and property damage for each occurrence. FIRST PARTY shall provide the CITY with acceptable evidence of coverage, including a copy of all declarations of coverage exclusions. FIRST PARTY shall maintain Automobile Liability Insurance pursuant to this agreement in an amount of not less than one million dollars (\$1,000,000) for each accident combined single limit or not less than one million dollars (\$1,000,000) for any one (1) person, and one million dollars (\$1,000,000) for any one (1) accident, and Three Hundred Thousand Dollars, (\$300,000) property damage.

3. Automobile insurance:

FIRST PARTY shall provide the CITY with acceptable evidence of coverage, including a copy of all declarations of coverage exclusions. FIRST PARTY shall maintain Automobile Liability Insurance pursuant to this agreement in an amount of not less than one million dollars (\$1,000,000) for each accident combined single limit or not less than one million dollars (\$1,000,000) for any one (1) person, and one million dollars (\$1,000,000) for any one (1) accident, and Three Hundred Thousand Dollars, (\$300,000) property damage.

4. Professional liability insurance:

FIRST PARTY shall maintain a policy of professional liability insurance, protecting it against claims arising out of the negligent acts, errors, or omissions of FIRST PARTY pursuant to this agreement, in the amount of not less than one million dollars (\$1,000,000) per claim and two million (\$2,000,000) in

the aggregate. Said professional liability insurance is to be kept in force for not less than one (1) year after completion of Services described herein.

- C. CITY and its subsidiary agencies, and their officers, agents, employees, and servants shall be named as additional insured on any such policies of Commercial General Liability and Automobile Liability Insurance, (but not for the Professional Liability and workers' compensation), which shall also contain a provision that the insurance afforded thereby to the CITY, its subsidiary agencies and their officers, agents, employees, and servants shall be primary insurance to the full limits of liability of the policy, and that if the CITY, its subsidiary agencies and their officers and employees have other insurance against a loss covered by a policy, such other insurance shall be excess insurance only.
- D. In the event of the breach of any provision of this Section, or in the event any notice is received which indicates any required insurance coverage will be diminished or canceled, CITY, at its option, may, notwithstanding any other provision of this agreement to the contrary, immediately declare a material breach of this agreement and suspend all further work pursuant to this agreement.
- E. Before the execution of this agreement, any deductibles or self-insured retentions must be declared to and approved by CITY.

12. PAYMENT OF PERMITS/LICENSES

Contractor shall obtain any license, permit, or approval if necessary from any agency whatsoever for the work/Services to be performed, at his/her own expense, before commencement of said work/Services or forfeit any right to compensation under this agreement.

13. RESPONSIBILITY AND LIABILITY FOR SUB-CONSULTANTS AND/OR SUBCONTRACTORS

Approval of or by CITY shall not constitute nor be deemed a release of responsibility and liability of FIRST PARTY or its sub-consultants and/or subcontractors for the accuracy and competency of the designs, working drawings, specifications, or other documents and work, nor shall its approval be deemed to be an assumption of such responsibility by CITY for any defect in the designs, working drawings, specifications, or other documents prepared by FIRST PARTY or its sub-consultants and/or subcontractors.

14. OWNERSHIP OF WORK PRODUCT

Work products of FIRST PARTY for this project, which are delivered under this agreement or which are developed, produced, and paid for under this agreement, shall become the property of CITY. The reuse of FIRST PARTY's work products by City for purposes other than intended by this agreement shall be at no risk to FIRST PARTY.

15. REPRESENTATION OF WORK

Any and all representations of FIRST PARTY, in connection with the work performed or the information supplied, shall not apply to any other project or site, except the project described in Exhibit "A" or as otherwise specified in Exhibit "A."

16. TERMINATION OF AGREEMENT

- A. **Notice of Termination:** CITY may give thirty (30) days written notice to FIRST PARTY, terminating this agreement in whole or in part at any time, either for CITY's convenience or because of the failure of FIRST PARTY to fulfill its contractual obligations or because of FIRST PARTY's change of its assigned personnel on the project without prior CITY approval. Upon receipt of such notice, FIRST PARTY shall:
1. Immediately discontinue all Services affected (unless the notice directs otherwise); and
 2. Deliver to the CITY all data, drawings, specifications, reports, estimates, summaries, and such other information and materials as may have been accumulated or produced by FIRST PARTY in performing work under this agreement, whether completed or in process.
 3. **Compensation:** If termination is for the convenience of CITY, an equitable adjustment in the contract price shall be made, but no amount shall be allowed for anticipated profit on unperformed Services. If the termination is due to the failure of FIRST PARTY to fulfill its agreement, CITY may take over the work and prosecute the same to completion by agreement or otherwise. In such case, FIRST PARTY shall be liable to CITY for any reasonable additional cost occasioned to the CITY thereby.
 4. If, after notice of termination for failure to fulfill agreement obligations, it is determined that FIRST PARTY had not so failed, the termination shall be deemed to have been effected for the convenience of the CITY. In such event, adjustment in the contract price shall be made as provided in Paragraph 3A of this Section.
- B. **Remedies:** The rights and remedies of the CITY provided in this Section are in addition to any other rights and remedies provided by law or under this agreement.
- C. Subject to the foregoing provisions, the CITY shall pay FIRST PARTY for Services performed and expenses incurred through the termination date.

17. INSPECTION OF WORK

It is FIRST PARTY's obligation to make the work product available for CITY's inspections and periodic reviews upon request by CITY.

18. COMPLIANCE WITH LAWS

It shall be the responsibility of FIRST PARTY to comply with all State and Federal Laws applicable to the work and Services provided pursuant to this agreement, including but not limited to compliance with prevailing wage laws, if applicable.

19. BREACH OF AGREEMENT

- A. This agreement is governed by applicable federal and state statutes and regulations. Any material deviation by FIRST PARTY for any reason from the requirements thereof, or from any other provision of this agreement, shall constitute a breach of this agreement and may be cause for termination at the election of the CITY.
- B. The CITY reserves the right to waive any and all breaches of this agreement, and any such waiver shall not be deemed a waiver of any previous or subsequent breaches. In the event the CITY chooses to waive a particular breach of this agreement, it may condition same on payment by FIRST PARTY of actual damages occasioned by such breach of agreement.

20. SEVERABILITY

The provisions of this agreement are severable. If any portion of this agreement is held invalid by a court of competent jurisdiction, the remainder of the agreement shall remain in full force and effect unless amended or modified by the mutual consent of the Parties.

21. CAPTIONS

The captions of this agreement are for convenience and reference only and shall not define, explain, modify, limit, exemplify or aid in the interpretation, construction, or meaning of any provisions of this agreement.

22. LITIGATION OR ARBITRATION

In the event that suit or arbitration is brought to enforce the terms of this agreement, the prevailing party shall be entitled to litigation costs and reasonable attorneys' fees. The Dispute Resolution provisions are set forth on Exhibit "B," 'Dispute Resolution' attached hereto and by this reference incorporated herein.

23. RETENTION OF RECORDS

Contractor shall maintain all required records for three years after the City makes final payment and all other pending matters are closed, and shall be subject to the examination and /or audit of the City, a federal agency and the state of California.

24. TERM OF AGREEMENT

This agreement shall remain in effect for the period of Jul. 1, 2026, through Jun. 30, 2027, unless extended, amended, or terminated in writing by CITY.

25. ENTIRE AGREEMENT

This document constitutes the sole agreement of the Parties hereto relating to said project and states the rights, duties, and obligations of each party as of the document's date. Any prior agreement, promises, negotiations, or representations between Parties not expressly stated in this document are not binding.

All modifications, amendments, or waivers of the terms of this agreement must be in writing and signed by the appropriate representatives of the Parties to this agreement.

26. STATEMENT OF ECONOMIC INTEREST

Consultants, as defined by Section 18701 of the Regulations of the Fair Political Practices Commission, Title 2, Division 6 of the California Code of Regulations, are required to file a Statement of Economic Interests with 30 days of approval of a contract Services agreement with the City of its subdivisions, on an annual basis thereafter during the term of the contract, and within 30 days of completion of the contract.

Based upon review of the Consultant's Scope of Work and determination by the City Manager, it is determined that Consultant IS NOT required to file a Statement of Economic Interest. A statement of Economic Interest shall be filed with the City Clerk's Office no later than 30 days after the execution of the agreement.

SIGNATURE PAGE TO FOLLOW

IN WITNESS WHEREOF, the Parties hereto have executed this agreement on the day and year first above written.

FOR FIRST PARTY:

Signature

Date

Printed name

Title

Tax ID#

APPROVED AS TO FORM:

Nira F. Doherty, City Attorney

Date

FOR CITY OF MENLO PARK:

Justin I. C. Murphy, City Manager

Date

ATTEST:

Judi A. Herren, City Clerk

Date

EXHIBIT “A” – SCOPE OF SERVICES**A1. SCOPE OF WORK**

FIRST PARTY agrees to provide consultant Services for CITY’s City Manager’s Office. In the event of any discrepancy between any of the terms of FIRST PARTY’s proposal and those of this agreement, the version most favorable to the CITY shall prevail. FIRST PARTY shall provide the following Services:

Provide general consultant Services for projects as determined by the CITY. The detailed Scope of Work for each task the CITY assigns the consultant shall be referred to as Exhibit A-1, which will become part of this agreement. A notice to proceed will be issued separately for each separate Scope of Work agreed to between the CITY and FIRST PARTY.

FIRST PARTY agrees to perform these Services as directed by the CITY in accordance with the standards of its profession and CITY’s satisfaction.

A2. COMPENSATION

CITY hereby agrees to pay FIRST PARTY at the rates and fees to be negotiated between FIRST PARTY and CITY as detailed in Exhibit A-1. The actual charges shall be based upon: (a) FIRST PARTY’s standard hourly rate for various classifications of personnel; (b) all fees, salaries and expenses to be paid to engineers, consultants, independent contractors, or agents employed by FIRST PARTY; and shall (c) include reimbursement for mileage, courier and plan reproduction. The total fee for each separate Scope of Work agreed to between the CITY and FIRST PARTY shall not exceed the amount shown in Exhibit A-1.

FIRST PARTY shall be paid within thirty (30) days after approval of billing for work completed and approved by the CITY. Invoices shall be submitted containing all information contained in Section A5 below. In no event shall FIRST PARTY be entitled to compensation for extra work unless an approved change order, or other written authorization describing the extra work and payment terms, has been executed by CITY before the commencement of the work.

A3. SCHEDULE OF WORK

FIRST PARTY’S proposed schedule for the various Services required will be set forth in Exhibit A-1.

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A4. CHANGES IN WORK – EXTRA WORK

In addition to Services described in Section A1, the Parties may from time to time agree in writing that FIRST PARTY, for additional compensation, shall perform additional Services including but not limited to:

- Change in the Services because of changes in the Scope of Work.
- Additional tasks not specified herein as required by the CITY.

The CITY and FIRST PARTY shall agree in writing to any changes in compensation and/or changes in FIRST PARTY's Services before the commencement of any work. If FIRST PARTY deems work he/she has been directed to perform is beyond the scope of this agreement and constitutes extra work, FIRST PARTY shall immediately inform the CITY in writing of the fact. The CITY shall make a determination as to whether such work is in fact beyond the scope of this agreement and constitutes extra work. In the event that the CITY determines that such work does constitute extra work, it shall provide compensation to FIRST PARTY in accordance with an agreed cost that is fair and equitable. This cost will be mutually agreed upon by the CITY and FIRST PARTY. A supplemental agreement providing for such compensation for extra work shall be negotiated between the CITY and FIRST PARTY. Such supplemental agreement shall be executed by FIRST PARTY and may be approved by the City Manager upon recommendation of the Public Engagement Manager.

A5. BILLINGS

FIRST PARTY's bills for non-retainer services shall include the following information: A brief description of Services performed, project title and the agreement number; the date the Services were performed; the number of hours spent and by whom; the current contract amount; the current invoice amount; FIRST PARTY's bills for retainer services shall include the project title, agreement number, and the month of service;

Except as specifically authorized by CITY, FIRST PARTY shall not bill CITY for duplicate Services performed by more than one person. In no event shall FIRST PARTY submit any billing for an amount in excess of the maximum amount of compensation provided in Section A2.

