



Tuesday, November 15, 2022 at 1:00 PM
Valley Sanitary District Board Room
45500 Van Buren St., Indio, CA 92201

**COMMUNITY ENGAGEMENT
COMMITTEE MEETING
AGENDA**

Valley Sanitary District is open to the public and board meetings will be conducted in person. In addition to attending in person, members of the public may view and participate in meeting via the following:

Zoom link: <https://us06web.zoom.us/j/85638889846>

Meeting ID: 856 3888 9846

To address the Board of Directors during the virtual live session via zoom, please email the Clerk of the Board at hgould@valley-sanitary.org or, alternatively, during the specific agenda item or general comment period (i.e. non-agenda items), please use the "raise your hand" function in zoom in order to be recognized by the Clerk of the Board in order to provide comments in real time.

The Clerk of the Board will facilitate to the extent possible any email requests to provide oral testimony that are sent during the live meeting. Members of the public may provide Oral testimony in person or during the virtual live session and are limited to three minutes each. To address the Board in person please complete speaker request card located at in the Board Room and give it to the Clerk of the Board.

If you are unable to provide comments during the meeting, written public comments on agenda or non-agenda items may be submitted by email to the Clerk of the Board at hgould@valley-sanitary.org. Written comments must be received by the Clerk of the Board no later than 11:00 a.m. on the day of the meeting.

1. CALL TO ORDER
2. ROLL CALL
3. PLEDGE OF ALLEGIANCE
4. PUBLIC COMMENT
5. DISCUSSION / ACTION ITEMS
 - 5.1 [Approve Minutes for the October 19, 2022, Community Engagement Committee](#)

Recommendation: Approve

5.2 [Review and Discuss Proposals Submitted in Response to the Communication and Outreach Services Request for Proposals and Provide Feedback](#)

Recommendation: Discuss

5.3 [Discuss Involvement in the 2022 Indio International Tamale Festival and Sponsorship Proposal and Provide Feedback](#)

Recommendation: Discuss

5.4 [Discuss Strategic Communications Plan Progress and Contract Closeout Reports](#)

Recommendation: Discuss

ADJOURNMENT

*POSTED November 10, 2022
Holly Gould, Clerk of the Board
Valley Sanitary District*

PUBLIC NOTICE

In compliance with the Americans with Disabilities Act, access to the Board Room and Public Restrooms has been made. If you need special assistance to participate in this meeting, please contact Valley Sanitary District (760) 235-5400. Notification 48 hours prior to the meeting will enable the District to make reasonable arrangements to ensure accessibility to this meeting (28 CFR 35.102-35.104 ADA TITLE II). All public records related to open session items contained on this Agenda are available upon request at the Administrative Office of Valley Sanitary District located at 45-500 Van Buren Street, Indio, CA 92201. Copies of public records are subject to fees and charges for reproduction.



Valley Sanitary District

DATE: November 15, 2022
TO: Community Engagement Committee
FROM: Beverli A. Marshall, General Manager
SUBJECT: Approve Minutes for the October 19, 2022, Community Engagement Committee

Suggested Action

Approve

Strategic Plan Compliance

GOAL 6: Improve Planning, Administration and Governance

Fiscal Impact

There is no fiscal impact.

Background

The minutes from the October 19, 2022, Community Engagement Committee meeting are presented for review and approval.

Recommendation

Approve the minutes from the October 19, 2022, Community Engagement Committee meeting.

Attachments

[19 Oct 2022 Meeting Minutes.pdf](#)

**VALLEY SANITARY DISTRICT
COMMUNITY ENGAGEMENT COMMITTEE
SPECIAL MEETING MINUTES
October 19, 2022**

A meeting of the Valley Sanitary District (VSD) Community Engagement Committee was held at 45-500 Van Buren Street in Indio, California, on Wednesday, October 19, 2022.

1. CALL TO ORDER

Chairman Scott Sear called the meeting to order at 10:01 a.m.

2. ROLL CALL

Directors Present:
Chairperson Scott Sear
Committee Member Debra Canero

Staff Present:
Beverli Marshall, General Manager, and Holly Gould

Guests Present:
Eric O'Donnell, Townsend Public Affairs

3. PLEDGE OF ALLEGIANCE

4. PUBLIC COMMENT

This is the time set aside for public comment on any item not appearing on the agenda. Please notify the Secretary in advance of the meeting if you wish to speak on a non-hearing item.

None.

5. DISCUSSION / ACTION ITEMS

5.1 Approve Minutes for July 19, 2022, Regular Committee Meeting

Committee member Canero motioned to approve the July 19, 2022, Community Engagement Committee Regular Meeting minutes. Chairperson Sear seconded the motion. The motion carried unanimously.

5.2 Discuss Draft Legislation Guidelines Prepared by Townsend Public Affairs

Eric O'Donnell of Townsend Public Affairs presented the Draft Legislative Guidelines for 2023 created for Valley Sanitary District. The document's purpose is to guide Valley Sanitary District in how it actively engages with legislation through monitoring and communications activities. The 2023 VSD Legislative Guidelines represent the District's position on current or future issues that have the potential to impact the District or its interests. The Guiding Principles and Policy Statements will allow District staff and consultants to promptly address 2023 legislative

and regulatory issues without precluding the consideration of additional legislative and budget issues that may arise during the legislative session. The 2023 Legislative Guidelines is an important advocacy tool to present and deliver to elected officials who represent the VSD service area locally, in Sacramento and Washington D.C. Sharing policy statements and positions on common legislative and regulatory issues with elected officials help to shape elected official's policy decisions and positions VSD to be a leader in the community for legislative and regulatory topics. Chairperson Sear requested that staff add to guidelines that the President or Vice President is notified whenever their signature is used. This item will come before the entire Board in November.

5.3 Discuss Strategic Communications Plan Progress Report for August 2022

Beverli Marshall, General Manager, gave an update on the Communications Plan provided by CV Strategies. The Committee reviewed the updates for July and August 2022. The Committee requested an update of the analytics to see what progress has been made. The Committee requested that staff coordinate with the school that won the Water Bear naming contest. Ms. Marshall informed the Committee that she asked for a quote from CV Strategies to design a pamphlet for the VSD exhibit at Coachella Valley History Museum. The CV Strategies contract ends on October 31, 2022. The District will publish a Request for Proposals for Communications and Outreach Services on October 20, 2022. The Community Engagement Committee will review the proposals received before going to the entire Board for approval. Chairperson Sear requested that staff send him the template being used for District business cards. Chairperson Sear requested that the District purchase a table, easy-up, table cover, and swag for public events.

5.4 Discuss Recycled Water Project – Phase I Outreach Ideas

Schneider Electric has been working with staff to prepare an outreach and information component for the Recycled Water Project – Phase I. The contractor has developed a banner that will be placed on the fence at the District facility. A small billboard will also be erected at the southern end of the property near the Wild Bird Center entrance. These banners draw attention to the project and encourage the public to follow the project on the District's website and social media page. In addition to the banners, staff will work with the contractor to develop an information flyer that can be posted on the District's website and handed out to the public. The contractor will also develop a website with a map of the project that the public can use to learn more about the project, updates to the construction, and general information about the wastewater treatment process. The Committee also discussed doing similar outreach for the Downtown Sewer Rehabilitation Project.

5.5 Cancelling the State of the District Event Due to Cost, Staffing, and Time Constraints

Staff had proposed a State of the District event similar to the events held by cities and other special districts. Given staffing issues, limited time to put the event together and advertise it, and the potential for negative perceptions given the possibility of another rate increase, staff recommends that the event be cancelled and plan for the 100th anniversary of the District celebration on March 20, 2025. The Committee agreed.

6. ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 11:32 p.m. The next regular committee meeting will be on November 15, 2022.

Respectfully submitted,
Holly Gould, Clerk of the Board
Valley Sanitary District



Valley Sanitary District

DATE: November 15, 2022

TO: Community Engagement Committee

FROM: Beverli A. Marshall, General Manager

SUBJECT: Review and Discuss Proposals Submitted in Response to the Communication and Outreach Services Request for Proposals and Provide Feedback

Suggested Action

Discuss

Strategic Plan Compliance

GOAL 4: Increase Community Understanding and Support

Fiscal Impact

The fiscal impact will depend upon which proposal is selected. The adopted budget for Fiscal Year 2022-23 includes \$75,000 for these services.

Background

The Community Engagement Committee requested that staff prepare and publish a Request for Proposals (RFP) for communication and outreach services. The RFP (Attachment B) was published on October 20 and was emailed to eight vendors that staff was able to identify that offer these services. Potential vendors had until October 28 to submit questions regarding the RFP. Staff prepared and published responses to these questions on November 2 (Attachment C). The deadline for submitting a proposal was 4:00 p.m. on November 10.

As of noon on November 10, two proposals had been received in response to the RFP and are attached for the Committee's review and discussion. Based on the Committee's feedback, staff will make a recommendation to the Board of Directors.

Recommendation

Staff recommends that the Committee review the proposals submitted in response to the Communication and Outreach Services Request for Proposals and provide feedback.

Attachments

RFP Communications and Outreach Services.pdf
Community and Outreach Services RFP Response to questions.pdf
Regional Government Services Proposal Outreach Services.pdf
Tripepi Smith Proposal 2022.pdf



**VALLEY
SANITARY
DISTRICT**

45500 Van Buren Street
Indio, CA 92201

Giving Water Another Chance



REQUEST FOR PROPOSALS

for
COMMUNICATIONS & OUTREACH SERVICES

Release Date: October 20, 2022

Deadline for Submission: November 10, 2022

Contact Person: Beverli A. Marshall

**VALLEY SANITARY DISTRICT
REQUEST FOR PROPOSALS
COMMUNICATIONS & OUTREACH SERVICES**

INSTRUCTIONS TO PROPOSERS

I. BACKGROUND AND INTRODUCTION

The Valley Sanitary District (“VSD”) is in the Coachella Valley about 20 miles southwest of the Palm Springs airport. VSD is a wastewater district, founded by a vote on March 20, 1925, operating under the Sanitary District Act of 1923. VSD has approximately 30,000 connections in a 19.5 square mile service area serving a population of about 85,000 in the communities of Indio, Coachella, La Quinta, and unincorporated Riverside County.

VSD is governed by a five-member Board of Directors and led by a senior management team comprised of a General Manager, District Engineer, Chief Operating Officer, and Chief Administrative Officer. Staff includes 36 full-time regular employees working in three departments: Administrative Services, Operations, and Engineering.

The District is committed to providing wastewater collection, treatment, and reuse in an environmentally conscious and affordable manner. The District’s Strategic Plan is reviewed annually and lists six overarching goals.

1. Fully Staffed with a Highly Trained and Motivated Team
2. Increase Recycling, Reuse, and Sustainability
3. Excellent Facilities
4. Increase Community Understanding and Support
5. Long-Term Financial Strength
6. Improve Planning, Administration and Governance

VSD has prepared this request for proposals (“RFP”) and is requesting proposals from qualified and interested firms¹ (“Proposers”) to provide professional communications and public outreach services via a task-order style agreement (the “Project”) to further Strategic Plan Goal 4: Increase Community Understanding and Support. The primary work will consist of developing an annual public outreach plan and overall responsibility for implementing the strategy and assisting staff with program improvements on an ongoing basis.

II. SCOPE OF SERVICES; PROFESSIONAL SERVICES AGREEMENT

The scope of services (“Services”) sought under this RFP are set forth in more detail in Exhibit “A”, attached hereto and incorporated herein by this reference.

Notwithstanding the inclusion of such Services in the RFP, the final scope of Services negotiated between VSD, and the successful Proposer shall be set forth in the

¹Use of the term “firm” shall mean individual proprietorship, partnership, Limited Liability Company, corporation or joint venture.

Professional Services Agreement (“Agreement”) executed by and between VSD and the successful Proposer. A copy of the Agreement is attached as Exhibit “B”.

III. VSD CONTACT

The principal contact for VSD is Beverli A. Marshall, General Manager, 760-238-5400, bmarshall@valley-sanitary.org or a designated representative, who will coordinate the assistance to be provided by VSD to the Proposer. No other members of VSD’s staff or VSD’s Board should be contacted about this procurement during the RFP process. Any and all inquiries and comments regarding this RFP must be submitted in writing, unless otherwise instructed by VSD. VSD may, in its sole discretion, disqualify any Proposer who engages in any prohibited communications.

IV. REQUESTS FOR CLARIFICATION

All questions, requests for interpretations or clarifications, either administrative or technical must be requested in writing and directed to the VSD Contact, identified above. All written questions, if answered, will be answered in writing, conveyed to all interested firms, and posted on VSD’s website. Oral statements by any persons should be considered unverified information unless confirmed in writing. To ensure a response, questions must be received in writing by 2:00 p.m. local time by the identified date.

V. PROPOSAL REQUIREMENTS

Proposal responses must adhere to the requirements set forth in this section, both for content and sequence. Failure to adhere to these requirements or the inclusion of conditions, limitations or misrepresentations may be cause for rejection of the submittal. Use 8-1/2” X 11” sheets (foldouts are acceptable for charts, etc.) and font size large enough to be easily legible, but not smaller than 12-point font.

The original proposal and each subsequent copy must be submitted on paper, properly bound, appropriately tabbed and labeled in the following order:

A. Cover Letter. Provide a cover letter and introduction, including the name and address of the organization and individual submitting the proposal, together with the name, address, telephone and fax numbers, and e-mail address of the contact person who will be authorized to represent the organization, and an expression of the Proposer’s ability and desire to meet the requirements of this RFP. The letter must be signed by an individual authorized to bind the firm contractually.

B. Proposer Statement Of Qualifications. Describe the Proposer’s resources, experience, and capabilities as they relate to providing the Services. Submit in the order identified below:

1. Executive Summary. An executive summary should briefly describe the Proposer’s qualifications and ability to perform the Services.
2. Qualifications and Experience. The proposal should:

Provide a description of how the Proposer's experience, technical and professional skills will meet the goals and fulfill the general functions identified in this RFP.

Any key staff members who would be involved in the performance of the scope of work. Provide their resumes, describe their experience, and identify their proposed role for the Project.

State the number of years the firm has conducted business.

Provide a description of the three most relevant contracts held within the last five years.

3. Evidence Of California Licensing. The proposal should include appropriate documentation showing the Proposer is properly licensed in the State of California to perform the Services requested in the scope of work.

4. References. The Proposer shall provide a minimum of four client references, preferably city, county, or special district for whom the Proposer has previously performed services of similar type and scope within the last five years.

5. Subcontractors. The Proposer shall identify functions that are likely to be subcontracted and identify the subcontractor that is anticipated to perform each function, if known at this time.

C. Proposed Method to Accomplish the Work. Describe the technical and management approach to providing the Services to VSD. Proposer should consider the scope of the Project, goals of VSD, and general functions required. Include a draft schedule of tasks, milestones, and deliverables that will provide for timely provision of the Project. In reviewing the scope of work, the Proposer may identify additional necessary tasks and is invited to bring these to VSD's attention within the discussion of its proposed method to accomplish the Project.

