

SINGLE SOURCE COMMUNICATIONS

**STRATEGIC COMMUNICATION
AND PUBLIC AFFAIRS
CONSULTANT SERVICES**

**City of Rialto
RFP #26-013**

December 19, 2025

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

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“Tripepi Smith has supported the Town’s communications over the past three years. It was a pleasure to have creative support to showcase the many exciting updates from the past year. Their team is efficient, detail-oriented and personable, which makes it easy for Town staff, elected officials and valued members of our community to be involved in the filming.”

Curtis Yakimow
Town Manager, Town of Yucca Valley

COVER LETTER

Thank you for the opportunity to present Tripepi Smith's offerings in response to the City of Rialto's RFP for a Strategic Communications and Public Affairs Consultant. This proposal offers all requested information, including Tripepi Smith's understanding of your needs, our approach to addressing them, our cost proposal and more.

Tripepi Smith has a deep understanding of the unique dynamics of local communities: over 250 local government agencies, primarily in California, have chosen us to support their communications needs. Our experience spans numerous successful initiatives, where we have consistently achieved tangible, impactful results.

The team consists of over 75 communication experts — robust enough to support your goals, yet small enough to be nimble and responsive. We offer a spectrum of skills that allows us to match the appropriate resource to the task at hand, letting us execute faster at reduced engagement costs. These resources vary by both years of experience and core hard skills (graphic design versus videography versus writing versus social media, for example). Independent of skill set, each team member is active in the world of local government. The result: we have the ability to tell impactful, localized stories across communication media, all within our one team. The City of Rialto will need only one communications partner.

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

Authorization

I affirm that I have the legal authorization to bind Tripepi Smith into agreements with the City of Rialto and to make the statements below on behalf of the firm. I also affirm having received all addenda associated with your Strategic Communications and Public Affairs Consultant RFP. This proposal is valid for 120 days from the date of submission.

Regards,



Ryder Todd Smith

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

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

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

A. UNDERSTANDING OF CITY'S NEEDS

i. The City of Rialto's Needs

The City of Rialto is seeking a strategic communications and public affairs consultant to augment its internal media team and provide comprehensive communications, marketing and community engagement to support both day-to-day execution and long-term planning. The consultant will help advance City initiatives through clear, consistent and effective messaging while strengthening transparency, public trust and public awareness. The City's needs include ongoing communications support (i.e., press releases, social media posts, council agenda scanning), campaign development, creative and media services, reporting and creation of a Strategic Communications Plan.

ii. Key Aspects

Tripepi Smith understands that local government communications often require flexibility, rapid response and coordination across multiple departments and leadership. Our team is structured to provide responsive, dependable support with clearly defined points of contact and backup coverage to ensure continuity. Your team will have the direct cell phone numbers and emails for all project staff, ensuring the City's needs are met with speed and precision, making your internal media team's jobs easier.

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

Tripepi Smith primarily uses the following tools to manage projects:

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

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

iii. Scope of Work

Tripepi Smith has experience in all facets of the City of Rialto's requests. We recommend accomplishing these goals through the following categories:

- Platforms Review and Strategic Communications Plan
- General Communications Support Services
- As-Needed Services

Platforms Review and Strategic Communications Plan

Platforms Review

In order to develop a comprehensive Strategic Communications Plan tailored to the City of Rialto, it is essential to first gain a clear understanding of the City's current communications practices and performance across its digital platforms. To accomplish this, we recommend conducting a Platforms Review. One of Tripepi Smith's specialties, the Platforms Review is an objective, in-depth evaluation of the outreach methods the City currently uses to communicate with its external audiences, including residents, businesses and local media. This review captures a "point-in-time" assessment of the City's existing communication strategies, policies, processes and platform effectiveness. By establishing this baseline, the City gains valuable insight into what is working well and where opportunities exist for improvement.

The findings from the Platforms Review directly inform the development of the Strategic Communications Plan, ensuring that recommended strategies and priorities are grounded in the City's current practices and performance. Following the review, Tripepi Smith offers insights into best practices and provides customized recommendations to improve internal and external communication practices that align with citywide goals.

Deliverable		Description
Kickoff Meeting	✓	All assessments begin with a kickoff meeting (up to 1 hour) between Tripepi Smith and your assigned project team (i.e., City Manager, Communications Team, etc.) to fully review the scope of work, agree on a project timeline, identify our staff liaison for scheduling meetings and interviews and start gaining access to the agency's digital communication platforms.
Interviews with City Staff	✓	Tripepi Smith will conduct two interviews with City staff. Typically, we conduct all interviews virtually via Google Meet or Zoom. Each interview lasts up to 1 hour. It is up to the client to determine whether these should happen on-site instead, which will impact the budget. Ideally, our team will speak to only 1-2 people at a time during a single interview, to ensure we can get through all necessary questions and promote a candid conversational environment. We record our interviews for note-taking purposes only, do not share the recordings with anyone (including the client stakeholders) and destroy them after the project is complete. We can conduct additional interviews on an ad-hoc basis if desired.
Website Platform Review	✓	The review of platforms focuses on the digital platforms the City uses to distribute information to residents. Tripepi Smith will review the City's: • Official Website: rialto.ca.gov • Social Media Channels: City of Rialto Facebook, Rialto Network Facebook, City of Rialto Nextdoor, Rialto Network X,
Social Media Platforms Review	✓	

Newsletter Review		City of Rialto – Rialto Network YouTube and Rialto Network Instagram • Monthly Newsletter: City’s Manager’s Monthly Update The work will focus on both technical configurations, security settings, branding and overall metrics related to the platforms. The assessment includes both qualitative and quantitative analysis of the agency's digital communication platforms, which should have metrics or analytics available. In order to properly analyze all digital communications platforms at a specific point in time, we request temporary access to these accounts in order to view and export metrics. If this level of access is not possible, we will request agency staff to export these metrics for us.
Platforms Review Report		Up to 5-page report

Strategic Communications Plan

Tripepi Smith will begin this portion of the engagement with a whiteboard session with the project team. It is up to the client whether that meeting be in-person or virtual, which will impact the budget.

During the whiteboard session, we will review all the recommendations outlined in the Platforms Review. We will have a robust discussion around priorities to accomplish and the timeline for implementing each objective. Following the whiteboard session, Tripepi Smith will develop a comprehensive plan that provides both guidance for internal workflows and processes, as well as detailed action steps to achieve each objective.

Following feedback from the City, we will then deliver a final draft of the Plan. This entire process usually takes anywhere from 3-6 weeks to complete, though the timeline may vary based on additional community engagement requests, stakeholders' responsiveness and availability.

Deliverable: Communications Plan that includes:

- Communications goals, objectives, strategies and tactics
- Internal workflow
- Target audiences and messaging framework
- Implementation timeline
- Measuring success
- Education and outreach packages

General Communications Support Services

We understand the City is looking for immediate communications support — including strategic guidance, press release drafting, social media support and campaign development. While the review process is underway, Tripepi Smith remains available to provide such support.

Project Management, Check-In Calls

To coordinate our efforts with staff and sustain momentum on projects, Tripepi Smith will schedule a recurring, 30-minute bi-weekly phone call that will include a designated lead for our engagement. These calls will help drive content planning for various communications channels. Call content will focus on story plans, new issues or concerns that need to be communicated, identification of major themes or ideas to address in the coming weeks, review of recent media mentions and social media comments and sharing of communication opportunities uncovered from scanning city council agendas.