The expenses of any office, including furniture and equipment rental, supplies, salaries of employees, telephone calls, postage, advertising, and all other expenses incurred by FIRST PARTY in the performances of this agreement shall be incurred at the FIRST PARTY's discretion. Such expenses shall be FIRST PARTY's sole financial responsibility.

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EXHIBIT “B” – DISPUTE RESOLUTION

- B1.0** All claims, disputes, and other matters in question between FIRST PARTY and CITY (“Parties” collectively) arising out of, or relating to, the contract documents or the breach thereof, shall be resolved as follows:
- B2.0 Mediation**
- B2.1** The Parties shall attempt in good faith first to mediate such dispute and use their best efforts to reach agreement on the matters in dispute. After a written demand for non-binding mediation, which shall specify in detail the facts of the dispute, and within ten (10) days from the date of delivery of the demand, the matter shall be submitted to a mutually agreeable mediator. The Mediator shall hear the matter and provide an informal opinion and advice, none of which shall be binding upon the Parties, but is expected by the Parties to help resolve the dispute. Said informal opinion and advice shall be submitted to the Parties within twenty (20) days following written demand for mediation. The Mediator’s fee shall be shared equally by the Parties. If the dispute has not been resolved, the matter shall be submitted to arbitration in accordance with Paragraph B3.1.
- B3.0 Arbitration**
- B3.1** Any dispute between the Parties that is to be resolved by arbitration as provided in Paragraph B2.1 shall be settled and decided by arbitration conducted by the American Arbitration Association in accordance with the Construction Industry Arbitration Rules of the American Arbitration Association, as then in effect, except as provided below. Any such arbitration shall be held before three arbitrators who shall be selected by mutual agreement of the Parties; if agreement is not reached on the selection of the arbitrators within fifteen (15) days, then such arbitrator(s) shall be appointed by the presiding Judge of the court of jurisdiction of the agreement.
- B3.2** The provisions of the Construction Industry Arbitration Rules of the American Arbitration Association shall apply and govern such arbitration, subject, however to the following:
- B3.3** Any demand for arbitration shall be writing and must be made within a reasonable time after the claim, dispute, or other matter in question as arisen. In no event shall the demand for arbitration be made after the date that institution of legal or equitable proceedings based on such claim, dispute, or other matter would be barred by the applicable statute of limitations.
- B3.4** The arbitrator or arbitrators appointed must be former or retired judges, or attorneys at law with at least ten (10) years’ experience in construction litigation.
- B3.5** All proceedings involving the Parties shall be reported by a certified shorthand court reporter, and written transcripts of the proceedings shall be prepared and made available to the Parties.
- B3.6** The arbitrator or arbitrators must be made within and provide to the Parties factual findings and the reasons on which the decisions of the arbitrator or arbitrators is based.
- B3.7** Final decision by the arbitrator or arbitrators must be made within ninety (90) days from the date the arbitration proceedings are initiated.
- B3.8** The prevailing party shall be awarded reasonable attorneys’ fees, expert and non-expert witness costs and expenses, and other costs and expenses incurred in connection with the arbitration, unless the arbitrator or arbitrators for good cause determine otherwise.
- B3.9** Costs and fees of the arbitrator or arbitrators shall be borne by the non-prevailing party, unless the arbitrator or arbitrators for good cause determine otherwise.

B3.10 The award or decision of the arbitrator or arbitrators, which may include equitable relief, shall be final, and judgment may be entered on it in accordance with applicable law in any court having jurisdiction over the matter.



GOVERNMENT COMMUNICATIONS SUPPORT SERVICES

City of Menlo Park

March 18, 2026

**By: Ryder Todd Smith / Melanie Moore
Co-founder & Principal / Senior Business Analyst
Tripepi Smith & Associates**

Table of Contents

COVER LETTER 3

FIRM PROFILE REFRESHER ON TRIPEPI SMITH 5

RELEVANT EXPERIENCE..... 12

PROPOSED APPROACH 18

PROJECT TEAM..... 25

COST PROPOSAL..... 30

CLIENT REFERENCES..... 37

APPENDIX A: RESUMES 38

APPENDIX B: ORGANIZATION CHART 47

COVER LETTER

Thank you for the opportunity to present Tripepi Smith's proposal to the City of Menlo Park's Government Communications Consultant Request for Proposal. Having supported the City's communication efforts over the past three years, we have a great deal of respect for Menlo Park's community character and organizational goals. We view this RFP as an opportunity to continue our professional relationship, providing the City with both reliable continuity and a fresh perspective on its public outreach.

Supporting Menlo Park's Goals

Our approach is centered on being a helpful, dependable resource for City staff and the community:

Continuity of Service: Because of our familiarity with Menlo Park, we offer a straightforward transition. Our existing understanding of the City's brand standards and stakeholder landscape means we can support ongoing projects with no ramp-up period.

Broad Experience, Local Focus: We draw on our experience working with over 250 other public agencies across California. This allows us to share successful communication strategies that have worked well for similar communities and adapt them specifically for Menlo Park and anticipate communication trends and strategies.

Creative Innovation: While we value continuity, we also look for opportunities to innovate. We apply modern creative strategies to the City's storytelling, ensuring that Menlo Park's message remains engaging and relevant to a diverse and evolving audience.

Metric-Driven Results: We believe in the importance of accountability and adaptation to an evolving technological landscape. Our team uses data and analytics to track the performance of communication efforts, allowing us to optimize processes and ensure the City is effectively reaching its constituents and growing its followings.

Scalable and Responsive Resources: With a team of over 70 communication experts, we are robust enough to handle complex, multi-layered projects, yet structured to remain nimble. While we provide a wide range of in-house technical services, including high-end videography, graphic design, and strategic writing, our service model ensures you have a dedicated small team working directly with the Public Engagement Manager. This internal depth allows us to quickly match the right specialist to the task at hand, supporting the City's needs as they evolve and providing specialized help whenever it is required.

Local On Demand: While Tripepi Smith operates virtually with staff spread across several states (though highly concentrated in California) our core Menlo Park team is based on the Peninsula and can show up as needed to be a complete partner with the City.

Our Commitment

Effective government communication is about clear, consistent storytelling. Our history with the City allows us to begin this work with a clear understanding of the local context, while our broader experience ensures we are always looking for ways to improve and modernize the City's outreach.

We appreciate our years of partnership with the City and are thrilled with the prospect of continuing to work together.

Authorization

I affirm that I have the legal authorization to bind Tripepi Smith into agreements with Menlo Park and to make the statements below on behalf of the firm. I also affirm having received all addenda associated with your Menlo Park communications. This proposal is valid for 60 days from the date of submission.

Regards,

A handwritten signature in black ink that reads "Ryder Todd Smith". The signature is written in a cursive, flowing style.

Ryder Todd Smith

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

Ryder@TripepiSmith.com • (626) 536-2173 • 27702 Crown Valley Parkway, Ste D4 #139, Ladera Ranch, CA 92694

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

FIRM PROFILE

Refresher on Tripepi Smith

A Public Affairs Firm that Understands Local Government

Tripepi Smith excels in public affairs and marketing. Founded in 2000 and incorporated as a California corporation in 2002, the company is headquartered in Orange County, California, with staff throughout the western United States. We work in a complex environment where successful communications go hand-in-hand with marketing and technical expertise. As a full-service marketing and creative services firm, Tripepi Smith offers the right professionals for the job while being small enough to be nimble and responsive. Our team offers a broad spectrum of experience and skills that allow us to apply the appropriate resource to the appropriate tasks; this allows us to execute work faster and reduce engagement costs.

Tripepi Smith's team comprises over 70 full-time professionals experienced in local government. Our staff includes former municipal employees with backgrounds in creative services, public information and city management, as well as seasoned directors, analysts and practice area specialists. Accredited public relations (APR) professionals guide effective messaging while policy wonks provide counsel on public affairs. TS Creatives fashion compelling branding, websites, print and digital design, social media, photography and videography. We employ multiple FAA-certified drone pilots and operate a full-scale video production studio with extensive event and broadcast experience.

The Result: We can tell a complete story across media, all within our one team.

Firm Structure and Financial Matters

Tripepi Smith was founded in 2000 and incorporated in 2002 as a California S Corporation. The firm has two corporate officers, who are also the co-founders with equal ownership of the business:

Co-Founder & President Ryder Todd Smith

Chief Financial Officer Nicole Smith

Ryder and Nicole have signing authority to bind Tripepi Smith into agreements with clients. Tripepi Smith 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.

In addition to the President/CEO and CFO, multiple principals and directors oversee the day-to-day operations of a team of analysts, graphic designers, photographers and videographers. Please refer to our Organization Chart in the Appendix for full details.

Grounded in Civic Affairs

CFO Nicole Tripepi Smith is a second-generation civic-affairs professional (her father was a city manager for 28 years). President Ryder Todd Smith brings over 25 years of public agency marketing and communications experience to the table.

Office Locations

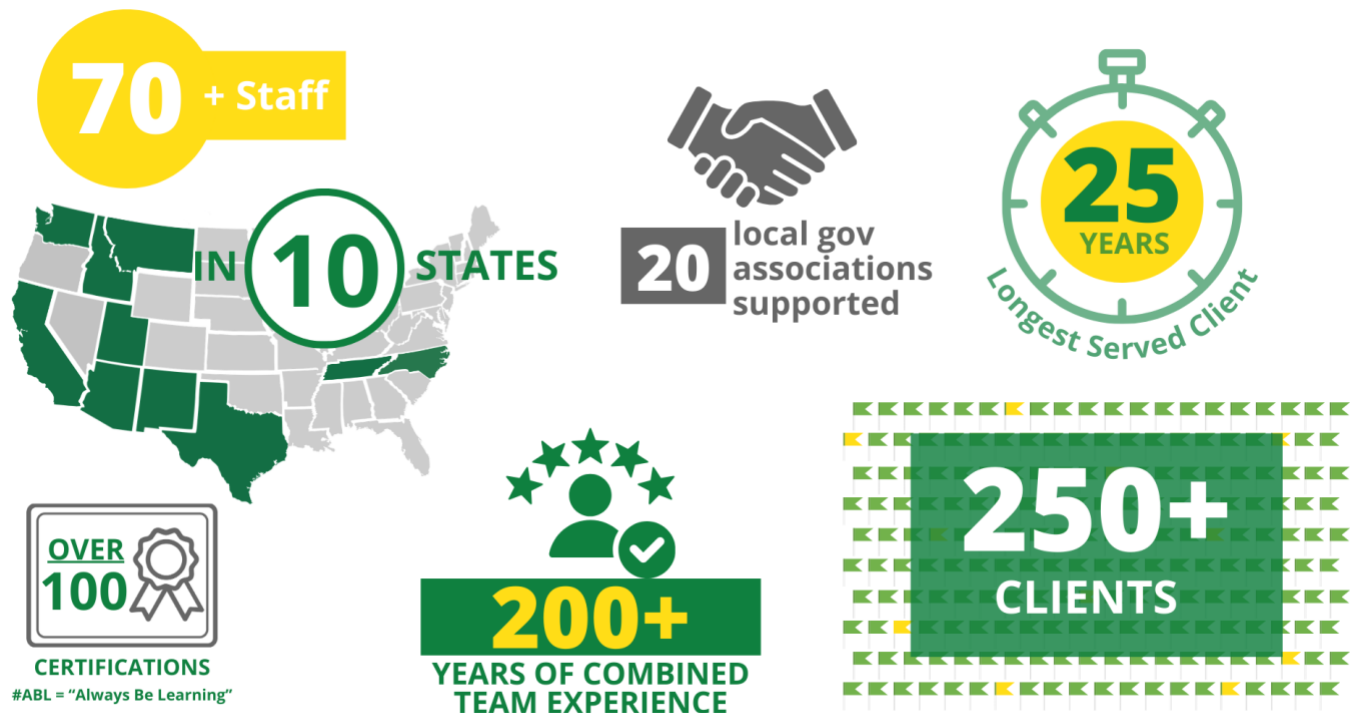
Since early 2017, Tripepi Smith has operated in a completely virtual office environment. Being virtual enhances operational resilience and grants us access to a flexible and diverse workforce. The team — composed of policy wonks, creative message developers, broadcast specialists, videography experts, technology gurus and graphic artists — resides throughout Arizona, California, Idaho, Montana, New Mexico, North Carolina, Tennessee, Texas, Utah, Washington, with a majority based in California. Melanie Moore and Mia Valenzuela, two key staff noted in our proposal, are based on the Peninsula.