D. Certification of Proposal. This section shall state: "The undersigned submits its proposal and, by doing so, agrees to furnish services to VSD in accordance with the Request for Proposal and to be bound by the terms and conditions of the RFP."

E. Sealed Fee Proposal. Please provide a lump sum, not-to-exceed fee proposal for the Project. The fee proposal shall be broken down by task and further broken down by staff, subconsultant costs, and expenses for each task. The fee proposal shall include hourly rates for all personnel.

VI. PROPOSAL CONSIDERATIONS

A. No Deviations from the RFP. In submitting a proposal in response to this RFP, Proposer is certifying that it takes no exceptions to this RFP including, but not

limited to, the Agreement attached hereto as Exhibit “B”. If any exceptions are taken, such exceptions must be clearly noted in the proposal and may be reason for rejection of the proposal. As such, Proposer is directed to carefully review the proposed Agreement and, in particular, the insurance and indemnification provisions therein.

B. Collusion. By submitting a Proposal, each Proposer represents and warrants that its Proposal is genuine and not a sham or collusive or made in the interest of or on behalf of any person not named therein; that the Proposer has not directly or indirectly induced or solicited any other person to submit a sham Proposal, or any other person to refrain from submitting a Proposal; and that the Proposer has not, in any manner, sought collusion to secure any improper advantage over any other person submitting a Proposal.

C. Conflicts of Interest. Proposers shall comply with all regulations and laws dealing with conflict of interest disclosure and reporting. Proposers shall not be engaged if a conflict of interest exists.

D. Withdrawal of Proposals. A Proposer may withdraw its proposal before the expiration of the time for submission of proposals by notifying and requesting VSD’s representative remove the Proposer’s submission.

E. Financial Health and Reputation. VSD reserves the right to consider the financial responsibility and general complexity of each Proposer, as well as its reputation within the industry to determine if the Proposer has the apparent ability to meet and successfully complete the requirements of the work. Upon request, the Proposer shall provide a financial statement, audited if necessary, in addition to any other information requested by VSD.

F. Confidentiality of Proposal. Proposals submitted in response to this RFP shall be held confidential by VSD and shall not be subject to disclosure under the California Public Records Act (CGC section 6250 et seq.) until after either VSD and the successful Proposer have completed negotiations and entered into an Agreement or VSD has rejected all proposals. All correspondence with VSD including responses to this RFP will become the exclusive property of VSD and will become public records under the California Public Records Act. VSD will have no liability to the Proposer or other party as a result of any public disclosure of any proposal or the Agreement.

If a Proposer desires to exclude a portion of its proposal from disclosure under the California Public Records Act, the Proposer must mark it as such and state the specific provision in the California Public Records Act which provides the exemption as well as the factual basis for claiming the exemption. For example, if a Proposer submits trade secret information, the Proposer must plainly mark the information as “Trade Secret” and refer to the appropriate section of the California Public Records Act which provides the exemption as well as the factual basis for claiming the exemption.

If a request is made for information marked “Confidential”, “Trade Secret” or “Proprietary” (“Proprietary Information”), VSD will provide Proposers who submitted the information with reasonable notice to seek protection from disclosure by a court of competent jurisdiction. Proposer shall have five (5) working days after receipt of such notice to give VSD written notice of Proposer's objection to VSD's release of Proprietary Information. Proposer shall indemnify, defend and hold harmless VSD, and its officers, directors, employees, and agents from and against all liability, loss, cost or expense (including attorney's fees) arising out of a legal action brought to compel the release of Proprietary Information. Proposals which indiscriminately identify all or most of the proposal as exempt from disclosure without justification may be deemed unresponsive and disqualified from further participation in this RFP.

VII. EVALUATION CRITERIA

The proposal evaluation criteria include the following.

- Experience and history of performing similar services for a public agency
- Qualified personnel and other resources to meet the scope of services
- Proposal cost to perform the services
- Completeness, thoroughness, clarity, and neatness of proposal
- References
- Proposed method to accomplish the Services
- Proper and current licenses and certifications

During the evaluation process, VSD reserves the right, where it may serve VSD's best interest, to request additional information or clarifications from Proposers, or to allow corrections of errors or omissions. Proposers may be invited to make an oral presentation.

The contract, if awarded, shall be to the most qualified Proposer, which submits the proposal that, in the sole judgment of VSD, is in the best interest of VSD. Upon selection of a Proposer, VSD will endeavor to negotiate a mutually agreeable agreement with the selected Proposer. In the event that VSD is unable to reach agreement, VSD will proceed, at its sole discretion, to negotiate with the next Proposer selected by VSD. VSD reserves the right to contract for services in the manner that most benefits VSD including awarding more than one contract if desired.

After negotiating a proposed Agreement that is fair and reasonable, VSD staff will make the final recommendation to VSD Board concerning the proposed Agreement. VSD Board has the final authority to approve or reject the Agreement.

VIII. SUBMITTAL INSTRUCTIONS

The proposal must be received no later than 4:00 p.m. local time, on or before November 18, 2022, at the District's office.

Valley Sanitary District
45-500 Van Buren St.
Indio, CA 92201

The envelope should clearly indicate "Proposal for (Project Name)" and Proposer's name and address shall appear in the upper left-hand corner of the envelope. If more than one envelope is required, each envelope shall be legibly numbered below the name of the Proposer, e.g. Envelope 1 of 3, as required.

VSD will not be responsible for proposals that are delinquent, lost, incorrectly marked, sent to an address other than that given herein, or sent by mail or courier service and not signed for by VSD. Proposals received after this date will be returned to the Proposers unopened. Faxed or electronically submitted proposals will not be accepted.

IX. PROTESTS

A. Protest Contents. Protests based on the content of the RFP shall be submitted to VSD no later than 10 calendar days prior to the scheduled proposal submittal deadline. If necessary, the proposal submittal deadline may be extended pending a resolution of the protest. Proposer may protest a contract award if the Proposer believes that the award was inconsistent with VSD policy, or this RFP, is not in compliance with law. A protest must be filed in writing with VSD (email is unacceptable) within five business days after receipt of notification of the intended contract award.

Any protest submitted after 4 p.m. of the fifth business day after notification of the intended contract award will be rejected by VSD as invalid and the Proposer's failure to timely file a protest will waive the Proposer's right to protest the contract award. The Proposer's protest must include supporting documentation, legal authorities in support of the grounds for the protest and the name, address and telephone number of the person representing the Proposer for purposes of the protest. Any matters not set forth in the protest shall be deemed waived.

B. VSD Review. VSD will review and evaluate the basis of the protest provided the protest is filed in strict conformity with the foregoing. VSD shall provide the Proposer submitting the protest with a written statement concurring with or denying the protest. Action by VSD relative to the protest will be final and not subject to appeal or reconsideration. The procedure and time limits set forth in this section are mandatory and are the Proposer's sole and exclusive remedy in the event of protest. Failure to comply with these procedures will constitute a waiver of any right to further pursue the protest, including filing a Government Code claim or legal proceedings.