Deliverable: Virtual bi-weekly meetings up to 30 minutes each. This will be a working call, during which Tripepi Smith will manage an agenda and provide notes for each call. After each call, the City will receive an action summary email about decisions made on the phone call and related action steps.

Press Release/News Article Creation

Our team is seasoned in crafting compelling press releases and news articles, typically up to 500 words, to amplify the City of Rialto's story and establish thought leadership. We tailor our work to your desired tone and direction, ensuring consistent execution. Collaboration with your staff might be necessary to ensure subject matter expertise and obtain quote approvals. You can lean on us to manage the entire content creation cycle, from crafting key messages and conducting interviews to drafting content and distributing it to your platforms or the media.

Deliverable: Two (2) press releases or news articles, up to 500 words, each month.

Social Media Management

- **Content Creation:** Social media content creation involves: planning, fact-checking, sourcing graphics, grammar checking and scheduling the post. Our team has experience producing content across Meta (Facebook and Instagram), Twitter/X, LinkedIn, Nextdoor and others.
- **Monitoring:** Tripepi Smith will monitor the City of Rialto's social media site inboxes seven days a week for customer service opportunities, mainly responding to questions. When we identify an opportunity to respond, we will aim to do so within 24 hours of the comment post time or message receipt time. We will occasionally require fact-checking and guidance from the City for more nuanced responses.
- **Additional:** Our work also includes optimizing social media accounts to enhance performance and/or take advantage of useful features. "Boosted Posts" and other targeted advertisements are also helpful in disseminating information to community members. Tripepi Smith is fully capable of running and tracking these paid campaigns (fees to be agreed upon and paid by the City of Rialto).

Deliverable: Creation and distribution of up to four (4) posts each week (16 posts per month) and monitoring of posts. Development and maintenance of a comprehensive 12-month communications calendar aligned with Council priorities, departmental initiatives and key milestones.

City Council Agenda Scanning/Review

Tripepi Smith understands local government. Combined with expertise in marketing and communications, we identify potential communication opportunities by scanning your public meeting agendas. After all, city council agendas often contain timely items of public interest.

The goal is to ensure transparency with your constituents. By keeping them informed about activities and decisions, we help you maintain a strong relationship with the community.

Deliverable: Our team reviews these agendas and discusses them with you during our regular check-in calls. This allows you to focus on your core duties while we empower you with information and recommendations to effectively manage city communications.

Monthly Metric & Analytic Report

Each month, Tripepi Smith will provide a summary report of the Key Performance Indicators or KPIs (reach, posts, engagement, etc.) related to your controlled social media sites and other key metrics if available, such as website visits and email open/click rates. This will help us evaluate the success of our efforts as well as serve as an ongoing feedback mechanism for gathering valuable insights that can help inform ongoing communication strategy.

Deliverable: One (1) summary report of key metrics each month.

Strategy Meetings

Tripepi Smith will host strategy meetings, 3 times per year, with key City stakeholders, such as the Executive Team. These meetings bring together leaders throughout the organization to:

1. Reflect on communications wins and lessons learned picked up in the previous months
2. Create a plan for outreach in the coming months. We typically collaborate on a Content Calendar in a Google Sheet for easy reference on what external communications need to happen in the coming six to 12 months

Talking about communications in local government for almost two hours usually gets everyone's brains churning about how they can get the word out on that next big program or new event. The nature of our work gives us the ability to probe deeper into city events and programs while still thinking broadly about how to get the word out on them. As we discuss audience perceptions and interests, go over best practices and the reasoning/data to back them up, the conversation about communications becomes more than just a strategy meeting. Staff builds perspective on their role as communicators on behalf of their department and the agency, and as a result, they become more invested in outreach.

Deliverable: One (1) virtual meeting up to two (2) hours every four months and creation of a content calendar.

As-Needed Services

E-Newsletter Support

A regular email newsletter is a direct portal into the world of your community members. E-newsletters also offer analytics that allow agencies to measure how cost-effective their campaigns were, either through native digital engagement or interaction with QR codes or URLs. As part of our Platforms Review, we will evaluate the current metrics of the existing newsletter and provide strategic guidance for the development of the City's new, yet to be created, monthly newsletter.

Tripepi Smith leverages Constant Contact, a leading email marketing platform, to empower clients' digital marketing strategies. Our team boasts several dozen certified Constant Contact Solution Providers, and we've successfully guided over 30 clients in leveraging the platform's potential. However, our expertise extends beyond Constant Contact. We are well-versed in other email marketing platforms, such as MailChimp and CivicSend, and offer a comprehensive range of services from account management and newsletter creation to event promotion and building targeted contact lists. We tailor our approach to your specific needs, ensuring you receive the optimal level of support.

Deliverable: Creation of a monthly newsletter in CivicSend.

Graphic Design

Our diverse design team, from seasoned creative directors to detail-oriented technicians, illustrators, color experts and data visualization specialists, ensures we can tackle projects of every scale. Moreover, we've honed an expertise in inspiring action among residents through daily collaboration with a wide range of public agencies. This translates to impactful visuals that grab attention, effectively communicate your message in a clear and engaging way and also inform the public. As public agency engagement specialists, accessibility is a cornerstone of every project that we undertake.

Our graphic design work spans:

- Logos, sub-logos, branding, campaigns
- Brochures, guides, newsletters, reports
- Animated visuals for social media, video and web
- PDF, accessibility, ADA compliance
- PPT, presentations, meeting materials
- Stationery, business cards, templates
- Social media, web banners, email
- Infographics, financials, instructions
- Posters, banners, signage
- Conference materials, booths, swag

Deliverables: Dependent on the City's needs. The cost proposal includes pricing for common graphic design items such as flyers, brochures, banners and infographics.

Surveys

Tripepi Smith engages communities to gather valuable feedback from key stakeholders and diverse voices. In partnership with staff, Tripepi Smith can develop questions for both internal and external communications surveys. We will work with City staff to advise on a survey platform and support the distribution/implementation of the survey. We typically source participants from staff recommendations, email lists and a broader call for community input to ensure a well-rounded perspective.

Deliverable: Development of survey(s) and assistance with distributing through the City's desired platform.

Website Content Development

Tripepi Smith can develop content for City initiatives and campaigns. Whatever the pressing issue or topic, our team can create copy and update the website as needed. Our team is fluent in a bevy of website service providers, including Granicus (govAccess and OpenCities), CivicPlus, Revize, WordPress and Civica.

Deliverable: Up to eight (8) hours of content development and posting to the City's official website.

Photography and Videography

Our team includes nearly 10 full-time videographers/photographers, with diverse expertise in various domains, offering a comprehensive range of video and photo services, including full video production, post-production, aerial drone footage, livestreaming and animated videos. Our team is highly skilled in every aspect of video production, from planning and shooting to editing and final delivery.

Photography and Videography sessions would be broken down into the following general three phases:

1. **Pre-Production:** Identifying key messages, goals, shot list, define interviews, questions and other important details.
2. **Production:** This is where we execute our work onsite at the locations identified in pre-production, capture any necessary audio, obtain interviews, capture b-roll and more.
3. **Post-Production:** This is where our work consists of editing photography or video footage, editing photos captured, cleaning up audio and balancing color correction. We send a review file where you can provide feedback and edits.