Contact Information

Email: RFP@TripepiSmith.com

Phone: (626) 536-2173

Mail: 27702 Crown Valley Parkway, Ste D4 #139, Ladera Ranch, CA 92694



Our Services

Tripepi Smith operates at the intersection of marketing, technology and public affairs. We excel in each of these areas, but the true power lies in our ability to seamlessly integrate them. This holistic approach allows us to craft impactful solutions for our clients.

Strategy, Marketing, Communications	Creative Services
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 Digital, Print, Radio, Out-of-Home Advertising Staff Training (Media, Social Media, Photo, Brand Implementation) Association Management Services	Full-Service Graphic Design for Digital, Print and Outdoor Brand and Logo Development Content Creation (Writing, Editorial, Thought Leadership) Output Services (Digital Distribution, Print Management, Mail Management) Illustration and Information Graphics Photography Videography, Broadcasting, Podcasting, Drone Event Production, Technical and AV Support Animation and Motion Graphics Web Design and Implementation

Partial Client Roster

We have a network of 250+ satisfied clients in the local government space. We are happy to connect you with contacts at our client agencies who can share their experience working with Tripepi Smith.

California City Management Foundation	City of Irvine	City of Pomona
City of Aliso Viejo	City of La Cañada Flintridge	City of Rancho Mirage
City of American Canyon	City of La Palma	City of Rancho Palos Verdes
City of Atascadero	City of La Puente	City of Riverbank
City of Azusa	City of La Verne	City of Rohnert Park
City of Baldwin Park	City of Laguna Hills	City of Rolling Hills Estates
City of Bellflower	City of Laguna Niguel	City of San Clemente
City of Benicia	City of Lake Forest	City of San Leandro
City of Burlingame	City of Lakeport	City of Santa Ana
City of Claremont	City of Lancaster	City of Santa Clarita
City of Coronado	City of Livermore	City of Santa Paula
City of Cotati	City of Lomita	City of Saratoga
(City of) Culver City	City of Lynwood	City of Stanton
City of Cupertino	City of Malibu	City of South Gate
(City of) Daly City	City of Manhattan Beach	City of South Pasadena
City of Danville	City of Manteca	City of Tracy
City of Duarte	City of Martinez	City of Vallejo
City of El Cerrito	City of Menifee	County of Santa Barbara
City of Encinitas	City of Menlo Park	Costa Mesa Sanitary District
City of Fountain Valley	City of Morgan Hill	Del Paso Manor Water District
City of Foster City	City of Murrieta	West County Wastewater District
City of Fullerton	City of Napa	Independent Cities Finance Authority
City of Gilroy	City of Norwalk	Institute for Local Government
City of Grover Beach	City of Orange	League of California Cities
City of Hawaiian Gardens	City of Orinda	Municipal Management Association of Northern California
City of Hayward	City of Pacifica	Municipal Management Association of Southern California
City of Healdsburg	City of Palm Desert	Orange County City Manager Association
City of Hercules	City of Palmdale	San Gabriel Valley City Managers' Association
City of Huntington Beach	City of Paramount	Claremont McKenna College
City of Indian Wells	City of Pico Rivera	
City of Industry	City of Pismo Beach	
	City of Placentia	

Local Government Affiliation & Support

Tripepi Smith is a longstanding partner to these institutions to support local governments at all levels as we seek to be an institution of local government.



**California City
Management Foundation**



**California Association
of Public Information Officials**



League of California Cities



**California Contract
Cities Association**



**Orange County City
Manager Association**



Cal-ICMA



**California Municipal Revenue and
Tax Association**



**Municipal Management Association
of Northern California**



**California Community Choice
Association**



**Municipal Management Association
of Southern California**



**Institute for
Local Government**



**San Gabriel Valley
City Managers' Association**



**California Special
District Association**



**Texas Women's
Leadership Institute**



**Urban Management Assistants
of North Texas**



**Washington City/County
Management Association**



Independent Cities Association



**California Association for Local
Economic Development**

Axioms We Live By

Introduction

In our work with over 250 local government agencies on external communications since our incorporation in 2002, we have identified many patterns, observations and insights. As a result we have developed some axioms (AKA sayings or mottos) when it comes to thinking about external-facing communications. These are just a few that we find universally true.

Content X Distribution = Impact

The audience must see your content to be impacted by it.



Tripepi Smith was born in the digital era. 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.

“Content x Distribution = IMPACT” is how we illustrate the point: What good is content if you aren’t properly promoting, distributing or sharing it? On the other hand, what good is distribution if the content fails to engage your audience positively? We use this principle to guide a comprehensive distribution strategy that ensures we reach our target audiences.



If you don’t publish information first, someone else will—and they may not care about the facts.

In this age of smartphones and voice-activated virtual assistants, we are used to being able to access news and information at our fingertips. When your community cannot easily find information — such as a controversial policy decision, a new housing development or a political scandal — they may resort to finding “the facts” on their own.

So, we strive to get your information out there first, even if it is a “holding message” such as “we are aware of the situation and will use our official channels to share more info soon.” By publishing information on your agency’s website or some other centralized location, you, your agency leadership and your supporters will be able to easily debunk misinformation with verifiable facts and talking points.

Only a small percentage of the population understands local government the way we do.



The 3% includes local government professionals like you and consultants like us—the select few who wake up daily thinking about the complexities facing public policy and municipal management. We have our own language in local government: terms, phrases and especially acronyms. Most of the population may have little exposure to or interest in local government. They just want their utilities to work, no potholes, low crime and other securities provided by their local governments that enable a high quality of life.

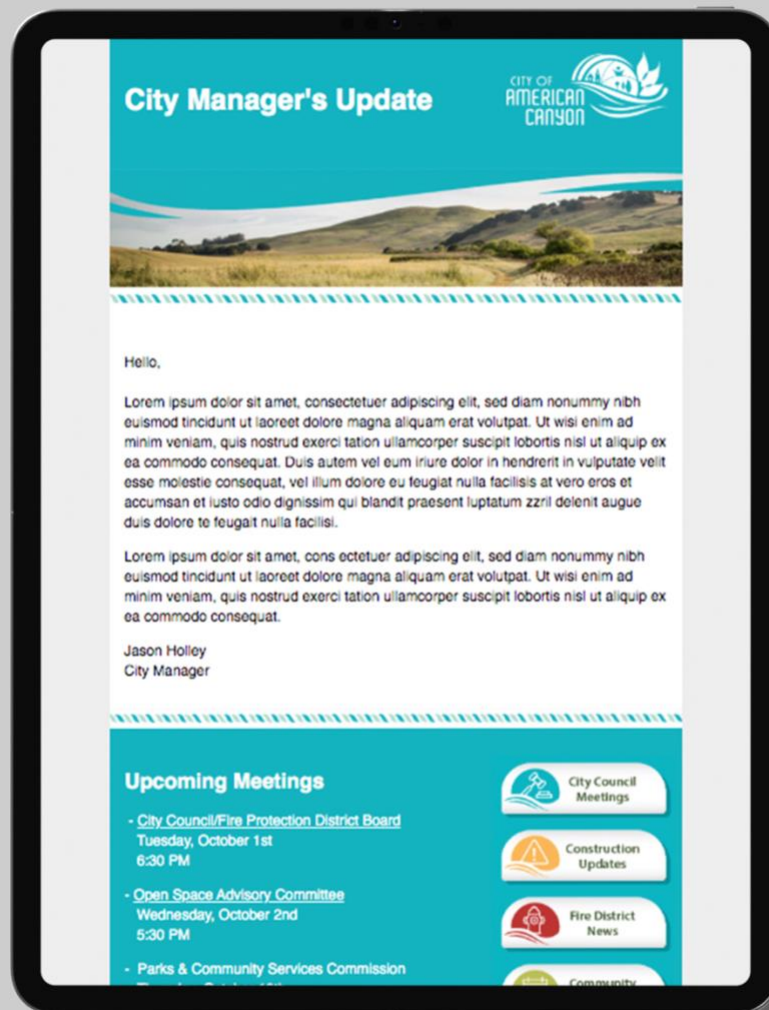
So, when we speak with the 97% through public outreach, we ensure our language is accessible and understandable. This mitigates any risk of alienating them; moreover, it enables an ability to build relationships and engender trust.

RELEVANT EXPERIENCE

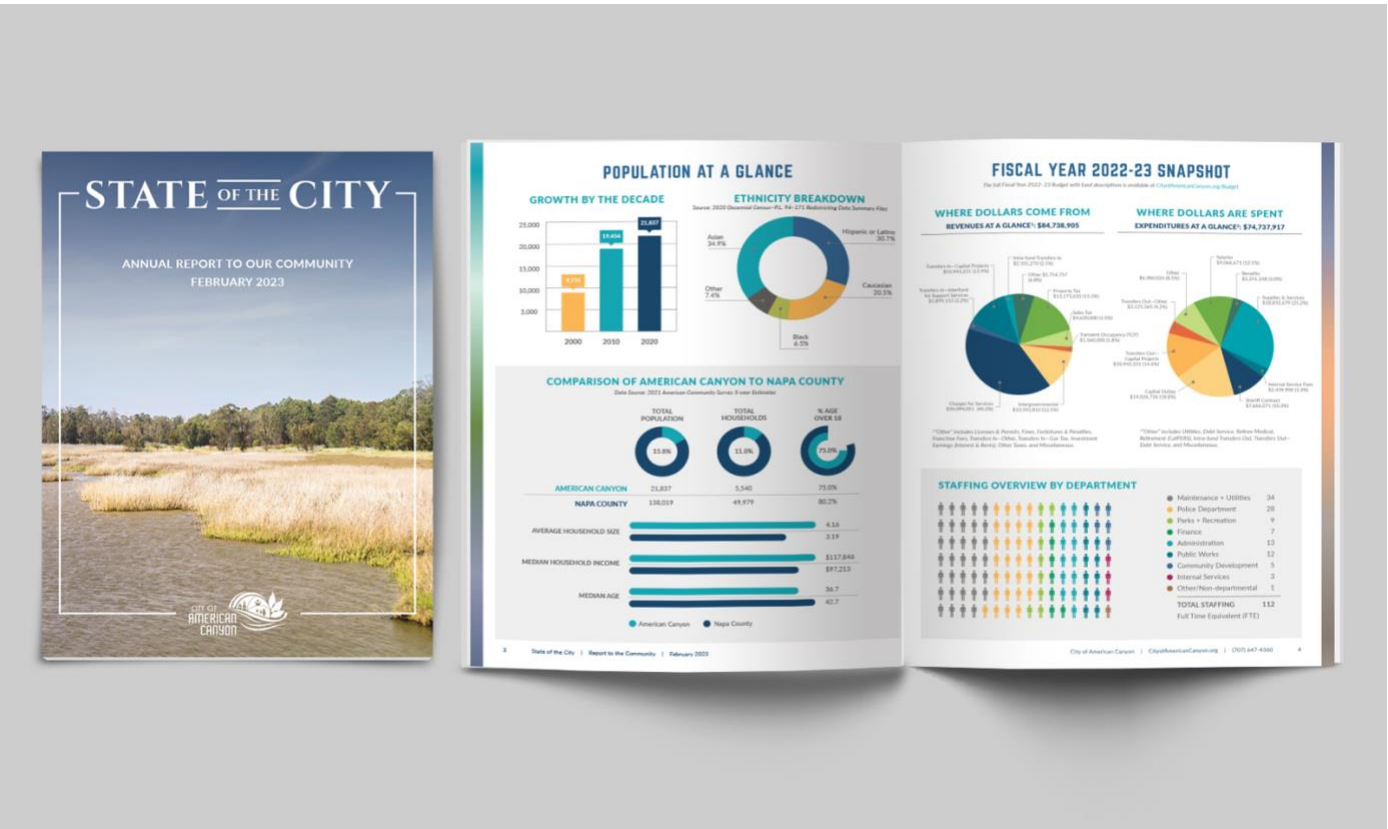
City of American Canyon

Tripepi Smith has supported the PIO at the City of American Canyon since 2018. Initially, the City engaged Tripepi Smith to provide a range of services, namely on-demand communications support and an audit of its City website. Tripepi Smith now provides services spanning a platforms review of the City's current communication platforms, tapping into our policy strategy expertise, graphic design, writing support, video production, event management and facilitation for community forums, photography, media outreach, social media management, communications and leadership strategy, metrics reporting, website content updates, copywriting services and quarterly planning meetings with executive staff.