X. PROPOSAL SCHEDULE

The tentative schedule is as follows:

ACTION	DATE
Publish Request for Proposals (RFP)	October 20, 2022
Last Day to Submit Questions for Clarification received by VSD on or before 4:00 p.m.	October 28, 2022
Clarifications Issued by VSD on or before	November 2, 2022
Deadline for Receipt of Proposals submitted on or before 4:00 p.m.	November 10, 2022
Community Engagement Committee reviews proposals	November 15, 2022
Board authorizes contract with selected firm	December 13, 2022
Notification of Contract Award	December 14, 2022
Services begin	January 1, 2023

XI. ADDENDA

VSD reserves the right to revise the RFP prior to the time set to receive proposals. Revisions, if any, shall be made by written addenda. All addenda issued by VSD shall be included in the proposal and made part of the RFP. Each Proposer shall leave with VSD its name, address, phone and fax numbers, and e-mail address for the purpose of receiving Addenda. VSD will cause copies of addenda to be mailed, faxed, delivered or e-mailed to such names at such addresses. Proposers are responsible for ensuring that they have received any and all addenda. Each Proposer should contact VSD to verify that it has received all addenda issued, if any, prior to the bid opening. Failure to acknowledge receipt of all addenda may result in bid rejection.

XII. GENERAL CONDITIONS

A. Amendments to Proposals. Unless specifically requested by VSD, no amendment, addendum or modification will be accepted after a proposal has been submitted to VSD. If a change to a proposal that has been submitted is desired, the submitted proposal must be withdrawn and the replacement proposal submitted prior to the deadline stated herein for receiving proposals.

B. Non-Responsive Proposals. A proposal may be considered non-responsive if conditional, incomplete, or if it contains alterations of form, additions not called for, or other irregularities that may constitute a material change to the proposal.

C. Costs for Preparing. VSD will not compensate any Proposer for the cost of preparing any proposal, and all materials submitted with a proposal shall become the property of VSD. VSD will retain all proposals submitted and may use any idea in a proposal regardless of whether that proposal is selected.

D. Cancellation. VSD reserves the right to cancel this request for proposals at any time prior to contract award without obligation in any manner for proposal preparation, interview, fee negotiation or other associated marketing costs.

E. Price Validity. Prices provided by Proposers are valid for 90 days from the proposal due date. VSD intends to award the contract within this time but may request an extension from the Proposers to hold pricing, until negotiations are complete, and the contract is awarded.

F. No Commitment to Award. Issuance of request for proposals and receipt of proposals does not commit VSD to award a contract. VSD expressly reserves the right to postpone the proposal for its own convenience, to accept or reject any or all proposals received, to negotiate with more than one Proposer concurrently, or to cancel all or part of this request for proposals.

G. Right to Negotiate and/or Reject Proposals. VSD reserves the right to negotiate any price or provision, task order or service, accept any part or all of any proposals, waive any irregularities, and to reject any and all, or parts of any and all proposals, whenever, in the sole opinion of VSD, such action shall serve its best interests and those of the tax-paying public. The Agreement, if any is awarded, will go to the Proposer whose proposal best meets VSD's requirements.

END INSTRUCTIONS TO PROPOSERS

EXHIBIT “A”
PROPOSED SCOPE OF SERVICES

The District seeks a cost-effective approach for Social Media and Public relations services for community outreach and communications between the District and its customers. The following task list is a general preliminary Scope of Services to communicate the District’s expectations. Firms should identify any additional services required to meet District’s expectations, provide a price, and document the reasons for the additional services. It is at the District’s discretion which services are required.

1. Account Management

- a. By phone or teleconference capabilities, participate in monthly strategy discussions with designated District contact(s).
- b. Monitor local and national publications and online alerts for Valley Sanitary District stories.
- c. Provide Spanish and other language translation services for targeted communication pieces.
- d. Develop and manage a 12-month calendar for District communications and an execution plan.
- e. Provide management and direction in implementing and maintaining a strategic communication plan by managing media relations for the Valley Sanitary District, keeping the public and the workforce informed, and engaging the public in special District, wastewater, and local government subject matters.
- f. Champion, manage and monitor the use of all forms of communication described below and other communication methods that are available or might become available in the future. Work with Staff to identify needed policy and procedure updates, seek approval, and implement updates. Monitor local and national publications and online alerts for stories about Valley Sanitary District.
- g. Provide recommendations and strategies as deemed appropriate to enhance the District’s image, messaging, and brand identity.
 - Provide crisis communication counsel as necessary.
 - Concept development, including quality graphic design.
 - Develop original copy (text), copywriting, and editing, including Spanish and other language marketing collateral.

2. Community Outreach

- a. Develop a monthly digital news platform to educate and advise subscribers on District's issues, meetings, events, programs, services, and projects.
- b. Work with District partners and influencers to gather news about the District for distribution via social media, e-news platform, and the District website.
- c. Develop news releases, media advisories, articles, website content, and fact sheet for District events, initiatives, projects, and services.
- d. Provide community outreach to ensure public engagement related to District ongoing activities and objectives, including ongoing drought messaging, water quality reporting, graphic design, and media production.
- e. Examine existing and upcoming programs and initiatives of the District and develop strategies for promoting efforts in the community

3. Public Relations

- a. Enhance the District's social media outlets, including providing strategic support for communication projects, initiatives, and campaigns designed to advance the District's vision, mission, image, and branding.
- b. Develop public relations strategies to raise public and community awareness of the District's upcoming events.
- c. Create messaging to drive interaction and share relevant content by providing opportunities to interact with the programs and services. Draft and edit news releases and media advisories, and distribute designated media outlets upon direction and approval by the District's General Manager, or designee.
- d. Develop public relations strategies to raise public and community awareness of the District's matters upon direction and approval by the District's General Manager and Board of Directors.
- e. Continue to refine and develop new customer onboarding engagements via email messages and content about the District services, meetings, and service options.
- f. Develop strategies for countering misinformation and misconceptions.
- g. Tracking and responding to stories, events, and crises, in the media that may benefit the District from a response on behalf of the District, upon direction and approval by the District's General Manager or designee.

4. Social Media

- a. Provide District staff with guidance on marketing best practices as a critical

source for social media content.

- b. Identify appropriate imagery to aid social media posts' work impact and reach.
- c. Build messaging that can be used in various channels, including social media and paid traditional media, to target critical audiences through timely and relevant channels to drive awareness, create an emotional connection, educate on important actions, and drive traffic to the website.

5. Monthly Reports

Submit monthly reports to the District summarizing activities during the previous month before identified due date. Meet with the Community Engagement Committee as requested to discuss reports and deliverables. The Community Engagement Committee meets at 1:00 p.m. on the third Tuesday in January, March, May, July, September, and November.

6. Centennial Celebration Development and Programming

In conjunction with District staff, develop a schedule of events and partnership opportunities surrounding the District's centennial (March 2025) to educate the community about the history and growth of the District. Develop physical and digital branding and media to further this education effort. Identify opportunities that leverage the District Centennial to educate customers about current programs.

The District has an outreach and education contract with the Coachella Valley History Museum and has designed and installed a display to educate the public about the history wastewater in the Coachella Valley. The Museum also includes information about the District in its tours and other events and social media posts.

Assist staff with branding, marketing, and planning for a signature event on or around March 20, 2025.

District staff has identified the timeframe of July 2024 through March 2025 for the celebration of the District's Centennial. Staff is considering multiple events that would leverage community partnerships and/or other program developments in the Communications and Public Outreach work program, including: the launch of a District Centennial brand identity, the relaunch of an updated District website, the debut of one or a series of digital videos about District history on the District YouTube Channel.

The Centennial programming should include a Signature Event on or around March 20, 2025, to be hosted at the Coachella Valley History Museum, that would be geared towards local VIPs, influencers, and both current and past District employees to provide a climax for the District's Centennial celebration.