Photography Deliverable: One (1) full-day stock photoshoot. We deliver photos in native RAW and JPEG/JPG formats via Dropbox or Photoshelter, with the latter being the most client-friendly for organizing, reviewing and downloading photos. We can also upload photos to your preferred photo platform, such as an intranet or Flickr. Once we deliver the photos, they become yours — we release all rights to the photos and do not require watermarks.

Videography Deliverable: One (1) full-day stock video shoot. Our team will deliver footage in a format(s) best suited for the platforms through which you wish to share the video. Typically, we provide final videos in .MP4 formats as well as caption file(s) in .SRT formats via Dropbox.

Animated Video Deliverable: One (1) animated video up to one (1) minute. Our team will deliver the final video, complete with captions (as requested and decided upon during pre-production) in a format(s) best suited for the platforms through which you wish to share the video. Typically, we provide final videos in .MP4 formats as well as caption file(s) in .SRT formats via Dropbox.

Digital Advertising

Digital advertising significantly scales the distribution variable of our axiom: Content x Distribution = Impact. Once we've honed in on your strategic message, we leverage a mix of digital ad placements to drive community awareness of and interest in our subject matter. Throughout a campaign, we typically track ad performance metrics to optimize placements.

In most cases, we leverage geo-targeting (digital advertising based on geographic location) across YouTube, Meta (Facebook/Instagram), X (Twitter), Nextdoor and Google. The placements themselves typically consist of a combination of marketing copy, animated videos, social media posts and/or curated

collateral. All placements link back to a cornerstone webpage or website where people can find more information and resources.

Deliverable: Creation and distribution of six (6) digital ads.

Social Media Campaign

Community engagement campaigns are more than just about spreading information. Done right, they're a two-way street designed to foster collaboration and understanding. By utilizing social media campaigns, the City of Rialto can promote public awareness and knowledge through dedicated campaigns that highlight city services and initiatives.

We typically structure a campaign around two to four distinct activities, usually within a sequenced approach tailored to you. Based on our understanding of your specific needs, as well as consideration for timeline and budget, we propose the following framework. However, these elements remain customizable. We're happy to modify the scope to perfectly match your unique circumstances.

- **Campaign Strategic Planning:** We collaborate with you to define campaign goals, target audiences and messaging strategies.
- **Plan Implementation:** This involves developing key deliverables and communication materials.
- **Community Engagement:** We distribute the materials from the plan implementation.
- **Outcome Assessment:** We measure the campaign's effectiveness and present findings to staff.

Deliverable: 10 social media post series with related boosting strategy support, visual development (non-video), metrics reporting and monitoring of ad response.

On-Call Strategic Communications and Crisis Communications Advice

There may be cases where the City of Rialto may need advice on stakeholder outreach, communication efforts and public engagement initiatives. While the proposed project team can advise on such matters during regular check-in calls, there may be instances when a separate, longer discussion is needed. Additionally, there may be instances when a serious, emergency issue arises, warranting collaboration among the proposed project team throughout the crisis management period. This includes responding to emergencies through coordinated communications efforts with key external stakeholders. Tripepi Smith will remain available 24/7 to support you through such instances, typically kicking discussions off in a virtual meeting, collaborating in a living workspace and emailing, texting or calling with updates as progress happens.

Deliverable: Up to one (1) hour strategy call with Tripepi Smith's crisis communication experts.

Media Training

Speaking to the media provides an exciting opportunity for communicators to share clear, impactful stories. With Tripepi Smith's guidance, you can confidently refine your skills and elevate your media relations strategy to shine in any setting.

With proper training, your leadership, staff and elected officials can learn to stay on message and enhance their confidence. Our mock interview activity helps build comfort in on-camera situations, enabling participants to deliver relevant, clear and timely messages. The mock press conference activity teaches participants to put together messaging in a short timeframe and practice responding in high-

pressure media interactions. Participants will receive feedback and a recording of their interviews for reflective self-evaluation.

Topics include:

- Creating a Message Map
- 1-on-1 On-Camera Mock Interview
- Group Mock Press Conference
- Group feedback and debrief

Deliverable: Tripepi Smith has developed a curriculum directly related to the experiences and environments that you are likely to encounter. Tripepi Smith would conduct a half-day training session on dates agreed upon by the City of Rialto and Tripepi Smith. The session would extend to a full-day experience if there are more than 24 participants (two half-day sessions). The City will coordinate outreach to appropriate staff about the session date. The engagement scope will include project management, curriculum preparation, scenario development, custom training resource preparation, training facilitation and interview editing and distribution.



"Jurupa Valley is proud to support our residents with resources that make a meaningful impact on their daily lives. Through our collaboration with Tripepi Smith, we were able to promote program participation among eligible residents and celebrate the grant funding from the State."

Cynthia Alcaraz
MORE Program Coordinator, City of Jurupa Valley

B. APPROACH IN DELIVERING SERVICES

i. Work Plan

Platforms Review and Strategic Communications Plan

The following tentative schedule notes the Platforms Review and Strategic Communications Plan. We will finalize the schedule upon further discussion with the City.

Month	Deliverables
Months 1–2	• Hold kick-off meeting • Platforms Review begins • City to provide access to social media and web platforms • Participants invited to interview and interviews conducted
Months 3–4	• Establish recommendations based on digital audit, interviews and best practices
Month 5	• Completion of Platforms Review • Hold whiteboard session for Strategic Communications and Engagement Plan
Months 6–7	• Draft delivery of the Strategic Communications and Engagement Plan • Completion of Strategic Communications and Engagement Plan

General Communications Support Services

The following tentative schedule notes the General Communications Support Services. We will finalize the schedule upon further discussion with the City.

Month	Deliverables
Month 1	• Hold kick-off meeting • Creation of 2 press releases/news articles • Creation and distribution of up to 16 social media posts per month • Scan Council Meeting agendas • Creation of monthly analytics report
Month 2+	• Hold bi-weekly check-in meetings • Strategy sessions (months 2, 6, 10) • Creation of 2 press releases/news articles • Creation and distribution of up to 16 social media posts per month • Scan Council Meeting agendas • Creation of monthly analytics report

As-Needed Services

The items listed under “As-Needed” can be completed at any point of the engagement, if and when desired. For these items, we will work with your team to ensure we set deadlines based on your needs.

ii. Current Engagement

Ranging from social media management and newsletter support to photography and videography, Tripepi Smith has over 250 current public agency clients that focus on an array of communication-related services.

C. PROPOSER'S QUALIFICATIONS

i. About Tripepi Smith

Tripepi Smith was founded in 2000 and incorporated in 2002 as a California S Corporation.

Contact Information

Email: RFP@TripepiSmith.com

Phone: (626) 536-2173

Mail: PO Box 52152, Irvine, CA 92619

ii. Principal Officers

The firm has two corporate officers, who are also the co-founders with equal ownership of the business and authority to bind Tripepi Smith into agreements:

Co-Founder & President Ryder Todd Smith

Chief Financial Officer Nicole Smith

iii. Relevant Experience

Tripepi Smith: A Public Affairs Firm that Understands Local Government and Image

Tripepi Smith excels in public affairs and marketing. 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 allows 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 75 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.