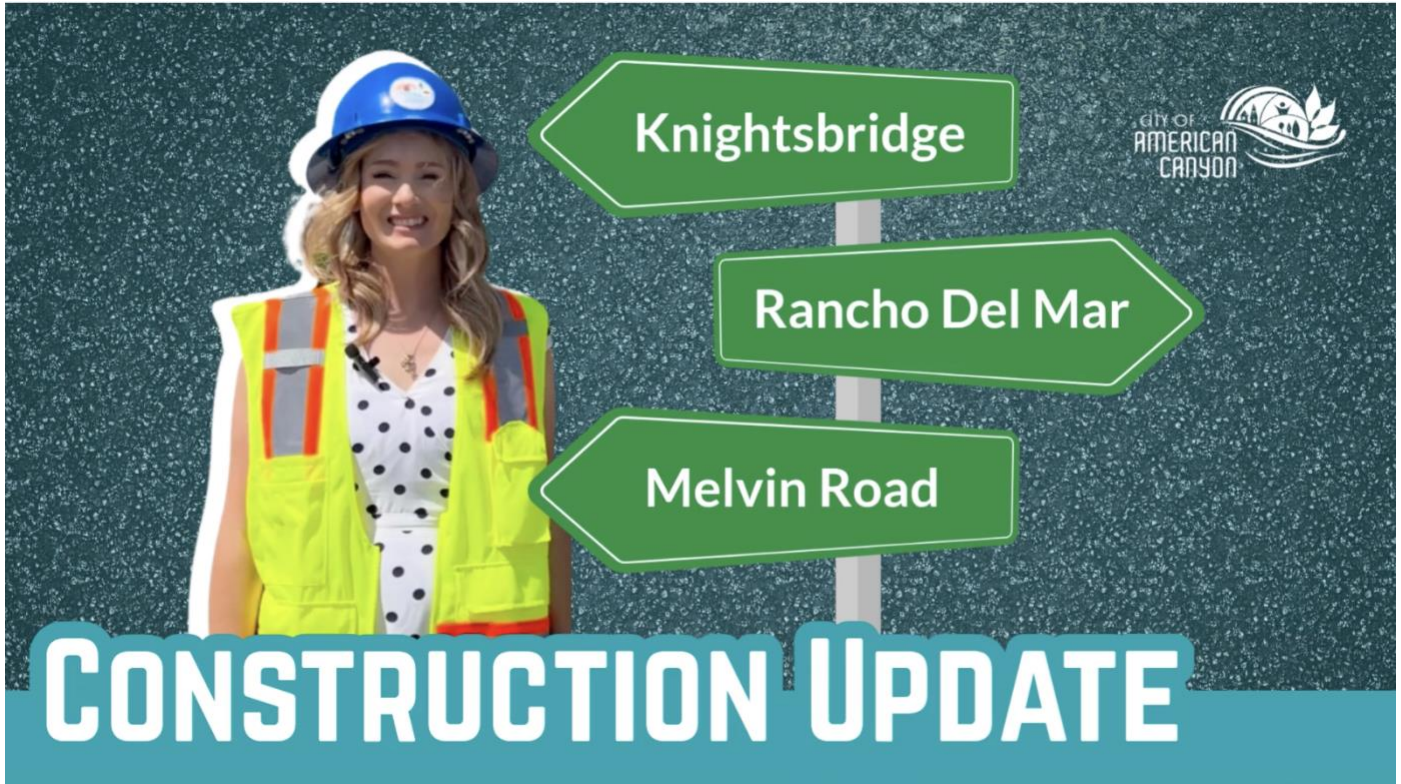
Newsletter Support



Graphic Design Support



Video Production Support



[Watch the Pavement Rehabilitation video here.](#)



[Watch the State of the City video here.](#)

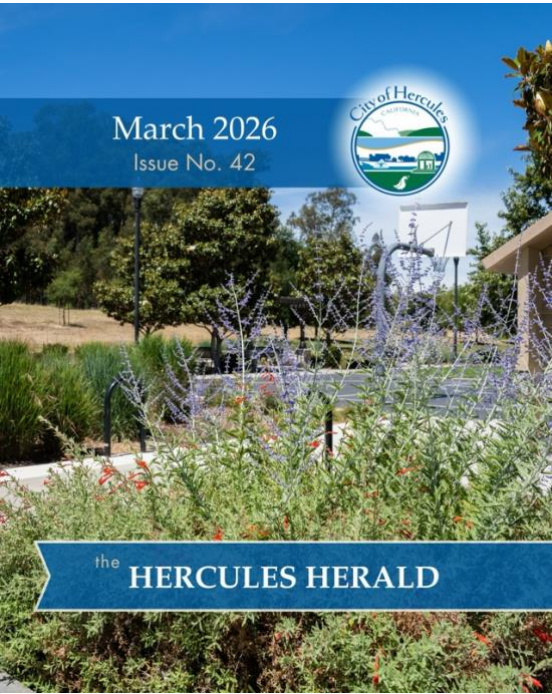
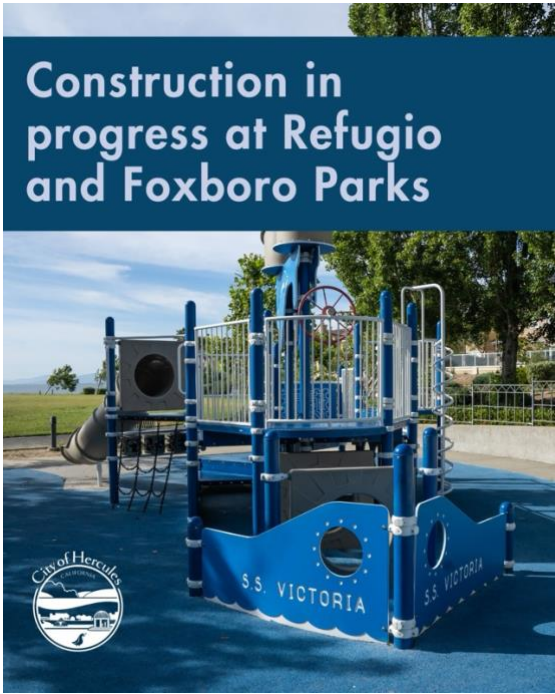
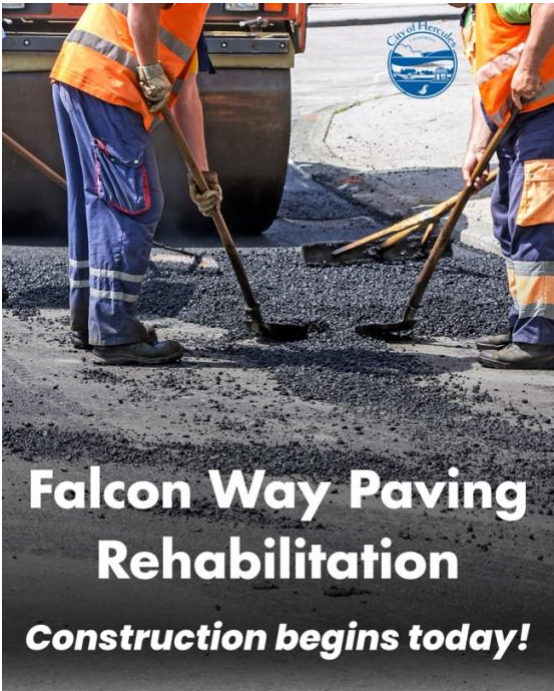
City of Hercules

Tripepi Smith has partnered with the City of Hercules since 2018. Originally engaged to help share information about a Lighting and Landscaping District, the partnership has evolved into a comprehensive retainer engagement. Our team provides end-to-end communications support, including social media management and monitoring, professional content creation, and detailed monthly metrics reporting. Since taking over daily social media management, Tripepi Smith has increased the City's digital footprint through high-quality visual content and fact-checked narratives that prioritize transparency and resident feedback. Hercules also relies on Tripepi Smith for strategic counsel, facilitated through bi-weekly and quarterly strategy sessions designed to identify and execute on communication opportunities Citywide. Furthermore, Tripepi Smith performed an Express Communications Assessment, providing the City with an analytical deep-dive into its existing outreach tools and a roadmap for optimizing community engagement protocols. Tripepi Smith has also continued to support in producing financial animated explainer videos, multiple mailed annual reports and more.

Video Production Support



Social Media Management Support



Town of Atherton

Tripepi Smith has supported the Town of Atherton since 2022, primarily serving as the creative force behind the Town's quarterly newsletter and community storytelling. We were able to transform the Town's quarterly newsletter from a standard informational flyer into a professional, brand-consistent publication that highlights major infrastructure updates and community milestones. Our engagement encompasses a full suite of services, including monthly strategic planning discussions, graphic design, and professional content creation to ensure the Town's publications are both visually modern and highly informative.

Beyond communications, Tripepi Smith's executive recruitment branch, TS Talent Solutions, has provided strategic support for the Town's workforce needs, specifically leading the recruitment for a Civil Engineer. This holistic partnership allows the Town to tap into both creative marketing expertise and professional leadership recruitment under a single umbrella.

Graphic Design Support



PROPOSED APPROACH

The City of Menlo Park's Needs

The City of Menlo Park is seeking a highly qualified communications consultant to augment internal capacity and partner closely with the Public Engagement Manager and City departments. Menlo Park serves a diverse and engaged community that values transparency, accessibility, and inclusion in its municipal storytelling.

Based on our thorough review of the RFP, we understand the City's primary objectives for this engagement include:

- **Strengthening Strategic Engagement:** Enhancing public awareness and understanding related to City programs, services, events, and policies.
- **Reaching Hard-to-Reach and Diverse Populations:** Prioritizing inclusive communications practices that effectively engage all parts of the community, ensuring information is accessible to traditionally underrepresented groups.
- **Expanding Digital Reach:** Elevating the City's social media presence through modern design practices and data-driven optimization.
- **Driving Multimedia Storytelling:** Building on recent successes by expanding the City's use of professional video production and photography to engage residents effectively.
- **Ensuring Technical Accessibility:** Maintaining and enhancing the City's digital front door through technical website support and ADA-compliant document conversion.
- **Maintaining Responsive Continuity:** Coordinating a seamless flow of information through consistent newsletter support and weekly strategic planning sessions.

Tripepi Smith's Approach

Tripepi Smith is proposing comprehensive communications support meticulously aligned with each of the City's requested service areas. Our approach is built on the foundation of the work we have performed for Menlo Park over the last three years, allowing us to hit the ground running with zero ramp-up time.

We will deliver on the City's needs through the following core service categories:

- **Strategic Coordination:** Sustaining momentum through weekly strategy calls with the Public Engagement Manager, including drafting and preparing an agenda and project documentation with real-time collaboration environments and integrated project management.
- **Social Media Management:** Full-scale content creation, 7-day-a-week monitoring, and geo-targeted advertising campaigns. This includes building out a monthly social media content calendar, discussing the content with the Public Engagement Manager during strategy calls, and building a unique graphic or visual for each post along with a social media caption.
- **Newsletter Execution:** Technical formatting, copyediting, and distribution support for the Weekly Digest and other departmental updates.

- **Graphic Design & Branding:** On-demand design services for high-stakes annual projects like the Budget Book and community marketing collateral.
- **Multimedia Production:** Professional-grade videography, drone storytelling, and event photography.
- **Website and ADA Support:** Content management on the OpenCities/Granicus platform and technical support for broken link resolution and PDF accessibility.
- **Spanish Translation:** Native-level in-house translation to ensure Menlo Park's diverse community is served inclusively.

We will deliver each service using a clear, consistent workflow tailored to Menlo Park's specific organizational culture.

Quality assurance is ensured across Tripepi Smith through a rigorous procedure of internal review before work product ever makes it to clients for review. Principals, Directors and Senior Business Analysts are all in the upper echelon of the workflow, responsible for final quality assurance of work produced by their peers. Tripepi Smith sets clear deadlines with clients to ensure expectations are met. Every team member holds each other accountable so that deliverables are produced in the most efficient manner possible.

The following services will be provided and available to the City:

Strategic Communications and Coordination

Strategic coordination is the engine that drives a successful partnership. A key differentiator for Tripepi Smith is our ability to scale and flex to meet the City's surge needs, handling complex, multi-layered projects where smaller firms may lack capacity.