EXHIBIT "B"
VALLEY SANITARY DISTRICT
PROFESSIONAL SERVICES AGREEMENT

This Agreement is made and entered into as of _____, 20____, by and between the Valley Sanitary District, a California Special District ("District"), and _____, a _____, with its principal place of business at _____ ("Consultant"). District and Consultant are sometimes individually referred to as "Party" and collectively as "Parties" in this Agreement.

RECITALS

A. District is a public agency of the State of California and needs professional services for the following project: Grant Writing Services – Recycled Water Project (hereinafter referred to as "the Project").

B. Consultant is duly licensed and has the necessary qualifications to provide such services.

C. The Parties desire by this Agreement to establish the terms for District to retain Consultant to provide the services described herein.

AGREEMENT

The Parties agree as follows:

1. Services.

Consultant promises and agrees to furnish to the District all labor, materials, tools, equipment, services, and incidental and customary work necessary to supply the professional consulting services necessary fully and adequately for the Project. Consultant shall provide the District with the services described in the scope of services attached hereto as Exhibit "A" and by this reference incorporated herein.

2. Compensation.

a. The District shall pay for such services in accordance with the Schedule of Charges set forth in Exhibit "A" attached hereto and by this reference incorporated herein. In no event shall the total amount paid for services rendered by Consultant under this Agreement exceed the sum of **[***INSERT AMOUNT WRITTEN OUT***]** (\$**[***INSERT NUMBER***]**). This amount is to cover all printing and related costs, and the District will not pay any additional fees for printing expenses.

b. Periodic payments shall be made within 30 days of receipt of an undisputed invoice which includes a detailed description of the work performed. Payments to Consultant for work performed will be made on a monthly billing basis. The District may withhold a portion of an application for payment because of defective work not remedied or unsatisfactory prosecution of the work by the Consultant. The

District will release any withheld funds upon Consultant satisfactorily remedying the issue that resulted in the withholding. The District will not pay late fees to the Consultant on the compensation due Consultant under the terms of this Agreement.

c. Payment shall not constitute acceptance of any work completed by Consultant. The making of final payment shall not constitute a waiver of any claims by the District for any reason whatsoever.

3. Additional Work.

If changes in the work seem merited by Consultant or District, and informal consultations with the other Party indicate that a change is warranted, it shall be processed in the following manner: a letter outlining the changes shall be forwarded to the District by Consultant with a statement of estimated changes in fee or time schedule. An amendment to this Agreement shall be prepared by the District and executed by the Parties before performance of such services, or the District will not be required to pay for the changes in the scope of work. Such amendment shall not render ineffective or invalidate unaffected portions of this Agreement.

4. Term of Agreement.

a. The term of this Agreement shall be from January 1, 2023, to December 31, 2023, unless earlier terminated as provided herein. The District shall have the unilateral option, at its sole discretion, to renew this Agreement automatically for no more than two additional one-year terms. Consultant shall complete the services within the term of this Agreement, and shall meet any other established schedules and deadlines. The Parties may, by mutual, written consent, extend the term of this Agreement, if necessary, to complete the services.

b. Consultant shall complete the services within the term of this Agreement and in accordance with the schedule set forth in Exhibit "A" attached hereto and by this reference incorporated herein.

c. Consultant shall perform its services in a prompt and timely manner and shall commence performance upon receipt of written notice from the District to proceed.

5. Delays in Performance.

a. Neither District nor Consultant shall be considered in default of this Agreement for delays in performance caused by circumstances beyond the reasonable control of the non-performing Party. For purposes of this Agreement, such circumstances include but are not limited to, abnormal weather conditions; floods; earthquakes; fire; epidemics; war; riots and other civil disturbances; strikes, lockouts, work slowdowns, and other labor disturbances; sabotage or judicial restraint.

b. Should such circumstances occur, the non-performing Party shall, within a reasonable time of being prevented from performing, give written notice to the

other Party describing the circumstances preventing continued performance and the efforts being made to resume performance of this Agreement.

6. Consultant's Books and Records.

a. Consultant shall keep and shall preserve for four years after final completion of the project, accurate and detailed records of all ledgers, books of account, invoices, vouchers, cancelled checks, and other documents or records evidencing or relating to the work, services and disbursements charged to the District under this Agreement (collectively, "Books and Records"). Any and all Books and Records must be maintained in accordance with generally accepted accounting principles and must be sufficiently complete and detailed so as to permit an accurate evaluation of the services provided by Consultant under this Agreement. During such four-year period, Consultant shall give the District and its agents, during normal business hours, access to such Books and Records. The District and its agents shall have the right to make copies of any of the said Books and Records.

b. Where the District has reason to believe that any of the Books and Records required to be maintained by this section may be lost or discarded due to dissolution or termination of Consultant's business, the District may, by written request, require that custody of such Books and Records be given to a person or entity mutually agreed upon and such Books and Records thereafter shall be maintained by such person or entity at Consultant's expense. Access to the Books and Records shall be granted to the District and its representatives.

7. Compliance with Law.

a. Consultant shall comply with all applicable laws, ordinances, codes and regulations of the federal, state and local government, including Cal/OSHA requirements.

b. If required, Consultant shall assist the District, as requested, in obtaining and maintaining all permits required of Consultant by federal, state and local regulatory agencies.

8. Permits, Licenses, Fees and Other Charges.

Consultant shall, in accordance with applicable laws and ordinances, obtain at its expense all permits and licenses necessary to accomplish the services. Failure to maintain a required license or permit may result in immediate termination of this Agreement.

9. Qualifications.

Consultant represents and warrants to the District that it has the qualifications, experience, licenses, and facilities necessary to properly perform the services in a competent and professional manner.

10. Standard of Care.

Consultant's services will be performed in accordance with generally accepted professional practices and principles and in a manner consistent with the level

of care and skill ordinarily exercised by members of the profession currently practicing under similar conditions.

11. Assignment and Subconsultant.

Consultant shall not assign, sublet, or transfer this Agreement or any rights under or interest in this Agreement without the written consent of the District, which may be withheld for any reason. Any attempt to so assign or so transfer without such consent shall be void and without legal effect and shall constitute grounds for termination. Subcontracts, if any, shall contain a provision making them subject to all provisions stipulated in this Agreement. Nothing contained herein shall prevent Consultant from employing independent associates and subconsultants as Consultant may deem appropriate to assist in the performance of services hereunder.

12. Independent Contractor.

Consultant is retained as an independent contractor and is not an employee of District. No employee or agent of Consultant shall become an employee of District. The work to be performed shall be in accordance with the work described in this Agreement, subject to such directions and amendments from District as herein provided.

13. Insurance.

Consultant shall not commence work for the District until it has provided evidence satisfactory to the District it has secured all insurance required under this section. In addition, Consultant shall not allow any subcontractor to commence work on any subcontract until it has secured all insurance required under this section.

a. Commercial General Liability

(i) The Consultant shall take out and maintain, during the performance of all work under this Agreement, in amounts not less than specified herein, Commercial General Liability Insurance, in a form and with insurance companies acceptable to the District.

(ii) Coverage for Commercial General Liability insurance shall be at least as broad as the following:

(1) Insurance Services Office Commercial General Liability coverage (Occurrence Form CG 00 01) or exact equivalent.