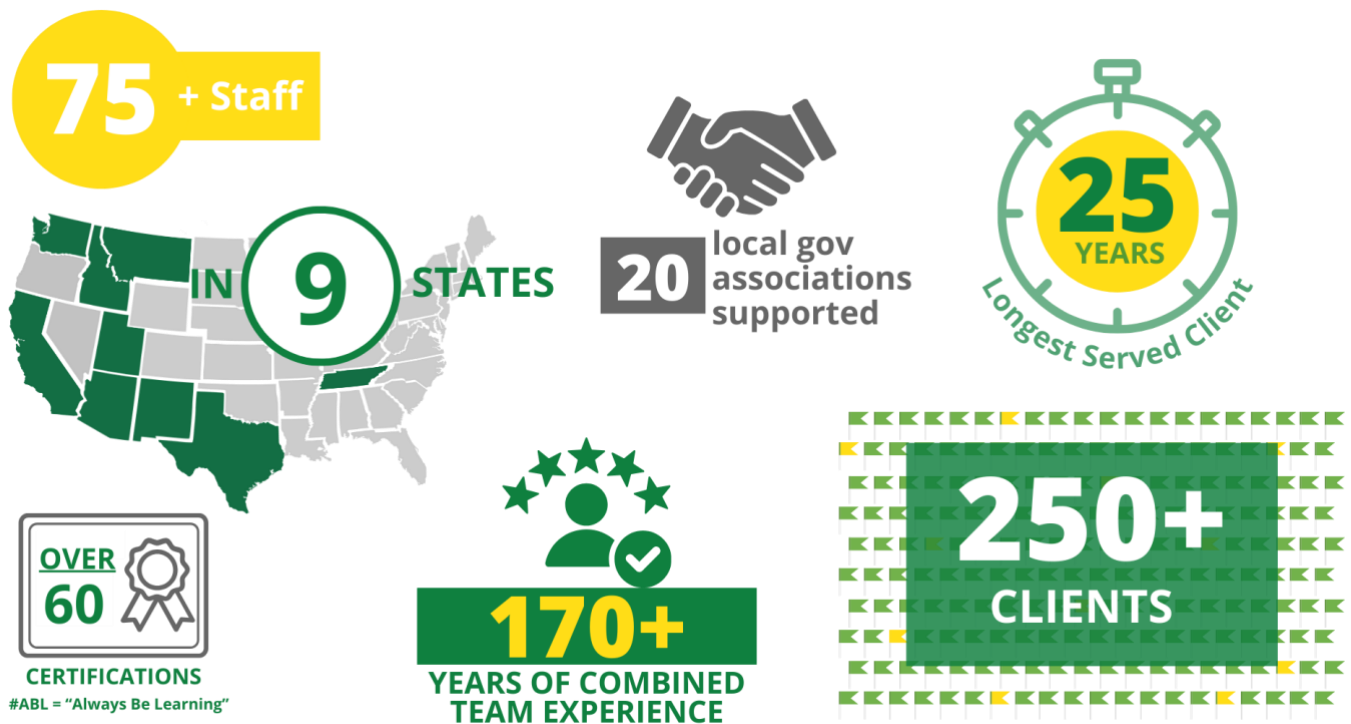
The Result: We can tell a complete story across media, all within our one team.

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.



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	Full-Service Graphic Design for Digital, Print and Outdoor
Social Media Management	Brand and Logo Development
Web and Social Media Strategy, Optimization (SEO), Metrics	Content Creation (Writing, Editorial, Thought Leadership)
Web Hosting and Support	Output Services (Digital Distribution, Print Management, Mail Management)
Email Campaigns	Illustration and Information Graphics
Relations (Media, Stakeholders, Public, Government)	Photography
Support and Training for Events, Presentations and Virtual Gatherings	Videography, Broadcasting, Podcasting, Drone
Digital, Print, Radio, Out-of-Home Advertising	Event Production, Technical and AV Support
Staff Training (Media, Social Media, Photo, Brand Implementation)	Animation and Motion Graphics
Association Management Services	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.

City of Aliso Viejo	City of Irvine	City of Placentia
City of American Canyon	City of Jurupa Valley	City of Pomona
City of Atascadero	City of La Cañada Flintridge	City of Rancho Mirage
City of Azusa	City of La Palma	City of Rancho Palos Verdes
City of Baldwin Park	City of La Puente	City of Rohnert Park
City of Bellflower	City of La Verne	City of Rolling Hills Estates
City of Benicia	City of Laguna Hills	City of San Clemente
City of Burlingame	City of Laguna Niguel	City of San Leandro
City of Chino Hills	City of Lake Forest	City of Santa Ana
City of Claremont	City of Lakeport	City of Santa Clarita
City of Coronado	City of Lancaster	City of Santa Paula
City of Cotati	City of Livermore	City of Saratoga
(City of) Culver City	City of Lomita	City of Stanton
City of Cupertino	City of Lynwood	City of South Gate
(City of) Daly City	City of Malibu	City of South Pasadena
City of Danville	City of Manhattan Beach	City of Tracy
City of Duarte	City of Manteca	City of Vallejo
City of Eastvale	City of Martinez	City of Yorba Linda
City of El Cerrito	City of Menifee	Costa Mesa Sanitary District
City of Encinitas	City of Millbrae	Del Paso Manor Water District
City of Fountain Valley	City of Morgan Hill	West County Wastewater District
City of Foster City	City of Murrieta	Independent Cities Association
City of Fullerton	City of Napa	Independent Cities Finance Authority
City of Gilroy	City of Norco	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	
City of Indian Wells	City of Pico Rivera	
	City of Pismo Beach	

Local Government Affiliation & Support

Tripepi Smith is a longstanding partner to these institutions, the majority of which have entrusted us with supporting their communications.



**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**



**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**

Axioms We Live By: How Tripepi Smith Stays at the Forefront

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. This is especially true for crisis communications: the longer you wait to address the crisis, the more time you are giving to others to fill that void with their own research and/or opinions.

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.

References & Work Samples

City of Indian Wells – General Communications & Communications Assessment

The City of Indian Wells first engaged Tripepi Smith in 2018 for a Communications Assessment. Following, the City initiated a long-term partnership that allowed it to tap into the breadth of our team's skillset. Our scope of services primarily entails graphic design, news article and press release writing, creation of a monthly e-newsletter, website content updates and social media management.

We also provide a monthly metrics report on the overall outreach numbers for the City to ensure clarity on both the quality of content and the overall distribution of that content to members of the community. Additionally, we provide support on editorial calendar creation and maintenance, media relations, strategic messaging, strategy meetings and photo/video production.

2018 to Present

Micaela Wilkey, Management Analyst

760-346-2489

MWilkey@IndianWells.com

44-950 El Dorado Dr., Indian Wells, CA 92210



CITY OF INDIAN WELLS MONTHLY NEWSLETTER



Photo Courtesy of Jane Beyer

IN THIS EDITION

INDIAN WELLS
GOLF RESORT TEES
UP FOR NOVEMBER
REOPENING

Page 5

CONSTRUCTION
CONCLUDES AT THE MILES
AVENUE AND WASHINGTON
STREET INTERSECTION

Page 6

WELCOMING DEPUTY
AUSTIN TRAVIS COOK TO
THE INDIAN WELLS SPECIAL
ENFORCEMENT TEAM

Page 8

City of Jurupa Valley – General Communications & Campaign Outreach

The City of Jurupa Valley began its partnership with Tripepi Smith in July 2022 to enhance its communications efforts and expand community engagement. Deliverables have since included:

- Flyers, brochures, script writing, talking points and stock photoshoot.
- Production of the [CAPIO award-winning Rio Vista Development video](#). The Rio Vista Development video highlighted the City's partnership with the Kizh Nation along with the remarkable history, ecological importance and preservation efforts related to the development-adjacent land.
- Campaign-specific outreach through the grant-funded Manufactured Housing Opportunity and Revitalization (MORE) and Retail Theft Prevention (RTP) programs. For the MORE program, Tripepi Smith developed talking points and key messaging, social media content and graphics, flyers and an [animated video](#).