Proactive Advisor Role: We do not operate as a detached vendor; we function as a proactive advisor to the City Manager's Office and the Public Engagement Manager to move Menlo Park to a forward-looking, narrative-driven model.

Integrated Project Management: We utilize sophisticated collaborative platforms, primarily the Google Suite, for real-time visibility into project statuses, agenda tracking, and content production. This ensures transparency and allows for real-time feedback and streamlined collaboration. Our team is also proficient in many other project management tools, such as Monday.com, and we can seamlessly integrate within your preferred platforms to align with internal City processes.

Recurring Strategy and Departmental Graphic Design Sessions: We maintain a rigorous coordination schedule, including weekly strategy calls with the Public Engagement Manager and weekly departmental graphic design check-ins. These sessions are essential for identifying upcoming milestones, potential "hot button" issues, and success stories that might otherwise go untold. During the meeting, our team will take notes and identify action items. Following the call, Tripepi Smith will send out recap emails with action items of what was discussed.

24/7 Emergency Support: Local government never stops, and neither do we. Our team is available 24/7 to support Menlo Park during urgent situations, such as weather emergencies, or public safety incidents. We provide rapid-response messaging across all digital and traditional channels to ensure the City remains the “Source of Truth” for the community. City Staff are provided with the contact numbers of all Tripepi Smith resources, including Ryder Todd Smith, president of Tripepi Smith.

Communications Audits and Strategic Roadmaps: To ensure long-term success, we offer periodic audits of the City’s existing channels. We analyze reach, sentiment, and accessibility, providing the City with a strategic roadmap that ensures communications evolve alongside the community.

Social Media Management and Digital Strategy

In the modern era, a City’s social media presence is often its most frequent and influential touchpoint with residents. We view these platforms as vital two-way streets for community building, education, and real-time customer service. By maintaining a consistent, professional, and helpful voice, we build the digital trust necessary for effective municipal governance.

Content Production: Our content creation process goes beyond daily posting to focus on long-term narrative goals. We proactively identify content ideas and maintain a comprehensive content calendar planned months in advance, ensuring coordination with City staff and the Public Engagement Manager. For every post, we develop a unique graphic or visual asset and a tailored caption. Once approved, we manually schedule posts via Sprout Social or natively at optimized times specifically selected for peak engagement and public reach.

Active Community Monitoring and Engagement: Our team provides high-touch community management by monitoring the City’s social media inboxes and comments seven days a week. We aim to provide recommended responses to constituent inquiries within 24 hours, transforming social media into a reliable and responsive customer service portal. This also includes “social listening” of community groups and partner organizations to identify content awareness and reshare opportunities.

Targeted Digital Advertising: We specialize in geo-targeted ad campaigns that cost-effectively ensure City messages reach specific neighborhoods or demographics. Whether promoting a local event, a new community resource such as an electrification rebate, or a community input form, we ensure the City’s budget is spent with surgical precision. Our in-house Meta Business Ad experts review campaign goals, build custom ad content with graphics and keywords, and provide end-to-end monitoring and performance analysis.

Social-First Video (Reels and Shorts): To meet modern consumption habits, we focus on short-form vertical video. We produce fast-paced reels designed to capture attention in the first three seconds, humanizing City government through event recaps and glimpses of City services. Our team can produce original content or collaborate with the City to edit staff-provided footage into engaging, professional videos.

Comprehensive Analytics and Optimization: We provide quarterly reports that look far beyond surface-level likes. By leveraging Sprout Social for synchronized metrics, we report on top-performing posts and key performance indicators across all platforms. As part of this reporting, we analyze sentiment trends, peak engagement times, and follower growth to ensure the City's strategy is constantly refined based on real-world data.

Newsletter and Written Communications

Clear, concise writing is the backbone of government transparency. Our writing team specializes in digesting complex municipal policy, financial data, and technical legislative actions into readable, engaging narratives. Our goal is to make the internal workings of City Hall accessible and interesting to every resident, regardless of their background.

Newsletter Management and Execution: We provide end-to-end management for the Weekly Digest, Library and Community Service Update, Safe Routes to School, and Construction Newsletter.

Weekly Digest Workflow: We receive content via OpenForms and updates during weekly strategy meetings, which are tracked in a shareable spreadsheet. Tripepi Smith compiles the content on the OpenCities website and builds the email in Public Input, including creating images and intro text while reviewing for grammar, AP Style, and readability.

Library and Community Service Update: Staff tags the Tripepi Smith team in Box with content. We compile the update in Public Input, review for errors, and schedule the email and social media blast upon approval.

Safe Routes to School & Construction News: We review staff-provided content, add it to OpenCities, and build/edit the email updates in Public Input for distribution and social media sharing.

Executive and Technical Writing: Our writers are available to draft professional press releases, FAQs, technical summaries and more. We ensure that the City's voice remains consistent, authoritative, and welcoming across all written mediums.

Human-Interest Storytelling: We proactively look for the human side of City government. By highlighting staff achievements, community volunteers, and local success stories, we can help maintain and grow the City of Menlo Park's unique identity.

Graphic Design and Visual Identity

Visuals often communicate a message faster and more effectively than text alone. Our design team ensures that Menlo Park's visual brand is professional, modern, and consistent across every touchpoint. High-quality design signals to residents that their City is organized, professional, and attentive to detail.

Deep Institutional Brand Knowledge: Having supported Menlo Park's communication efforts for over three years, we have an expert-level understanding of the City's existing brand standards and stakeholder landscape. This allows us to provide reliable continuity and a "brand tightening" approach where we stay within the prescribed brand while looking for innovative

ways to be more creative ensuring the City's visual storytelling remains fresh and engaging for a diverse audience.

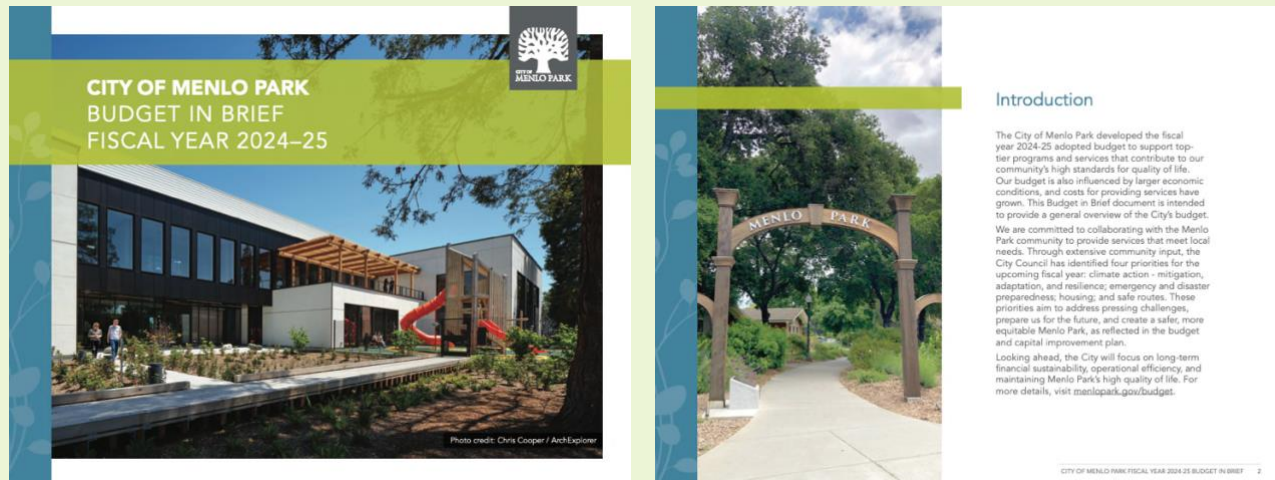
On-Demand Departmental Design: We provide nimble support for the daily needs of various City departments, including Public Works project signage, Parks & Recreation brochures, and community event flyers. We meet with each department weekly to triage design needs, providing expert recommendations on sizes, design strategy, and content production.

High-Stakes Document Design: We specialize in the layout of complex, multi-page documents such as the Budget Book and Budget in Brief. We transform dense financial data into visually engaging charts and infographics that invite resident readership and enhance transparency.

Print and Vendor Coordination: We leverage our established contacts with Bay Area print vendors to secure quotes, ensuring the City receives the highest quality materials at the best price. We coordinate the entire process, from final file preparation to delivery.

Intentional ADA Compliance: Accessibility is a core requirement of modern government. We are intentionally focused on ADA compliance, converting PDFs and digital assets to meet WCAG standards and building all new work product to be inclusive by design

Full City Ownership: Tripepi Smith ensures that all design work and source files, whether in Adobe or Canva, remain the exclusive property of the City.



Menlo Park Budget in Brief 2024-25 Example

Spanish Translation and Inclusive Outreach

Menlo Park is a diverse community, and its communications must reflect that reality to be truly effective. To ensure the City remains a leader in inclusive governance, we provide native-level cultural adaptation. We go beyond simple word-for-word translation to ensure that the City's message is felt and understood by all residents.

Professional In-House Translation: Unlike automated or AI-only tools, Tripepi Smith has a team of 8 Spanish-speaking individuals who can provide culturally relevant translations. We ensure that nuances are preserved and that the tone is appropriate for Menlo Park's specific Spanish-speaking demographics.

Bilingual Content Integration: We can develop integrated bilingual strategies for social media and newsletters. By providing information in English and Spanish simultaneously, we ensure that essential safety and policy information reaches the entire community at the same time.

Strategic Inclusive Engagement: We can assist in developing outreach materials and plain language summaries specifically designed to reach traditionally underrepresented groups, ensuring a more diverse set of voices participates in City surveys and public workshops.

Leveraging Community Based Organizations: Tripepi Smith was the leading outreach firm in the 2020 Census cycle providing California agencies with public outreach services to ensure diverse voices were included in the district drawing process. That experience informed our approach to identifying and leveraging Community Based Organizations that have earned trust and have reach into otherwise difficult to reach communities.

Website and Technical Support

A City's website is its digital front door. We maximize the utility of the City's OpenCities/Granicus platform to ensure it remains an intuitive, helpful resource. Tripepi Smith has staff experienced with managing and updating the OpenCities platform. By focusing on User Experience (UX) and Search Engine Optimization (SEO), we ensure that when a resident needs information, they can find it in as few clicks as possible.

Technical Webmaster Services: We can monitor for broken links, optimize pages for mobile viewing, and assist in building out feature-rich landing pages for major initiatives like the General Plan Update or Climate Action goals.

AI and Emerging Technology Strategy: As leaders in local government technology, we help the City safely and effectively explore modern tools, from AI Chatbots and Accessibility trackers, to make communications more efficient and future-proof.

ADA Compliance Support: Tripepi Smith can unleash our website talent to help improve ADA compliance obligations faced by public agencies. Our team has already been working on ADA compliance for a number of agencies and has developed tools and approaches to address a range of common ADA compliance matters.

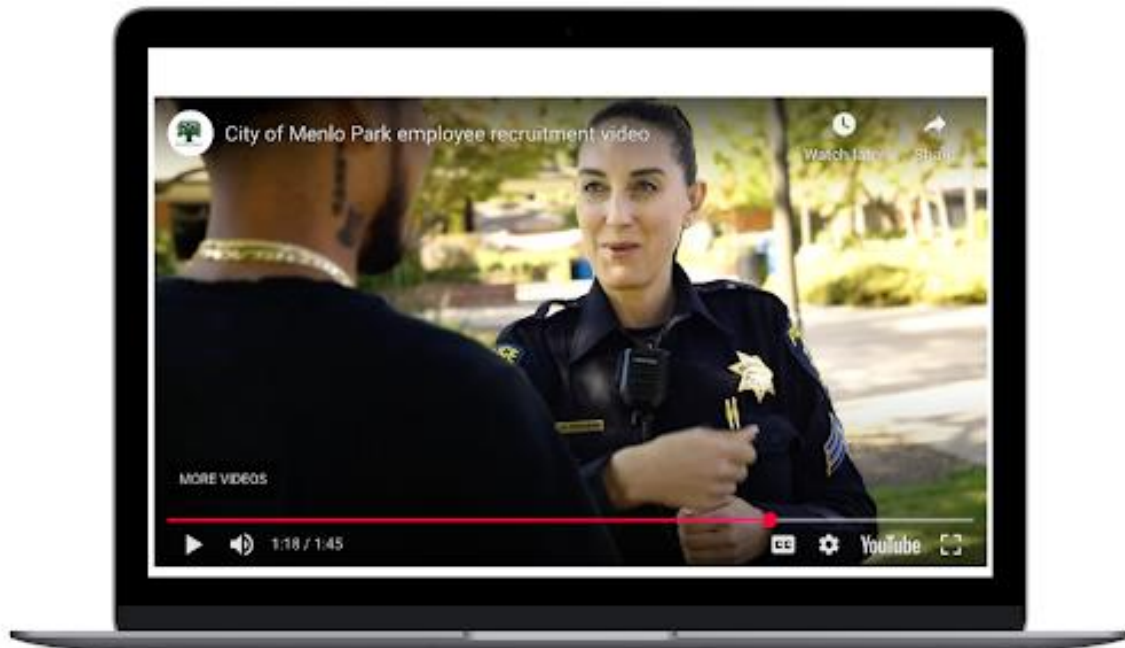
Multimedia Production: Video and Photography

In a crowded digital landscape, video is the most effective tool for capturing and holding attention. It allows the City to *show, not just tell*, its progress on infrastructure, its vibrant community events, and the faces of the people who serve the public. We provide production quality that rivals private-sector marketing.