(iii) Commercial General Liability Insurance must include coverage for the following:

- (1) Bodily Injury and Property Damage
- (2) Personal Injury/Advertising Injury
- (3) Premises/Operations Liability
- (4) Products/Completed Operations Liability
- (5) Aggregate Limits that Apply per Project

- (6) Explosion, Collapse and Underground (UCX) exclusion deleted
- (7) Contractual Liability with respect to this Agreement
- (8) Property Damage
- (9) Independent Consultants Coverage

(iv) The policy shall contain no endorsements or provisions limiting coverage for (1) contractual liability; (2) cross liability exclusion for claims or suits by one insured against another; (3) products/completed operations liability; or (4) contain any other exclusion contrary to the Agreement.

(v) The policy shall give District, its officers, employees, agents and District designated volunteers additional insured status using ISO endorsement forms CG 20 10 10 01 and 20 37 10 01, or endorsements providing the exact same coverage.

(vi) The general liability program may utilize either deductibles or provide coverage excess of a self-insured retention, subject to written approval by the District, and provided that such deductibles shall not apply to the District as an additional insured.

b. Automobile Liability

(i) At all times during the performance of the work under this Agreement, the Consultant shall maintain Automobile Liability Insurance for bodily injury and property damage including coverage for owned, non-owned and hired vehicles, in a form and with insurance companies acceptable to the District.

(ii) Coverage for automobile liability insurance shall be at least as broad as Insurance Services Office Form Number CA 00 01 covering automobile liability (Coverage Symbol 1, any auto).

(iii) The policy shall give District, its officers, employees, agents and District designated volunteers additional insured status.

(iv) Subject to written approval by the District, the automobile liability program may utilize deductibles, provided that such deductibles shall not apply to the District as an additional insured, but not a self-insured retention.

c. Workers' Compensation/Employer's Liability

(i) Consultant certifies that he/she is aware of the provisions of Section 3700 of the California Labor Code which requires every employer to be insured against liability for workers' compensation or to undertake self-insurance in accordance with the provisions of that code, and he/she will comply with such provisions before commencing work under this Agreement.

(ii) To the extent Consultant has employees at any time during the term of this Agreement, at all times during the performance of the work under this

Agreement, the Consultant shall maintain full compensation insurance for all persons employed directly by him/her to carry out the work contemplated under this Agreement, all in accordance with the “Workers’ Compensation and Insurance Act,” Division IV of the Labor Code of the State of California and any acts amendatory thereof, and Employer’s Liability Coverage in amounts indicated herein. Consultant shall require all subconsultants to obtain and maintain, for the period required by this Agreement, workers’ compensation coverage of the same type and limits as specified in this section.

d. Professional Liability (Errors and Omissions)

At all times during the performance of the work under this Agreement the Consultant shall maintain professional liability or Errors and Omissions insurance appropriate to its profession, in a form and with insurance companies acceptable to the District and in an amount indicated herein. This insurance shall be endorsed to include contractual liability applicable to this Agreement and shall be written on a policy form coverage specifically designed to protect against acts, errors or omissions of the Consultant. “Covered Professional Services” as designated in the policy must specifically include work performed under this Agreement. The policy must “pay on behalf of” the insured and must include a provision establishing the insurer's duty to defend.

e. Minimum Policy Limits Required

(i) The following insurance limits are required for the

Agreement:

Coverage	Combined Single Limit
Commercial General Liability	\$1,000,000 per occurrence/ \$2,000,000 aggregate for bodily injury, personal injury, and property damage
Automobile Liability	\$1,000,000 per occurrence for bodily injury and property damage
Employer’s Liability	\$1,000,000 per occurrence
Professional Liability	\$1,000,000 per claim and aggregate (errors and omissions)

(ii) Defense costs shall be payable in addition to the limits.

(iii) Requirements of specific coverage or limits contained in this section are not intended as a limitation on coverage, limits, or other requirement, or a waiver of any coverage normally provided by any insurance. Any available coverage shall be provided to the parties required to be named as Additional Insured pursuant to this Agreement.

f. Evidence Required

Prior to execution of the Agreement, the Consultant shall file with the District evidence of insurance from an insurer or insurers certifying to the coverage of all insurance required herein. Such evidence shall include original copies of the ISO

CG 00 01 (or insurer's equivalent) signed by the insurer's representative and Certificate of Insurance (Acord Form 25-S or equivalent), together with required endorsements. All evidence of insurance shall be signed by a properly authorized officer, agent, or qualified representative of the insurer and shall certify the names of the insured, any additional insureds, where appropriate, the type and amount of the insurance, the location and operations to which the insurance applies, and the expiration date of such insurance.

g. Policy Provisions Required

(i) Consultant shall provide the District at least 30 days prior written notice of cancellation of any policy required by this Agreement, except that the Consultant shall provide at least 10 days prior written notice of cancellation of any such policy due to non-payment of premium. If any of the required coverage is cancelled or expires during the term of this Agreement, the Consultant shall deliver renewal certificate(s) including the General Liability Additional Insured Endorsement to the District at least 10 days prior to the effective date of cancellation or expiration.

(ii) The Commercial General Liability Policy and Automobile Policy shall each contain a provision stating that Consultant's policy is primary insurance and that any insurance, self-insurance or other coverage maintained by the District or any named insureds shall not be called upon to contribute to any loss.

(iii) The retroactive date (if any) of each policy is to be no later than the effective date of this Agreement. Consultant shall maintain such coverage continuously for a period of at least three years after the completion of the work under this Agreement. Consultant shall purchase a one-year extended reporting period A) if the retroactive date is advanced past the effective date of this Agreement; B) if the policy is cancelled or not renewed; or C) if the policy is replaced by another claims-made policy with a retroactive date subsequent to the effective date of this Agreement.

(iv) All required insurance coverages, except for the professional liability coverage, shall contain or be endorsed to provide waiver of subrogation in favor of the District, its officials, officers, employees, agents, and volunteers or shall specifically allow Consultant or others providing insurance evidence in compliance with these specifications to waive their right of recovery prior to a loss. Consultant hereby waives its own right of recovery against District and, shall require similar written express waivers and insurance clauses from each of its subconsultants.

(v) The limits set forth herein shall apply separately to each insured against whom claims are made or suits are brought, except with respect to the limits of liability. Further the limits set forth herein shall not be construed to relieve the Consultant from liability in excess of such coverage, nor shall it limit the Consultant's indemnification obligations to the District and shall not preclude the District from taking such other actions available to the District under other provisions of the Agreement or law.

h. Qualifying Insurers

(i) All policies required shall be issued by acceptable insurance companies, as determined by the District, which satisfy the following minimum requirements:

(1) Each such policy shall be from a company or companies with a current A.M. Best's rating of no less than A:VII and admitted to transact in the business of insurance in the State of California, or otherwise allowed to place insurance through surplus line brokers under applicable provisions of the California Insurance Code or any federal law.

i. Additional Insurance Provisions

(i) The foregoing requirements as to the types and limits of insurance coverage to be maintained by Consultant, and any approval of said insurance by the District, is not intended to and shall not in any manner limit or qualify the liabilities and obligations otherwise assumed by the Consultant pursuant to this Agreement, including but not limited to, the provisions concerning indemnification.

(ii) If at any time during the life of the Agreement, any policy of insurance required under this Agreement does not comply with these specifications or is canceled and not replaced, District has the right but not the duty to obtain the insurance it deems necessary, and any premium paid by District will be promptly reimbursed by Consultant or District will withhold amounts sufficient to pay premium from Consultant payments. In the alternative, District may cancel this Agreement.

(iii) The District may require the Consultant to provide complete copies of all insurance policies in effect for the duration of the Project.

(iv) Neither the District nor any of its officials, officers, employees, agents or volunteers shall be personally responsible for any liability arising under or by virtue of this Agreement.

j. Subconsultant Insurance Requirements.