Through this collaboration, the City of Jurupa Valley has strengthened its ability to communicate with residents, businesses, and stakeholders in engaging and accessible ways. The Rio Vista Development video not only earned statewide recognition but also deepened community awareness of the City's cultural and environmental preservation efforts. Meanwhile, the MORE and RTP program outreach has provided clear, visually compelling, and actionable information that supports the City's goals of community revitalization and public safety.

2022 to Present

Monique Claude, Marketing & Communications Manager

951-332-6464 ext. 159

mclaude@jurupavalley.org

8930 Limonite Ave., Jurupa Valley, CA 92509



MOBILEHOME REPAIR GRANT OPPORTUNITY

Receive Up to \$20,000 to Repair
Your Mobilehome at No Cost!

APPLY TODAY

Program Overview

Eligible mobilehome owners can receive up to \$20,000 for necessary repairs and/or upgrades at NO COST through the Manufactured Housing Opportunity & Revitalization (MORE) Program.

Eligibility Requirements

- Jurupa Valley resident must meet household income requirements.
- The applicant must be the owner of the mobilehome.

Eligible repairs and/or upgrades:



Plumbing



Flooring



Roofing



Energy Efficiency
Upgrades



Electrical



Accessibility
Upgrades



Heating

★ To access the application, scan the QR code
or stop by City Hall at 8930 Limonite Ave.



JurupaValley.org/MORE

If you have any questions, please contact Cynthia Alcaraz:

✉ MORE@jurupavalley.org ☎ (951) 332-6464 Ext. 141

City of American Canyon – General Communications & Communications Assessment

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 crisis communications support and an audit of its City website. Tripepi Smith conducted a Platforms Review of the City's communication platforms and now provides services that include 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 planning meetings with executive staff.

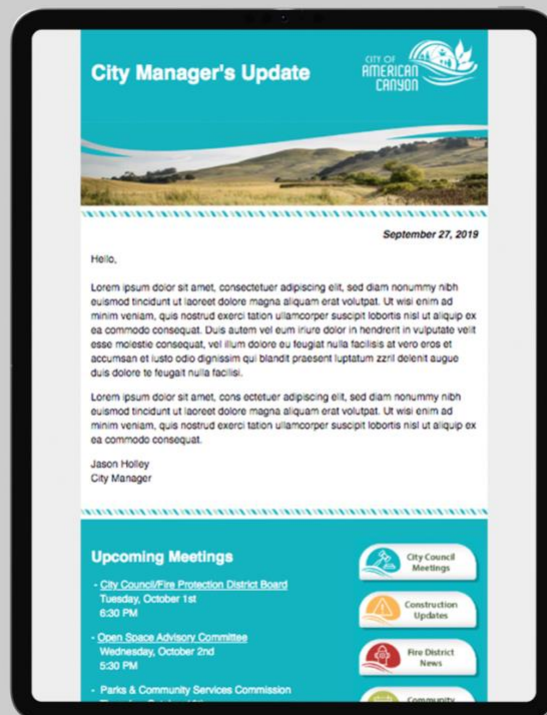
2018 to Present

Alexandra Ikeda, Deputy City Manager

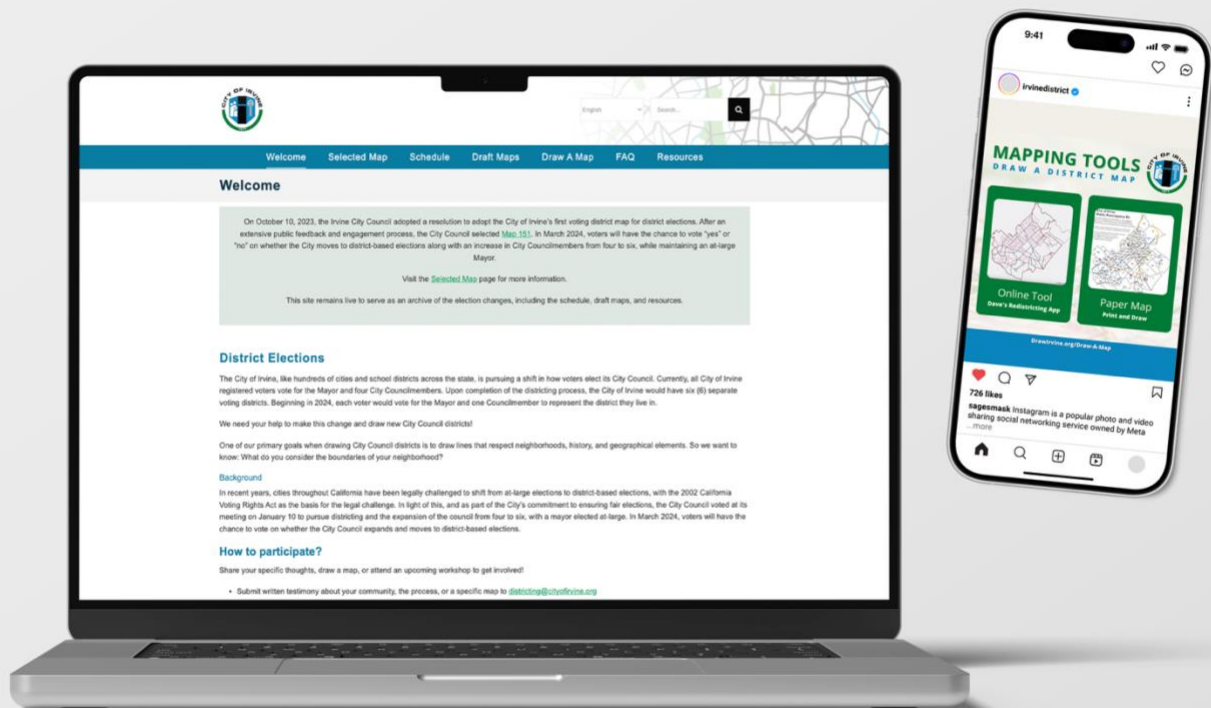
707-647-4568

Aikeda@CityofAmericanCanyon.org

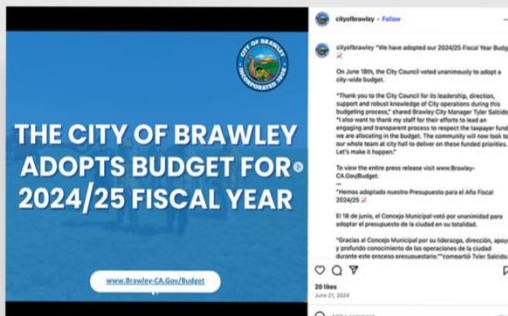
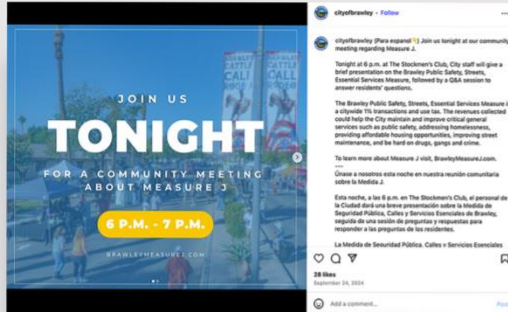
4381 Broadway St., Suite 201, American Canyon, CA 94503



Work Samples: Copy Created for Online Platforms



Work Samples: Graphic Content to be Paired with Editorial Copy



Brawley Financial Primer

To our Brawley Community,

Brawley's budget reflects the priorities of our residents. Each year, we are committed to optimizing available funds and efficiently delivering the resources that matter most to our community. With the importance of transparency in mind, we created this financial primer to keep you informed about the City's finances.