Full-Scale Cinematic Production: We produce everything from high-end State of the City videos to fixed-price animated explainers that simplify complex topics like permitting or new City ordinances.

Staff Content Optimization: We can take raw, in-the-field footage captured by City staff on mobile devices and edit it into professional-grade content, complete with accessibility captions, music, and brand-consistent overlays.

Aerial Drone and Professional Photography: Our FAA-certified drone pilots and professional photographers build a custom, high-resolution stock photo library for the City, capturing the unique beauty and progress of Menlo Park's neighborhoods and parks.



[City of Menlo Park's Recruitment Video Example](#)

PROJECT TEAM

Our team structure is designed to provide the City of Menlo Park with the high-touch service of a dedicated, boutique team, backed by the specialized resources of our entire firm. By assigning leads who already possess deep institutional knowledge of the City, we ensure a seamless process with no loss of momentum. Should any key personnel become unavailable during our engagement, Tripepi Smith will quickly substitute with other Tripepi Smith resources who have commensurate experience, knowledge and/or skill sets.

Please see the Appendix for full resumes of key personnel and organizational chart. You can learn more about our individual backgrounds and qualifications at www.TripepiSmith.com/Our-Team.

The core project team will have dedicated availability to support the engagement, including capacity to provide support under urgent notice and/or time constraints. Tripepi Smith is a collaborative firm with many skill sets available. Any Tripepi Smith staff member may be brought onto the engagement to help with our efforts.



Jennifer Nentwig, APR
Principal

Location: Mesa, AZ | Role: Account Advisor

With over 18 years of specialized experience in government communications, **Jennifer Nentwig serves as the Account Advisor for Menlo Park**, providing high-level strategic oversight and ensuring our work aligns with the City's long-term objectives.

She has built and implemented programs in strategic communications, media relations, internal communication, community relations and social media. Her skills include website and social media management, development of content including articles, speeches, talking points and FAQs, as well as event planning and implementation.

Jen's clients include the City of Orange, City of Livermore, City of Lancaster and City of Menlo Park. Jen earned a bachelor's degree in political science from the University of Notre Dame and a master's degree in global leadership from the University of San Diego.

She is a Hootsuite Social Marketing Professional, is Facebook Blueprint certified and has her Accreditation in Public Relations from the Public Relations Society of America (PRSA).



Melanie Moore

Senior Business Analyst

Location: San Francisco, CA | Role: Account Manager

Senior Business Analyst Melanie serves as the account manager and primary point of contact for this engagement, leveraging her background in municipal communications to ensure every initiative is executed efficiently, strategically and stays on schedule.

A peninsula Bay Area native, brings experience in financial research and marketing, complemented by her bachelor's degree in economics from Claremont McKenna. She started as a junior business analyst, quickly advanced to a business analyst in 2022 and was promoted to a senior business analyst in 2024. Since joining the team, Melanie has played a pivotal role in managing clients, crafting compelling narratives and actively engaging with communities to fulfill unique client needs. At the core of Melanie's expertise lies her ability to develop innovative communication strategies and create targeted content. Notably, Melanie is also a member of the Tripepi Smith Cloud Webmaster team, contributing her skills to elevate online experiences.

Melanie has certifications for Hootsuite Social Marketing Professional and Sprout Social Specialist. Additionally, Melanie has a specialty in Prop 218 processes, communications assessments and AI strategy.

Her clients include the City of Burlingame, City of Hercules, City of Livermore, City of Lancaster, City of Los Altos, City of Menlo Park, City of Maywood, City of Mountain View, City of Salinas, City of Sunnyvale, City of Pacifica, City of Vacaville, City of Vallejo, Town of Los Altos Hills, Livermore Pleasanton Fire Department, Livermore Area Recreation and Parks District.



Mia Valenzuela

Business Analyst

Location: San Francisco, CA | Role: Communications Project Manager

Business Analyst Mia Valenzuela serves as communications project management support and content development for deliverables including newsletters, social media, and advertising. As a native Spanish speaker and a current partner to the City of Menlo Park, Mia also coordinates our in-house Spanish translation services to ensure the City's outreach is inclusive and community-oriented.

Mia is a community-oriented writer with a background in the arts supported by strong organizational and communication skills. She received her Bachelor of Arts in English with a concentration in Creative Writing and a minor in Philosophy from Scripps College. Mia is enthusiastic about serving the public through informative storytelling and is proud to do so with Tripepi Smith.

Mia is certified in Sprout Social. Her clients include the City of Menlo Park, City of Hercules, City of Rohnert Park, City of Suisun City, City of San Luis Obispo, Town of Atherton and City of Commerce, City of Vacaville, City of Marina and City of Bellflower.



Talia James

Junior Business Analyst

Location: Alamo, CA | Role: Content Producer

Junior Business Analyst Talia James will provide nimble content production. Talia is a driven and detail-oriented public relations professional. She graduated cum laude with a Bachelor of Arts in Public Relations along with departmental honors from the University of Oregon School of Journalism and Communication. As an honors student, Talia defended her thesis titled, "Restructuring DEI: Fighting Antisemitism on College Campuses." She has experience with extensive research, critical writing and public speaking. She was a member of the PRSSA Bateman Case Study Competition Team, where she helped develop and implement a national public relations campaign for EveryLibrary, a nonprofit organization. Her team earned a top 12 honorable mention in the competition. Talia strengthened her media relations and client relations skills during her internships with Infinite Global, a public relations firm centered in the legal sector, and Eden Gallery, an international fine art gallery. During college, Talia was a D1 student-athlete and served as captain of the UO Dance Team.

Her clients include the Town of Yucca Valley, City of San Luis Obispo, City of Blythe, City of Commerce, City of Hercules, City of Baldwin Park, City of Malibu and Disneyland Resort.

To complement our strategic leadership, Tripepi Smith provides a dedicated bench of technical experts available on demand. From professional videographers to graphic designers, these specialists work under the direct guidance of your account team to deliver creative assets that are both innovative and community focused.



Kjerstin Wingert

Senior Graphic Designer

Location: Long Beach, CA | Role: Design Oversight

Kjerstin Wingert provides high-level design oversight, ensuring all visual assets meet the City's professional standards. After studying business administration at both the Ecole Supérieure Libre Des Sciences Commerciales Appliquées in Paris and Concordia University in Irvine, Kjerstin went on to receive her Advanced Production Certificate in Graphic Design from Golden West College in Huntington Beach. She began working as a freelance graphic designer in 2012 and joined the Tripepi Smith staff in 2015.

Kjerstin has advanced knowledge of various creative platforms, including Adobe Illustrator, Adobe Photoshop and Adobe InDesign. Kjerstin has experience leading an array of creative projects including layout, graphic design, illustration, photography and creative concept development. Kjerstin is a certified Hootsuite Social Marketing Professional. She also completed the University of Southern California Executive Education Forum for Local Leaders and the University of California, Irvine Public Policy Making Academy.

Her client work includes the City of La Cañada Flintridge, City of Culver City, City of Duarte, City of Cupertino, City of Menlo Park, City of Livermore and California Joint Powers Insurance Authority..



Madeline Wilson

Business Analyst

Location: Salt Lake City, UT | Role: Design Project Manager

Business Analyst Madeline Wilson serves as the City's design project manager, facilitating weekly design calls and managing requests to ensure a metric-driven and organized workflow.

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

Madeline is a certified Hootsuite Marketing Professional and has a strong understanding of Meta and Spotify advertising. Her client work includes the Town of Yucca Valley, City of Menlo Park, Livermore-Pleasanton Fire Department and the California Municipal Revenue and Tax Association.



Jessa Laboissonniere

Junior Graphic Designer

Location: Fullerton, CA | Role: Graphic Design Lead

Junior Graphic Artist Jessa Laboissonniere serves as the primary graphic design lead.

Jessa is a designer with Tripepi Smith. She holds a bachelor's degree from San Francisco State University in visual communication design, as well as theatre arts, with an emphasis in technical design. Prior to joining the Tripepi Smith team, Jessa served as Senior Graphic Designer with the Associated Students of San Francisco State University, where she supported 13 student-run programs with marketing materials.

In addition to her graphic design background, Jessa also worked as a Scenic Designer on a variety of theatrical productions across the Bay Area. Her background in theatre has given her an audience-centered approach to her work. She is thrilled to be using her skills while supporting clients with Tripepi Smith.

Jessa's client work includes graphic design for the cities of Malibu, Yorba Linda, Menlo Park and Napa.



Jeremy Camp

Videographer

Location: Pasadena, CA | Role: Video Lead

Videographer Jeremy Camp serves as the video lead for Menlo Park, bringing a high-end production aesthetic to the City's digital storytelling. Jeremy is a skilled filmmaker whose expertise spans advertising, marketing and social media production. He launched his career in Los Angeles after graduating from Full Sail University, where he gained experience as an assistant on major commercial projects for renowned brands such as Army, Jack Daniel's and Restasis. Through these experiences, Jeremy acquired valuable techniques for achieving a high-end production aesthetic. With an extensive client portfolio including Wendy's, Levi's and Keds, Jeremy consistently delivers top-tier production quality regardless of budget constraints. He prides himself on fostering collaboration, welcoming input from all team members involved in each project.

His client work includes videography for the cities of Palmdale, Calabasas, Indian Wells, Menlo Park, Bellflower, Paramount, as well as Climatec, California JPIA and Blind Children's Center.



Cailyn Thompson

Business Analyst

Location: Long Beach, CA | Role: Meta and Digital Ads Lead

Cailyn Thompson will serve as the designated META and digital ads lead. She brings a strong work ethic and open-minded dynamic to the Tripepi Smith team with a background in recreation, collegiate athletics and event management. She graduated from St. John's University (SJU) with a master's degree in business administration, strategic management and a Bachelor of Science in Sport Management with a minor in Business Administration. She developed her skills in leadership, organization and event management during her time at SJU with on-campus internships, the graduate assistantship program and summer employment with the City of Cypress Recreation.

Cailyn is certified in Meta Blueprint (Digital Marketing Associate, Media Planning Professional, Media Buying Professional and Creative Strategy Professional), Hootsuite Social Marketing and Sprout Social. Her client list includes the California Joint Powers Insurance Authority, City of Tracy, City of La Cañada Flintridge, City of Tracy, City of Calabasas, City of Menlo Park, Galt Arno Cemetery District, Fair Housing Foundation, City of Yorba Linda and City of Vallejo.

COST PROPOSAL

The City of Menlo Park is dedicated to robust community engagement. To support these efforts, Tripepi Smith offers a flexible, multi-tiered service model designed to provide high-quality, creative and tailored communication.

Retainer and Discounted Rates

This structure prioritizes budget stability by covering the City's high-volume recurring needs under a single, predictable monthly fee. By establishing this baseline, the City ensures continuous engagement while streamlining internal billing. Our service model is specifically designed for scaling and surge capacity; while the retainer covers your always-on communications, our team of over 70 experts provides the depth to flex and absorb major projects or emergencies that would overwhelm a traditional internal team or a smaller firm.