Consultant shall not allow any subcontractors or subconsultants to commence work on any subcontract until they have provided evidence satisfactory to the District that they have secured all insurance required under this section. Policies of commercial general liability insurance provided by such subcontractors or subconsultants shall be endorsed to name the District as an additional insured using ISO form CG 20 38 04 13 or an endorsement providing the exact same coverage. If requested by Consultant, District may approve different scopes or minimum limits of insurance for particular subcontractors or subconsultants.

14. Indemnification.

a. To the fullest extent permitted by law, Consultant shall defend (with counsel of District's choosing), indemnify and hold the District, its officials, officers, employees, volunteers and agents free and harmless from any and all claims, demands, causes of action, costs, expenses, liability, loss, damage or injury of any kind, in law or

equity, to property or persons, including wrongful death, in any manner arising out of, pertaining to, or incident to any alleged acts, errors or omissions, or willful misconduct of Consultant, its officials, officers, employees, subcontractors, consultants or agents in connection with the performance of the Consultant's services, the Project or this Agreement, including without limitation the payment of all expert witness fees, attorneys' fees and other related costs and expenses. Consultant's obligation to indemnify shall not be restricted to insurance proceeds, if any, received by the Consultant or the District, its officials, officers, employees, agents or volunteers.

b. If Consultant's obligation to defend, indemnify, and/or hold harmless arises out of Consultant's performance as a "design professional" (as that term is defined under Civil Code section 2782.8), then, and only to the extent required by Civil Code section 2782.8, which is fully incorporated herein, Consultant's indemnification obligation shall be limited to claims that arise out of, pertain to, or relate to the negligence, recklessness, or willful misconduct of the Consultant, and, upon Consultant obtaining a final adjudication by a court of competent jurisdiction, Consultant's liability for such claim, including the cost to defend, shall not exceed the Consultant's proportionate percentage of fault.

15. California Labor Code Requirements.

a. Consultant is aware of the requirements of California Labor Code Sections 1720 et seq. and 1770 et seq., as well as California Code of Regulations Title 8, Section 16000, et seq. ("Prevailing Wage Laws), which require the payment of prevailing wage rates and the performance of other requirements on certain "public works" and "maintenance" projects. If the services are being performed as part of an applicable "public works" or "maintenance" project, as defined by the Prevailing Wage Laws, and if the total compensation is \$1,000 or more, Consultant agrees to fully comply with such Prevailing Wage Laws, if applicable. Consultant shall defend, indemnify and hold the District, its elected officials, officers, employees and agents free and harmless from any claims, liabilities, costs, penalties or interest arising out of any failure or alleged failure to comply with the Prevailing Wage Laws.

It is the intent of the parties to effectuate the requirements of sections 1771, 1774, 1775, 1776, 1777.5, 1813, and 1815 of the Labor Code within this Agreement, and Consultant shall therefore comply with such Labor Code sections to the fullest extent required by law. It shall be mandatory upon the Consultant and all subconsultants to comply with all California Labor Code provisions, which include but are not limited to prevailing wages, employment of apprentices, hours of labor and debarment of contractors and subcontractors.

b. If the services are being performed as part of an applicable "public works" or "maintenance" project, then pursuant to Labor Code Sections 1725.5 and 1771.1, the Consultant and all subconsultants performing such services must be registered with the Department of Industrial Relations. Consultant shall maintain

registration for the duration of the Project and require the same of any subconsultants, as applicable.

c. The Project may also be subject to compliance monitoring and enforcement by the Department of Industrial Relations. It shall be Consultant's sole responsibility to comply with all applicable registration and labor compliance requirements. Any stop orders issued by the Department of Industrial Relations against Consultant or any subcontractor that affect Consultant's performance of services, including any delay, shall be Consultant's sole responsibility. Any delay arising out of or resulting from such stop orders shall be considered Consultant caused delay and shall not be compensable by the District. Consultant shall defend, indemnify and hold the District, its officials, officers, employees and agents free and harmless from any claim or liability arising out of stop orders issued by the Department of Industrial Relations against Consultant or any subcontractor.

16. Verification of Employment Eligibility.

By executing this Agreement, Consultant verifies that it fully complies with all requirements and restrictions of state and federal law respecting the employment of undocumented aliens, including, but not limited to, the Immigration Reform and Control Act of 1986, as may be amended from time to time, and shall require all subconsultants and sub-subconsultants to comply with the same.

17. Laws and Venue.

This Agreement shall be interpreted in accordance with the laws of the State of California. If any action is brought to interpret or enforce any term of this Agreement, the action shall be brought in a state or federal court situated in the County of Riverside, State of California, and the Parties hereto consent to the exercise of personal jurisdiction over them by any such courts for purposes of any such action or proceeding.

18. Termination

a. The District may terminate the Agreement, in whole or in part, with or without cause, upon 10 days written notice to Consultant. Upon receipt of the termination notice, Consultant shall promptly discontinue services unless the notice directs to the contrary. In the event the District renders such written notice to Consultant, Consultant shall be entitled to compensation for all services properly rendered prior to the effective date of the notice and all further services set forth in the notice. The District shall be entitled to reimbursement for any compensation paid in excess of services rendered and shall be entitled to withhold compensation for defective work or other damages caused by Consultant's services.

Consultant acknowledges the District's right to terminate this Agreement as provided in this section, and hereby waives any and all claims for damages that might arise from the District's termination of this Agreement. Consultant shall deliver to the District and transfer title (if necessary) to all completed work, and work in progress including drafts, documents, plans, forms, maps, products, graphics, computer

programs and reports. The District shall not be liable for any costs other than the charges or portions thereof which are specified herein. Consultant shall not be entitled to payment for unperformed services and shall not be entitled to damages or compensation for termination of work.

b. Consultant may terminate its obligation to provide further services under this Agreement upon 30 calendar days' written notice to District only in the event of substantial failure by District to perform in accordance with the terms of this Agreement through no fault of Consultant.

19. Documents.

All original papers, maps, models, designs, studies, surveys, reports, data, notes, computer files, documents, drawings and other work product (collectively "Work Product") produced by Consultant pursuant to this Agreement, except documents which are required to be filed with public agencies, shall be deemed solely the property of the District. Consultant will take such steps as are necessary to perfect or protect the ownership interest of the District in such Work Product. Upon completion, expiration or termination of this Agreement, Consultant shall turn over to the District all such original Work Product in Consultant's possession or control.

20. Confidential Information.

All information gained or Work Product produced by Consultant in the performance of this Agreement will be considered confidential unless such information is in the public domain. Consultant shall not release or disclose any such information or Work Product to persons or entities other than the District without the prior written consent of the District, except as otherwise required by law. Consultant shall promptly notify the District should Consultant or its representatives be served summons, complaint, subpoena, notice of deposition, request for documents, interrogatories, requests for admissions or other discovery request or court order from any third party regarding this Agreement and the services performed under this Agreement.

21. Organization.

Consultant shall assign _____ as Project Manager. The Project Manager shall not be removed from the Project or reassigned without the prior written consent of the District.

22. Limitation of Agreement.

This Agreement is limited to and includes only the work included in the Project described above.

23. Notice.

Any notice or instrument required to be given or delivered by this Agreement may be given or delivered by depositing the same in any United States Post Office, certified mail, return receipt requested, postage prepaid, addressed to:

DISTRICT:

CONSULTANT:

Valley Sanitary District
45500 Van Buren Street
Indio, CA 92201
Attn: General Manager

[**INSERT NAME, ADDRESS &
CONTACT PERSON**]

and shall be effective upon receipt thereof.