In June, our City Council will establish the fiscal year (FY) 2024-25 budget, ensuring funds are wisely allocated to support the City's essential services and the community's priorities. We encourage you to participate and attend our upcoming study sessions virtually or in person. For more information, visit www.Brawley-Ca.gov/Budget.

Thank you,
Tyler Salcido
City Manager

REVENUES AND EXPENSES

The City's general fund revenues and expenses are included to the right. The City will use these numbers to plan for the upcoming fiscal year and ensure the general fund is balanced.

Fiscal Year	Revenues	Expenses
FY 18-19	\$15,000,000	\$15,000,000
FY 19-20	\$15,000,000	\$15,000,000
FY 20-21	\$15,000,000	\$15,000,000
FY 21-22	\$15,000,000	\$15,000,000
FY 22-23	\$15,000,000	\$15,000,000

INVESTING IN THE COMMUNITY

City budgets connect people with the services they need and want. The City of Brawley is proud to share a sample of accomplishments and investments made in FY 23-24 to maintain quality of life in Brawley:

- New Construction and Road Rehabilitation**
 - HWY 86 to Western Ave; completed in Nov. 2023.
 - Wildcat Drive to Legion Rd; completed in Nov. 2023.
 - Western Ave to Imperial Ave (Dogwood Road) four lanes; near completion in Dec. 2024.
 - Rehabilitation throughout the City at various locations, currently under construction.
- Public Safety**
 - Police Department added eight full-time employees.
 - Fire Department added five new full-time firefighters.
 - Purchase of a new fire engine.
- Financial Planning**
 - General fund reserve increased by \$73M over five years.
 - Exceeded reserve targets for the last three years.
 - Established a Capital Replacement Reserve to plan for long-term Capital Improvement Project needs.
- Library**
 - Secured more than \$610K in funding for technology upgrades and renovations.

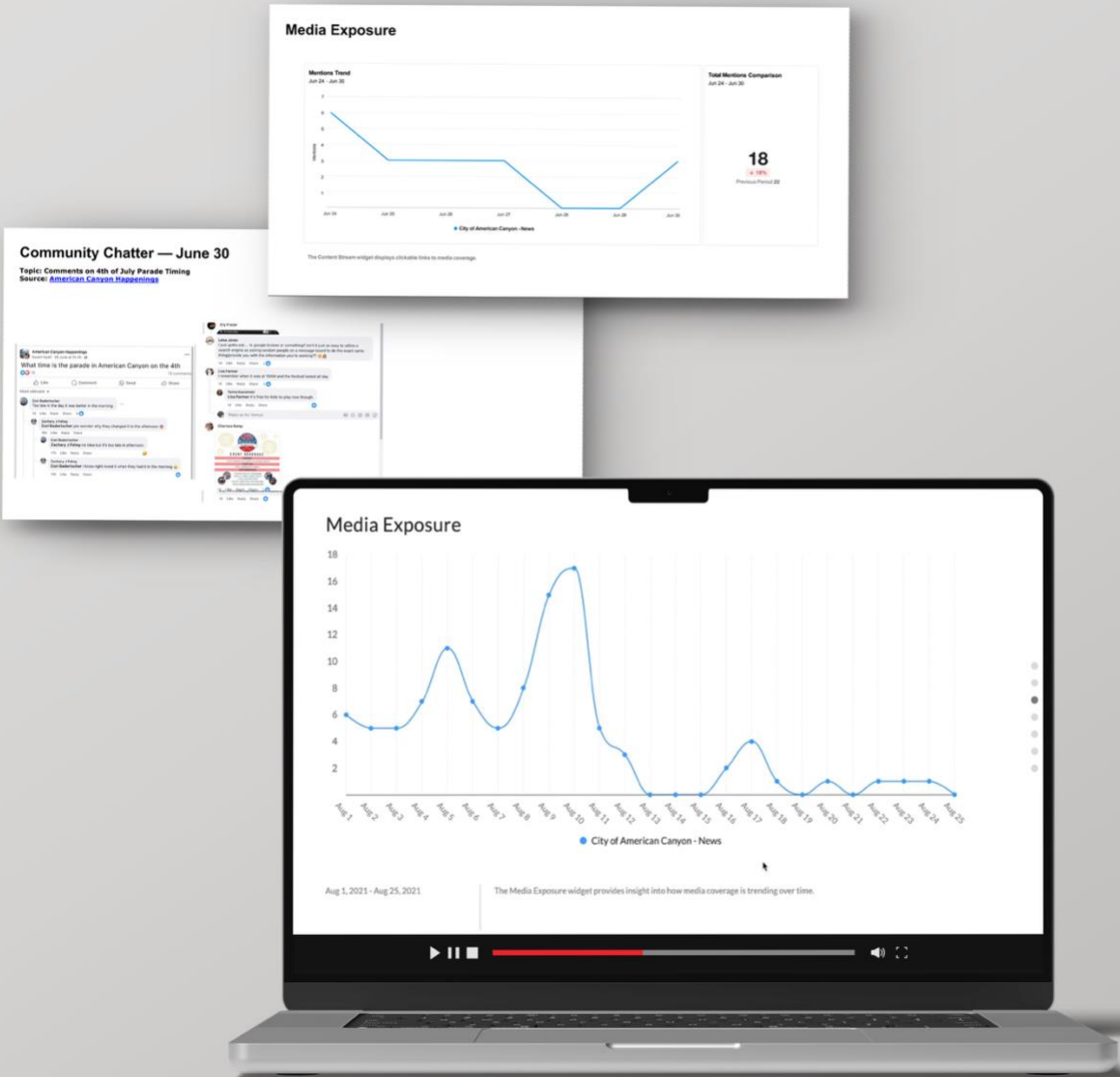
CHALLENGES AHEAD

While we're proud of our accomplishments, we are preparing for challenges ahead. As we plan for the future, the City of Brawley is committed to balancing long-term financial health while continuing to invest in community priorities. The challenges we are addressing include:

- Programs and Services**
 - Ensure all existing programs and services continue to receive funding.
- Public Safety**
 - Secure funding for public safety personnel who are currently funded by grants.
 - Increase staffing to adequately support the increase in 911 calls for medical resources.
- Pension Unfunded Liability**
 - Continue strategically planning to manage the City's unfunded pension liability and ensure long-term sustainability.
- Recruitment & Retention**
 - Secure adequate funding to recruit and retain the staff who is at the forefront of city services and programs.

Work Samples: Monitoring Report Format





D. PROPOSER'S RESOURCES

Rialto's dedicated project team will remain consistent throughout the duration of our engagement.

Director Sydni Overly will serve as account manager, heading the Platforms Review and Strategic Communications Plan. Sydni will closely monitor the quality and performance of work product and serve as the primary liaison to City staff. **Business Analyst Valerie Nevarez** will serve as project manager, leading the day-to-day operations and managing deliverables, ensuring all work product aligns with City priorities, timelines and budget. **Junior Business Analysts Julia Gale and Erica Chandler** will provide project support and content development support.