Proposed Retainer Deliverables	Description
Weekly Strategy & Engagement Meetings	✓ One-hour weekly synchronization with the Public Engagement Manager to move from a reactive posture to a narrative-driven model. Includes drafting agendas, real-time tracking in Google Suite or Monday.com, and detailed recaps of action items.
Weekly Graphic Design Coordination	✓ Weekly one-hour creative intake meetings between Tripepi Smith's design team and City department liaisons to triage needs. Includes expert design recommendations, live graphic design editing, and project timeline tracking to ensure brand consistency.
Social Media Drafting & Posting	✓ Proactive development of content ideas and maintenance of a monthly social media content calendar. Includes drafting up to 7 unique posts per week with custom visuals and captions, manually scheduled for optimal times to maximize reach.
Social Media Monitoring	✓ Human-led monitoring of City social pages 7 days a week to provide timely, nuanced responses to constituent inquiries. Includes "Social Listening" of regional partners and community groups for situational awareness and reshare opportunities.
Social Media Ads	✓ Drafting, ideating, and setting up one unique social media ad set per quarter. Our Meta Business Ad experts determine duration and keywords to surgically target specific neighborhoods or demographics, followed by technical metrics collection. <i>(Note that the third-party advertising costs are not included.)</i>
Social Media Metrics Reporting	✓ Monthly and quarterly data analysis utilizing Sprout Social, Google Analytics 4, and Public Input. We analyze sentiment trends and peak engagement times to refine and optimize the City's digital footprint.
Newsletter Coordination & Distribution	✓ End-to-end production and distribution of the Weekly Digest, Library and Community Services Update, Construction News, and Safe Routes to School newsletters. Includes technical formatting, AP Style copyediting, ADA link-checking, and drafting and synchronization across OpenCities and Public Input.
TOTAL: Monthly Retainer Price	\$12,100

Proposed Retainer Deliverables	Description
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TOTAL: Annual Retainer Price	\$145,200
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Fixed-Price Service Menu

In addition to the retainer, we provide a standardized menu of fixed-bid services to streamline the procurement of common communication assets. Whether the City needs a drone shoot or a full website audit, these fixed rates provide a “no-surprises” approach to project planning.

Any City retainer exceeding \$7,500 per month or committing to spending \$10,000 per month in ad hoc services unlocks exclusive discounted rates, ensuring your budget goes further on high-production creative work.

Deliverables	Scope	Ad-Hoc Cost	Retainer Discounted Cost
Press Release, Media Advisory, Public Statement	Drafting 1 press release, media advisory or public statement up to 750 words. Includes research, drafting and distributing.	\$550	\$495
Animated Video	Storyboarding and production of an animated video with music and subtitles.	Up to 1 min: \$4,105 Up to 2 mins: \$5,520	Up to 1 min: \$3,695 Up to 2 mins: \$4,968
Stock Photo Shoot	One photographer for a full-day (8 hours) onsite. Includes pre-production, production and post-production, review, final file delivery and travel costs. Includes stock photo library. With 2-hour drone add-on:	\$5,770 +\$1,875	\$5,015 +\$1,689
Stock Video Shoot	One videographer for a full-day (8 hours) onsite. Includes pre-production, production and post-production, review, final file delivery and travel costs. Includes b-roll stock video library. With 2-hour drone add-on:	\$5,735 +\$1,875	\$5,160 +\$1,689
Event Highlight Video	One videographer for a full-day (8 hours) onsite including event capturing. Includes pre-production, production and post-production, review, final file delivery and travel costs. Includes video B-roll library and 30 second video. With 2-hour drone add-on:	\$8,730 +\$1,875	\$7,857 +\$1,689

Deliverables	Scope	Ad-Hoc Cost	Retainer Discounted Cost
Budget Book	1-hour strategy call with Tripepi Smith. ADA-compliant, print-ready, and web-ready file. Includes 2 rounds of review and additional round for City Manager's Office. Content, photos and numbers to be provided from City,	\$13,500	\$12,150
Budget in Brief	1-hour strategy call with Tripepi Smith. ADA-compliant, print-ready, and web-ready file. Includes 2 rounds of review and additional round r City Manager's Office. Content, photos and numbers to be provided from City,	\$3,400	\$3,060
Website Content Audit	Includes 100 pages of website content audit, written website recommendations, SEO strategy, and final report.	\$13,245	\$11,920

Total Cost Estimate

The following Not-to-Exceed (NTE) ranges are estimates based on the project scope outlined in the City's RFP. We utilize an ad-hoc (as-needed) billing model for services like graphic design, video production, and translation because municipal needs are inherently dynamic.

Since it is impossible to predict every specific departmental request or community event months in advance, this structure provides the City with maximum fiscal flexibility. The City is not required to spend the full amount of this estimate. This figure represents a budget ceiling rather than a fixed cost; you only pay for high-intensity creative work when it is authorized and needed. This allows for seamless scaling during surge periods, such as major infrastructure rollouts or high-stakes budget cycles, without permanently increasing your fixed monthly costs.

Importantly, as a retainer partner of over \$7,500 per month, all ad-hoc work is billed at our discounted "Reduced Retainer" Time & Materials (T&M) rates. This ensures that even when the City requires specialized support outside the core scope, it continues to realize the significant cost savings associated with our long-term partnership.

Detailed descriptions of the workflows, creative processes, and technical standards for Graphic Design, Multimedia, Video, and Website Support can be found in the Proposed Approach section of this proposal.

Service Category	Estimated Price
Retainer Services (Annual Total)	\$145,200
Graphic Design (Ad-Hoc Estimate)	~\$95,000
Additional Support: Video, Translation, Web (Ad-Hoc Estimate)	~\$14,800
Total NTE Estimate	\$255,000

Tripepi Smith remains open to collaborating to narrow the scope of engagement or refine our understanding of the scope needs and will modify our pricing accordingly. We are always happy to provide detailed estimates.

Tripepi Smith will apply the following standard hourly rates for all authorized as-needed work. All projects must be clearly authorized in writing before proceeding.

2025-26 Hourly Rates	Standard	Reduced Retainer
Principal	\$380	\$315
Director	\$265	\$225
Art/Creative Director	\$265	\$225
Senior Business Analyst	\$205	\$180
Business Analyst	\$150	\$125
Junior Business Analyst	\$115	\$100
Senior Videographer/Animator	\$205	\$175
Senior Photographer	\$175	\$150
Videographer/Photographer	\$140	\$120
Junior Videographer/Photographer	\$115	\$100
Senior Graphic Designer	\$195	\$165
Graphic Designer	\$140	\$120
Junior Graphic Designer	\$115	\$100
Web Developer	\$210	\$185
Junior Web Developer	\$115	\$100
Drone Operator	\$205	\$180
Council Chamber A/V Operator	\$115	\$100

Invoicing & Payment Terms

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

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

Retainer work is billed on the 15th of each month.

Other Cost Information

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

Annual Increase

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

Retainer Discount

When a client's retainer exceeds \$7,500 per month or committing to spending \$10,000 per month in ad hoc services, they gain access to our reduced retainer rates.

Travel Costs

Travel costs must be pre-authorized and then will be reimbursed by the client for any requested travel to complete a requested scope of work. Travel costs may include airfare, lodging, car rentals and gas. Additionally, when client work requires that we be onsite, we will invoice for a resource's travel time at 50% of the resource's hourly rate.

Equipment Costs

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

		Half Day (Under 4 Hours)	Full Day (4+ Hours)
	Video	\$450	\$650
	Drone	\$550 – Flat Fee	

Please note that A/V equipment fees are based on the amount and type of equipment required, with pricing tailored to the specifics of each event.

Music and Video Licensing

Sometimes the client will want Tripepi Smith to apply music or use stock imagery/video while producing video. In these cases, we will need to apply licensing fees of approximately \$100 per song and \$200 if we use stock video imagery. This will provide a license for the use of the music and video footage to Tripepi Smith and its clients.

Meltwater Fee

Tripepi Smith offers a standard Meltwater package at a flat rate of \$545 per month. This package includes a newsletter digest (of any frequency), up to five queries, and a monthly dashboard. Custom Meltwater solutions are also available upon request.

Website Hosting Fees

If website hosting services are required, Tripepi Smith will charge a \$630 website hosting fee and a \$30 Domain Registration and DNS service fee, unless otherwise specified in this proposal. Fees will be billed upon commencement of hosting services, and annually thereafter. Please note the website hosting package is limited to 10 Gigabytes of total storage. Additional storage for the site is available for a fee of \$1.70 per gig per month of 10 Gigabytes of storage.

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.



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



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



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



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

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



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



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



"We look forward to another year of partnership, Tripepi Smith has helped us strengthen our engagement and communication with residents. From the development of sophisticated annual reports to consistent social media support, our team in American Canyon has reaped numerous benefits from collaborating with Tripepi Smith on important City initiatives."

Jen Kansanback

Former Communications Manager, City of American Canyon

CLIENT REFERENCES

City of American Canyon	
2020 to Present	Contacts: Jason Holley, City Manager 707-647-4351 JHolley@CityofAmericanCanyon.org Alexandre Ikeda, Deputy City Manager 707-647-4568 Aikeda@CityofAmericanCanyon.org
City of Hercules	
2018 to Present	Contact: Clarisse Saechao, Administrative Specialist 510-799-8209 ACSaechao@HerculesCa.gov
Town of Atherton	
2022 to Present	Contact: George Rodericks, City Manager 650-752-0504 GRodericks@ci.atherton.ca.us



"Our Town newsletter is a resident favorite, showcasing the latest and greatest Town business and updates. Tripepi Smith brought our vision to life, creating an engaging and aesthetically pleasing newsletter that truly resonates with our community."

George Rodericks
City Manager, Town of Atherton

APPENDIX A: RESUMES

JENNIFER NENTWIG, APR

TRIPEPI SMITH – PRINCIPAL

03/22 – PRESENT

- Strategic advice and project leadership across an array of clients
- Redistricting subject matter expertise, business development and project management
- Internal leadership on policy areas like water quality, major infrastructure projects
- Provide project management and account support for numerous clients
- Develop content including strategic messaging, leadership talking points, speeches and articles

TRIPEPI SMITH – DIRECTOR

01/21 – 03/22

TRIPEPI SMITH – SENIOR BUSINESS ANALYST

08/19 – 01/21

COUNTY OF ORANGE – COMMUNICATIONS MANAGER

11/16 – 8/19

- Managed County website and social media accounts, including Facebook, Twitter, Instagram and Nextdoor
- Developed and implemented communication plans, including talking points, key messages and FAQs

BOOZ ALLEN HAMILTON – COMMUNICATIONS CONSULTANT/ASSOCIATE

09/11 – 11/16

- Led communications support of several U.S. military clients such as the Naval Aviation Enterprise (NAE)
- Developed and published high-visibility products including vision documents and strategic plans

U.S. AIR FORCE RESERVES – PUBLIC AFFAIRS OFFICER/MAJOR

09/11 – PRESENT

- Provides once-a-year Public Affairs support to active-duty U.S. Air Force units

U.S. AIR FORCE – PUBLIC AFFAIRS OFFICER/CAPTAIN

05/07 – 08/11

- Served as Director of Public Affairs for U.S. military joint task force providing humanitarian assistance and disaster relief; Led media relations program and community relations events for Nellis Air Force Base, Nevada including support for a visit and speech by President Barack Obama

EDUCATION

UNIVERSITY OF SAN DIEGO – SAN DIEGO, CA

- Master of Science in Global Leadership

UNIVERSITY OF NOTRE DAME – NOTRE DAME, IN

- Bachelor of Arts in Political Science | Minor in Hesburgh Program of Public Service

PROFESSIONAL DEVELOPMENT

- Accreditation in Public Relations, Public Relations Society of America 2015
- Public Affairs Qualification Course, Defense Information School 2007

CERTIFICATIONS

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

MELANIE MOORE

TRIPEPI SMITH – SENIOR BUSINESS ANALYST

09/24 – PRESENT

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

TRIPEPI SMITH – BUSINESS ANALYST

01/23 – 09/24

TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

08/21 – 01/23

FINANCIAL ECONOMICS INSTITUTE – RESEARCH ANALYST

07/20 – 05/21

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

CORALTREE HOSPITALITY GROUP – MARKETING INTERN

07/20 – 08/20

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

EXOUS INC. – MARKETING RESEARCH ANALYST

06/19 – 08/19

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

EDUCATION

CLAREMONT MCKENNA COLLEGE – CLAREMONT, CA

- Bachelor of Arts in Economics

CERTIFICATIONS

- Northern California Coro Women in Leadership Program 12/24
- Sprout Social 02/22
- Hootsuite Social Marketing 08/21