The core project team will have dedicated availability to support the engagement, including the capacity to provide support on short notice and under time constraints. If needed, any of the Tripepi Smith staff members may be brought onto the engagement to help with our efforts. Should any key personnel become unavailable, Tripepi Smith will quickly substitute with other internal resources who have commensurate experience, knowledge and/or skill sets. Tripepi Smith does not propose any subcontractors for this engagement.



Sydni Overly
Director

Location: Seattle, WA | Role: Account Manager

Sydni Overly is a strong project manager with a background in public policy and local government. After studying sociology at Boston University, she went on to receive her master's degree in public administration from California State University, Long Beach. Sydni further developed her leadership skills at the City of Gardena, where she supported several municipal departments and gained extensive experience in intergovernmental relations, emergency management, community outreach and content creation. As a Director for Tripepi Smith, Sydni manages a wide range of projects and provides strategic direction for staff to execute. In addition to her client work, Sydni is the firm's Sprout Social expert and helps optimize social media management practices. She is also the product manager of Local Information Network of Knowledge (LINK), a community forum for California public agencies to find and share key resources and knowledge.

Sydni is a certified Hootsuite Social Marketing Professional. She also specializes in crisis communications and completed FEMA's Professional Development Series and Public Relations Society of America (PRSA) Crisis Communication Certificate Program.

Sydni's clients include the City of Alameda, City of Malibu, City of Renton, City of Richland, City of Santa Paula, City of San Luis Obispo, City of Vacaville and HSITAG.



Valerie Nevarez

Business Analyst

Location: Redlands, CA | **Role:** Project Manager

Valerie Nevarez is a strategic and detail-oriented professional with a strong background in public relations and social media management. Passionate about delivering meaningful results, she brings a client-focused approach to every project she takes on. She graduated from California Baptist University with a Bachelor of Arts in Public Relations in 2019 and a Master in Business Administration in 2020.

Valerie strengthened her skills during her time at Loma Linda University Health, where she was responsible for content development, strategic writing and project management. She has a collaborative spirit and the ability to translate client needs into compelling campaigns.

Valerie holds a Certificate in Principles of Public Relations and a Professional Certificate in Public Engagement for Local Government from the Davenport Institute at the Pepperdine School of Public Policy.

Her clients include the City of Bellflower, City of Lynwood, City of Tulare, Ellis County Emergency Service Districts 5,6 and 9 and many more.



Julia Gale

Junior Business Analyst

Location: Redlands, CA | **Role:** Project Support

As a result-driven professional, Julia Gale is dedicated to driving efficiency and success through her experiences in communications and marketing. She earned a Bachelor of Science in Communications with a minor in Digital Arts from the State University of New York at Oneonta. Julia further developed her skills in email marketing campaigns, detail-oriented writing and event planning while working for a commercial real estate firm in New York. She built a strong foundation in social media management and general communications through internships with The Metropolitan Golf Association and Fashion in Action.

Julia holds a certification in Hootsuite Social Marketing and Google Ads. Her clients include Pivot Charter Schools, City of Lancaster, City of Laguna Beach, City of Culver City, City of Livermore, California JPIA and within TS Talent Solutions: City of Santa Fe, City of Santa Paula, City of Needles, City of West Covina and the City of Blue Lake.



Erica Chandler

Junior Business Analyst

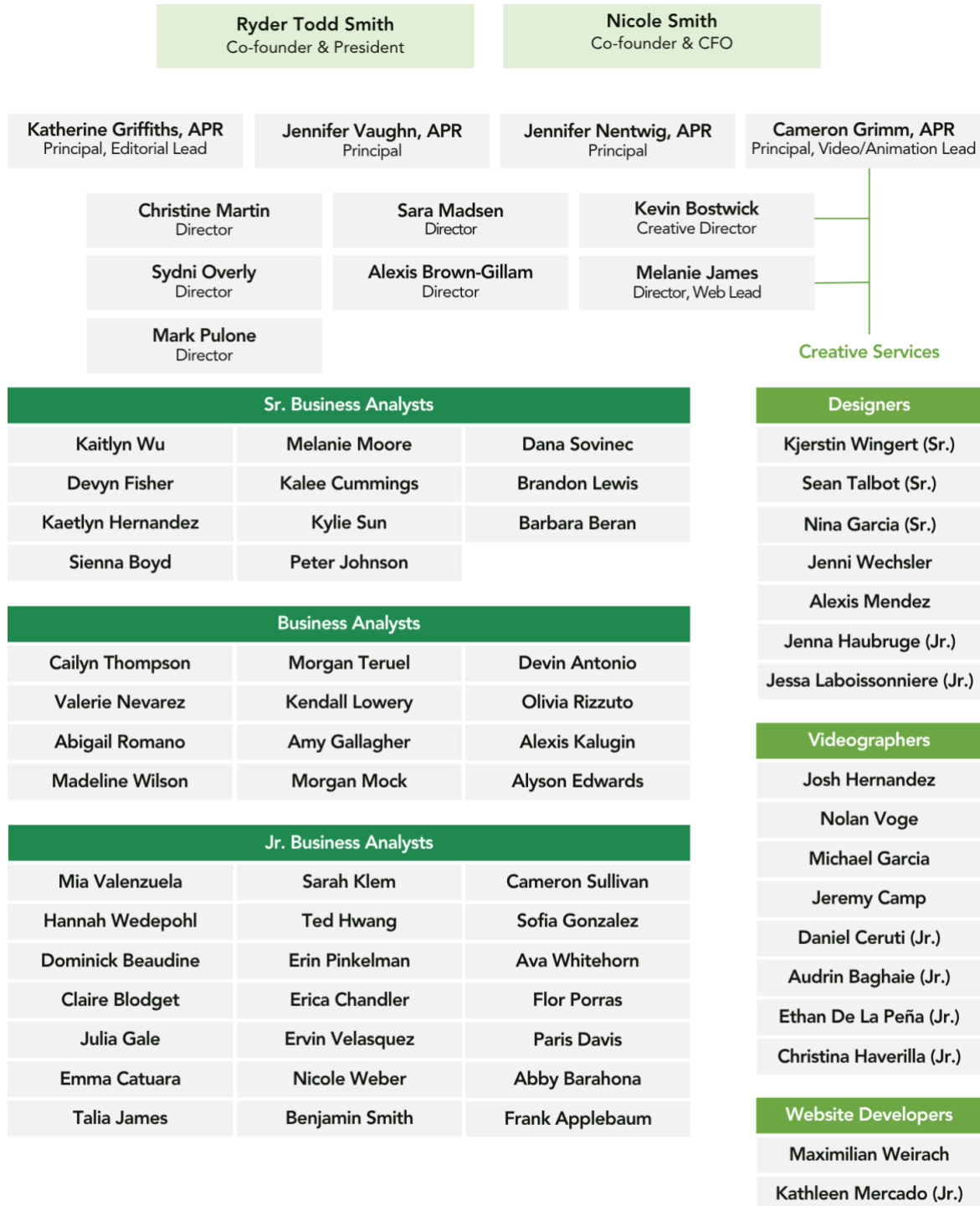
Location: San Diego, CA | Role: Project Support

Erica Chandler is a results-driven marketing professional with a keen understanding of client relations and a passion for creativity. Graduating from San Diego State University with a Bachelor of Science degree in marketing, she combines her academic foundation with practical experience in sales, customer service, content creation and more. Erica excels in writing, public speaking and event coordination, always ensuring that client needs are met with speed and precision. She has honed these skills through many work experiences, from serving as the Director of Marketing for the San Diego State Choirs Department to her volunteer work for Madd Mutts Dog Rescue.

Erica is certified in Hootsuite Social Marketing, Sprout Social and Google Analytics. Her client work includes Disneyland, City of Orange, Town of Yucca Valley, City of Needles and Ellis County, Texas.

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

Tripepi Smith Organization Chart



APPENDIX A: RESUMES

SYDNI OVERLY

TRIPEPI SMITH – DIRECTOR

04/25 – PRESENT

- Manage strategies, budgets and staff across several communication projects
- Develop communication and outreach plans that align with client goals
- Lead crisis communication strategies, including personnel matters and natural disasters
- Plan and facilitate public meetings and workshops
- Produce and oversee content development for speeches, social media, websites, newsletters and more
- Manage the Local Information Network of Knowledge (LINK) platform

TRIPEPI SMITH – SENIOR BUSINESS ANALYST

12/22 – 03/25

TRIPEPI SMITH – BUSINESS ANALYST

05/21 – 11/22

CITY OF GARDENA – ADMINISTRATIVE AIDE – EMERGENCY SERVICES COORDINATOR

04/19 – 05/21

- Managed the Emergency Management Program and served as the Emergency Operations Center Coordinator and Public Information Officer for COVID-19 and civil unrest
- Supported the Economic Development Manager in policy research and presentations, including cannabis regulations
- Wrote and edited public press releases, speeches and resolutions on behalf of the City Manager and elected officials

CITY OF GARDENA – RECREATION COORDINATOR

11/18 – 04/19

- Organized and managed City fundraisers and events for the Human Services Division
- Designed and implemented an internship program for the Human Services Division
- Donation management, community outreach and case management for the Emergency Food and Resource Program

EDUCATION

BOSTON UNIVERSITY – BOSTON, MA

- Bachelor of Arts in Sociology

CALIFORNIA STATE UNIVERSITY, LONG BEACH – LONG BEACH, CA

- Master of Public Administration

CERTIFICATIONS

- Public Relations Society of America (PRSA)
Crisis Communication Certificate Program 10/23
- Hootsuite Social Marketing 05/21
- Poynter ACES Certificate in Editing 08/20
- Federal Emergency Management Agency (FEMA)
Professional Development Series (PDS) 09/19

SOFTWARE

- | | | |
|-------------|--------------------------|-----------------|
| • Canva | • Hootsuite | • Sprout Social |
| • CivicPlus | • Microsoft Office Suite | • WordPress |

VALERIE NEVAREZ

TRIEPI SMITH – BUSINESS ANALYST

03/24 – PRESENT

- Provide project management for communications and marketing initiatives
- Create and manage social media posts
- Write stories and press releases for the firm's website and city clients

LOMA LINDA UNIVERSITY HEALTH – SOCIAL MEDIA SPECIALIST

10/21 – 03/24

- Provided strategy for the organization's social media presence across all platforms
- Content creation and management for all 12 social media flagship accounts
- Developed brand strategy for social media campaigns throughout the year

CALIFORNIA BAPTIST UNIVERSITY – ADJUNCT PROFESSOR

8/22 – 03/25

- Developed a pragmatic social media strategies class for 13-18 students every semester
- Led and aided students in the public relations and journalism program

CALIFORNIA BAPTIST UNIVERSITY – EVENT INTERN

08/18 – 10/19

- Developed and implemented strategies for event management
- Provided hands-on assistance in hosting events
- Developed and built relationships with vendors across the Inland Empire

FREELANCE DIGITAL COMMUNICATIONS

08/19 – 02/24

- Provided small businesses and non-profits with assistance in social media management
- Managed existing brand partnerships, implemented activation plans and tracked ROI
- Developed creative content to promote both the music festivals and sponsors

EDUCATION

CAL BAPTIST UNIVERSITY – RIVERSIDE, CA

- Master of Business Administration
- Bachelor of Arts in Public Relations

CERTIFICATIONS

- Professional Certificate in Public Engagement from the Davenport Institute for Public Engagement and Civic Leadership 11/24
- Hootsuite Social Marketing 06/23
- Sprout Social 06/23

SOFTWARE

- | | | |
|------------------------|--------------------------|-----------------|
| • Adobe Creative Suite | • Mailchimp | • Salesforce |
| • Canva | • Microsoft Office Suite | • Sprout Social |

JULIA GALE

TRIEPI SMITH – JUNIOR BUSINESS ANALYST

05/24 – PRESENT

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

GHP OFFICE REALTY – LEASING ADMINISTRATOR

10/21 – 07/23

- Designed marketing materials using Adobe and Microsoft solutions
- Facilitated sales contracts and lease agreements
- Orchestrated impactful real estate networking events
- Identified key prospective clients and initiated new relationships

METROPOLITAN GOLF ASSOCIATION – COMMUNICATIONS INTERN

06/20 – 08/20

- Illustrated press books and news releases
- Maintained meticulous tournament statistics
- Developed designs aligning with the brand image

FASHION IN ACTION – SOCIAL MEDIA PROMOTIONS INTERN

03/20 – 08/20

- Created branding materials
- Organized marketing outreach and fundraising events
- Enhanced social media pages

EDUCATION

STATE UNIVERSITY OF NEW YORK (SUNY) AT ONEONTA – ONEONTA, NY

- Bachelor of Science in Communications | Minor in Digital Arts

CERTIFICATIONS

- Hootsuite Social Marketing 05/24
- Sprout Social 05/24

SOFTWARE

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

ERICA CHANDLER

TRIEPEI SMITH – JUNIOR BUSINESS ANALYST

07/24 – PRESENT

- Provide a multitude of fast and precise communication services
- Manage social media and respond to public questions
- Write stories and press releases for the firm's website and city clients
- Perform agenda monitoring and provide thorough client reports
- Provides website audits and updates for city clients

SAN DIEGO STATE UNIVERSITY – DIRECTOR OF MARKETING, CHORAL DEPARTMENT

09/23 – 05/24

- In charge of marketing and recruitment for all SDSU Choirs
- Ran all social media resulting in 154% growth
- Strategized and collaborated on all recruitment strategies and events
- Created all promotional content

LA JOLLA MERCHANT ASSOCIATION – MARKETING AND EVENT PLANNING INTERN

12/23 – 04/24

- Ran email marketing campaign for membership growth
- Created promotional content for blog and Instagram
- Event planning for networking and community fundraisers

AMERICAN MARKETING ASSOCIATION – PNN COMMITTEE

09/23 – 01/24

- One of six committee members for organizing SDSU's biggest marketing networking night
- Coordinated with 10 companies, created promotional content and gave presentations
- Helped set up and run activities for 200+ guests
- Attended weekly developmental meetings targeted for growth, skills and coordination

EDUCATION

SAN DIEGO STATE UNIVERSITY – SAN DIEGO, CA

- Bachelor of Science in Business Administration, Marketing

CERTIFICATIONS

- Hootsuite Social Marketing 07/24
- Sprout Social 07/24
- Google Analytics 04/24

SOFTWARE

- Adobe Express
- Canva
- Office Suite
- Adobe Lightroom
- Google Suite
- Salesforce