SOFTWARE

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

MIA VALENZUELA

TRIPEPI SMITH – BUSINESS ANALYST

1/26 – PRESENT

- Project manage client deliverables with quality and timeline oversight
- Manage multiple social media channels for city clients, including content planning, creation, strategy with metrics tracking and public engagement monitoring and inquiry facilitation
- Produce weekly and monthly e-newsletters through content development and copyediting and populating delivery platforms for distribution
- Write stories and press releases for the firm's website and clients
- Provide Spanish translation services

TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

06/23 – 01/26

BARNES AND NOBLE BOOKSTORE – BOOKSELLER

06/21 – 01/23

- Effectively multi-tasked and took initiative in fast-paced, client-facing role
- Attended to customer needs with compassion and a commitment to company's service values
- Responded to telephone communications while balancing sales floor duties
- Fulfilled customer orders and inquiries through Bookmaster software

NINTH STREET HOOLIGANS A CAPPELLA – PRESIDENT

12/21 – 12/22

- Coordinated rehearsal and event schedules for 15 members
- Efficiently communicated with team and external collaborates regarding event planning, performance preparation and budget needs according to deadlines
- Demonstrated follow-up and follow-through when facilitating group's participation in performances such as the SoCal A Cappella Music Festival to audience of 2500
- Organized annual off-campus community retreat with outside venue within allocated budget
- Created promotional content for Instagram using Canva and V photo and video editing services to advertise new member recruitment and performance events

SCRIPPS EATING DISORDER ALLIANCE – COMMUNICATIONS OFFICER

08/20 – 08/21

- Researched eating disorder education, size inclusivity, mental and physical health-related topics
- Generated promotional and educational social media content for Instagram using Canva

EDUCATION

SCRIPPS COLLEGE – CLAREMONT, CA

- Bachelor of Arts in English | Concentration in Creative Writing

CERTIFICATIONS

- Sprout Social 07/23
- Hootsuite Social Marketing 06/23

PROFESSIONAL DEVELOPMENT

- Scripps College Emerging Professionals Programs – 2023 Cohort

SOFTWARE

- | | | |
|--------------------|--------------------------|---------------|
| • Canva | • Google Suite | • PublicInput |
| • Constant Contact | • Microsoft Office Suite | • GovDelivery |
| • Word Press | • Granicus | |

TALIA JAMES

TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

09/25 – PRESENT

- Conduct market research and data analysis through metrics reports
- Develop social media content for several clients and manage audience engagement
- Write e-newsletters and press releases for local government agencies

INFINITE GLOBAL – PUBLIC RELATIONS INTERN

06/24 – 08/24

- Worked closely with three legal firm clients to gain media coverage in tier one publications
- Conducted extensive research on the 2023-2024 AmLaw 100 office openings and 2025 editorial calendars
- Created 15 comprehensive media lists on topics relating to antitrust, commercial real estate, tax, climate crisis and venture capital
- Pitched 10 byline article opportunities to media outlets and 10 interview opportunities to clients
- Wrote 10 client press releases and 25 business nomination emails

ALLEN HALL PUBLIC RELATIONS – ACCOUNT EXECUTIVE

10/23 – 06/24

- Drafted customized pitches and sent to 60 media influencers to coordinate partnerships
- Researched 50 social media influencers per week to add to the external outreach spreadsheet
- Organized content calendar and created 10 graphics a term to gain visibility from potential recruits

EDEN GALLERY – CLIENT RELATIONS INTERN

06/23 – 08/23

- Created 150 support emails for diverse client and business needs and drafted 30 unique Google Review responses
- Allocated and organized 600 pieces of inventory per week within Google Spreadsheet
- Directed and purchased an order of 300+ supplies for an international event, aligning with the design teams' visions
- Curated an onboarding manual for new hires covering topics such as professionalism and research techniques

EDUCATION

UNIVERSITY OF OREGON – EUGENE, OR

- Bachelor of Arts in Public Relations | Minor in Judaic Studies

CERTIFICATIONS

- CITI Human Research Social-Behavioral-Educational Researchers Certification..... 10/23

SOFTWARE

- | | | |
|----------------------|--------------------------|-------------|
| • Adobe Premiere Pro | • Google Suite | • MuckRack |
| • Canva | • Microsoft Office Suite | • WordPress |
| • Cision | | |

KJERSTIN WINGERT

TRIEPEI SMITH – SENIOR GRAPHIC DESIGNER

03/15 – PRESENT

- Lead graphic designer on layout, graphic design, illustrations, accessibility and creative concepts
- Photography for events, professional portraits, journal publications and branded stock imagery

KIRKWOOD EDUCATIONAL PROGRAM – GRAPHIC DESIGNER

05/13 – 02/15

- Design and layout of educational materials
- Created animated educational videos that provide a fun and interactive learning experience
- Edited audio and video clips to convey clear and concise information

FREELANCE GRAPHIC DESIGN

12/12 – 02/15

- Design and layout of newsletters, flyers, websites and ads
- Creation of new and updated logo designs

SAVINGS IN OC – GRAPHIC DESIGN INTERN

08/12 – 11/12

- Created, updated and maintained advertisements and promotions for existing clientele
- Proofread monthly publications for any spelling errors, misprints and distorted images

EDUCATION

GOLDEN WEST COLLEGE – HUNTINGTON BEACH, CA

- Graphic Design Advanced Production Certificate

CONCORDIA UNIVERSITY – IRVINE, CA

- Bachelor of Arts in Business Administration, Marketing

ECOLE SUPÉRIEURE LIBRE DES SCIENCES COMMERCIALES APPLIQUÉES – PARIS, FRANCE

- Bachelor of Business Administration, Management

PROFESSIONAL DEVELOPMENT

- UC Irvine Public Policy Making Academy I 03/19
- USC Executive Education Forum for Policy and Administration 03/17

CERTIFICATIONS

- Hootsuite Social Marketing 02/19

SOFTWARE

- Adobe Creative Suite
- Constant Contact
- Microsoft Office Suite
- Canva

MADELINE WILSON

TRIPEPI SMITH – BUSINESS ANALYST

10/24 – PRESENT

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

TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

02/23 – 10/24

CENTRAL WASATCH COMMISSION – COMMUNITY ENGAGEMENT INTERN

06/22 – 12/22

- Strategized and executed communications plan, including managing Facebook, Twitter and Instagram accounts, seeing a 41% increase in reach and 3% follower growth over three months
- Researched, wrote and designed content in the form of blog posts, outreach material and infographics to share about projects and progress of the Commission
- Planned and led education sessions about the Commission for groups of 5-20 people

HELPFUL VILLAGE – SALES AND STRATEGY INTERN

01/22 – 05/25

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

BIG BROTHERS BIG SISTERS OF UTAH – DIGITAL MARKETING INTERN

09/21 – 12/21

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

EDUCATION

UNIVERSITY OF UTAH – SALT LAKE CITY, UT

- Bachelor of Science in Business Marketing

CERTIFICATIONS

- Meta Certified Buying Professional 11/24
- Meta Certified Media Planning Professional 09/24
- Meta Certified Creative Strategy Professional 07/24
- Hootsuite Social Marketing 03/23

SOFTWARE

- | | | |
|------------------------|--------------------------|-------------|
| • Adobe Creative Suite | • Google Suite | • WordPress |
| • Canva | • Microsoft Office Suite | • Granicus |

JESSA LABOISSONNIERE

TRIEPI SMITH – JUNIOR GRAPHIC DESIGNER

07/24 – PRESENT

- Design marketing materials, social media assets and graphics for local governments and public agencies in California
- Create multiple social media graphics across multiple campaigns
- Create packaging designs, event marketing materials and print materials for clients

ASSOCIATED STUDENTS OF SAN FRANCISCO STATE UNIVERSITY – SENIOR GRAPHIC DESIGNER

08/21 – 06/24

- Created print and digital deliverables for 13 unique student programs
- Planned, developed and executed branding campaigns including student interest surveys, annual student elections, and historic campus events
- Created branded “swag” items, installations and apparel

SFSU SCHOOL OF DESIGN – RESEARCH ASSISTANT

06/23 – 07/23

- Researched scholarly articles regarding institutional biases in design education
- Created APA-style literature review of relevant information to substantiate project proposals

SFSU SCHOOL OF THEATRE & DANCE – SCENIC DESIGNER

09/22 – 05/24

- Designed scenic elements for SFSU Theatrical Productions
- Collaborated with Staff Supervisors and oversaw Assistant Scenic Designers throughout production process
- Attended regular preproduction and production meetings to correspond with other departments and achieve a cohesive and visually appealing final production look

EDUCATION

SAN FRANCISCO STATE UNIVERSITY – SAN FRANCISCO, CA

- Dual Degree: Bachelor of Science in Visual Communication Design and Bachelor of Arts in Theatre Arts | Emphasis in Technical Design

PROFESSIONAL DEVELOPMENT

- AIGA Career Growth Certification 03/23
- Associate of Adobe Illustrator 06/20

PUBLICATION

- Design Writing: Five Views of Sarah Ruhl's Eurydice

SOFTWARE

- Adobe Creative Suite
- Canva
- Microsoft Office Suite
- Genially

JEREMY CAMP

TRIEPI SMITH – VIDEOGRAPHER

05/24 – PRESENT

- Conduct photography and videography work
- Manage video systems for broadcast television and various venues
- Collaborate on content creation for numerous platforms
- Photography for events, professional headshots and branded stock images

SHANNON FABRICS – VIDEOGRAPHER

01/20 – 04/24

- Developed, organized, and produced Photo/Video commercial campaigns
- Shot and edited video content ranging from, livestreams, commercials, product videos, social media series, brand collaborations (Amazon, Cali Quilt Co) and exclusive product-based exclusive movies
- Provided potential marketing and campaign strategies based on data aggregated

BRIGHTON COLLECTIBLES – VIDEOGRAPHER

03/16 – 12/22

- Shot and edited video content ranging from product description videos, fashionable online commercial, design documentaries and regional television commercials
- Provided product photography when needed

FREELANCE CINEMATOGRAPHY

01/15 – 03/16

- Collaborated with YouTube personality Allie Marie Evans in her sponsored videos with clients Keds, Target, and Coca-Cola Company

FREELANCE VIDEOGRAPHY

01/15 – 03/16

- Collaborated with YouTube personality Alexa Losey and Wendy's to create a video-lookbook. This video would run as an online commercial for their BBQ Chicken Salad
- Collaborated with YouTube personality Shauna Miller (Penny Chic) for Levi's Denizen Jeans to help launch its campaign release in Target

EDUCATION

FULL SAIL UNIVERSITY – WINTER PARK, FL

- Bachelor of Science in Film Production

CERTIFICATIONS

- Hootsuite Social Marketing 05/24

SOFTWARE

- | | | |
|------------------------|-----------------|--------------------------|
| • Adobe Creative Suite | • Final Cut Pro | • Google Suite |
| • Davinci Resolve | • Final Draft | • Microsoft Office Suite |

CAILYN THOMPSON

TRIEPEI SMITH – BUSINESS ANALYST

09/21 – PRESENT

- Manage projects and accounts, direct client meetings, host training and workshops and foster external relationships
- Manage communications content, including website, press releases, social media and communication assessments
- Create and oversee digital advertising campaigns, acting as one of the team's Meta experts

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 training 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

EDUCATION

ST. JOHN'S UNIVERSITY – QUEENS, NY

- Master of Business Administration in Strategic Management
- Bachelor of Science in Sport Management

CERTIFICATIONS

- Meta Certified Media Buying Professional 09/23
- Meta Certified Creative Strategy Professional 09/23
- Meta Certified Media Planning Professional 04/23
- Meta Certified Digital Marketing Associate 12/21
- Meta Certified Creative Strategy Professional 02/22
- Sprout Social 02/22
- Hootsuite Social Marketing 09/21

SOFTWARE

- Adobe Acrobat
- Adobe Lightroom
- Concur Solutions
- Google Suite
- Microsoft Office Suite

APPENDIX B: ORGANIZATION CHART