24. Third Party Rights.

Nothing in this Agreement shall be construed to give any rights or benefits to anyone other than the District and the Consultant.

25. Cooperation.

Consultant shall cooperate in the performance of work with the District and all other agents.

26. Equal Opportunity Employment.

Consultant represents that it is an equal opportunity employer and that it shall not discriminate against any employee or applicant for employment because of race, religion, color, national origin, ancestry, sex, age or other interests protected by the State or Federal Constitutions. Such non-discrimination shall include, but not be limited to, all activities related to initial employment, upgrading, demotion, transfer, recruitment or recruitment advertising, layoff or termination.

27. Entire Agreement.

This Agreement, with its exhibits, represents the entire understanding of District and Consultant as to those matters contained herein, and supersedes and cancels any prior or contemporaneous oral or written understanding, promises or representations with respect to those matters covered hereunder. Each Party acknowledges that no representations, inducements, promises or agreements have been made by any person which is not incorporated herein, and that any other agreements shall be void. This Agreement may not be modified or altered except in writing signed by both Parties hereto. This is an integrated Agreement.

28. Severability.

The unenforceability, invalidity or illegality of any provision(s) of this Agreement shall not render the provisions unenforceable, invalid or illegal.

29. Successors.

This Agreement shall be binding upon and shall inure to the benefit of the successors in interest, executors, administrators and assigns of each Party to this Agreement.

30. Non-Waiver.

None of the provisions of this Agreement shall be considered waived by either Party, unless such waiver is specifically specified in writing.

31. Time of Essence.

Time is of the essence for each and every provision of this Agreement.

32. District's Right to Employ Other Consultants.

District reserves its right to employ other consultants, including engineers, in connection with this Project or other projects.

33. Prohibited Interests.

Consultant maintains and warrants that it has not employed nor retained any company or person, other than a bona fide employee working solely for Consultant, to solicit or secure this Agreement. Consultant warrants that it has not paid nor has it agreed to pay any company or person, other than a bona fide employee working solely for Consultant, any fee, commission, percentage, brokerage fee, gift or other consideration contingent upon or resulting from the award or making of this Agreement. For breach or violation of this warranty, District shall have the right to rescind this Agreement without liability. For the term of this Agreement, no official, officer or employee of District, during the term of his or her service with District, shall have any direct interest in this Agreement, or obtain any present or anticipated material benefit arising therefrom.

34. Counterparts.

This Agreement may be signed and delivered in any number of counterparts, each of which, when signed and delivered, shall be an original, but all of which shall together constitute one and the same Agreement.

35. Authority to Execute.

Each Party represents and warrants to the other Party that all necessary action has been taken by such Party to authorize the undersigned to execute this Agreement and to bind it to the performance of its obligations hereunder.

36. Survival.

All rights and obligations hereunder that by their nature are to continue after any expiration or termination of this Agreement, including, but not limited to, the indemnification obligations, shall survive any such expiration or termination.

**SIGNATURE PAGE FOR PROFESSIONAL SERVICES AGREEMENT
BETWEEN THE VALLEY SANITARY DISTRICT
AND [***CONSULTANT NAME***]**

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date first written above.

VALLEY SANITARY DISTRICT

[*CONSULTANT NAME***]**

By: _____

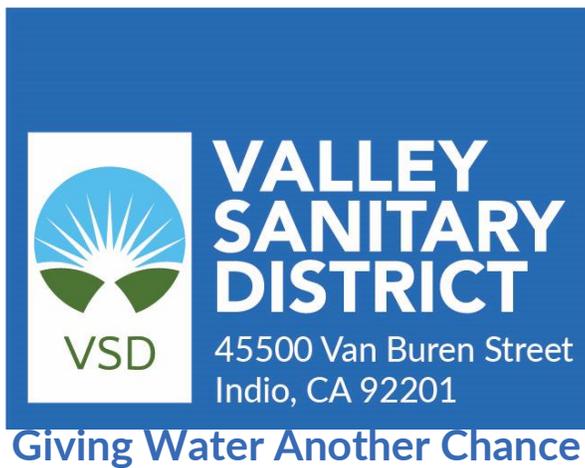
By: _____

Its: _____

Its: _____

Name: _____

Name: _____



**RESPONSE TO QUESTIONS
for
“COMMUNICATIONS AND OUTREACH SERVICES”**

November 1, 2022

Valley Sanitary District has received several questions regarding this Request for Proposals. Please review the questions and answers in preparing your proposal, which must be received **no later than 4:00 pm, November 10, 2022.**

1. Please clarify the deadline for submission. Page 1 and Page 8 say November 10, page 7 says November 18.

*The date listed on page 7 of the RFP is a typo. The due date, as stated on the cover page and again on page 8, November 10, 2022, is correct. To be considered, proposals must be submitted by **4:00 p.m. November 10, 2022.***

2. Does VSD currently have an existing relationship with a strategic communications / public relations agency? If so, are you satisfied with their work?

VSD currently has a contract with a firm to provide public relations and communications. The firm has completed the work assigned and has provided quality services. The Community Engagement Committee requested that a Request for Proposals be published now that we have been engaging in these services for the past year. This was new for VSD, and the Board and Committee were in a learning mode and now have a better idea of what they are looking for regarding these types of services.

3. What not-to-exceed budget or budget range does VSD have in mind for this contract?

The Committee and Board are open to the budget range for this contract. They are interested in the value provided in relation to the cost.

4. Can you confirm that you intend to select one firm?

The plan is to select one firm to provide all of the services.

5. Is there a term of this RFP?

If a contract is awarded, the term will be for 12 months with the option for two 12-month extensions.

6. What kinds of activities would be included in the community outreach tasks.

VSD is open to suggestions on how best to educate and perform outreach to its constituents. It will be up to the selected firm to make suggestions based on professional experience providing these types of services.

7. What inspired your decision to issue this RFP? In particular, why is it important right now to improve the way you connect with your customers, stakeholders, and other audiences?

VSD values community engagement, outreach, and education. In the past, like many other wastewater districts, this was not seen as a high priority. Starting in 2019, the District has been working to have more of a presence in the community. For the past year, public relations and communications have been performed through a contract with a local firm. The Community Engagement Committee would like to explore other options.

8. Over time, in what ways do you hope your external partner will strengthen your own staff's capabilities?

VSD runs a lean organization and there is no plan to hire staff to perform these functions. The District will continue to rely on its external partner for the foreseeable future.

9. Have you surveyed customers to learn what they need or expect from the District? If so, are there major gaps between customer expectations and what they learn from your communication today? Where are these gaps?

Attempts to gather this information have not been successful. The District does not have the budget for a community survey or poll. More will need to be done to gather this information in a cost-effective manner.

10. Among your internal and external constituents, are there specific audiences that are reportedly less engaged than others? What current tools are you using to assess different levels of engagement based upon each audience?

There is very little engagement at this time. The District utilizes its website and Facebook page as well as its annual newsletter to reach its ratepayers.

11. When might interviews be scheduled?

The need for interviews and the timing will depend upon the proposals received and review by the Community Engagement Committee.

12. How many communication pieces would the District need translation services for each month? What is the length of these pieces?

There are no set amounts as that will depend up on the consultant's recommendations. Some in-house translation is possible, but professional pieces (i.e., newsletters, press releases) will need to be translated by the consulting firm.

13. Has a strategic communication plan (Section 1 of Exhibit A) been developed for the District already, or will the initial creation of that plan be needed as well?

The District's Strategic Plan is on the website at https://www.valley-sanitary.org/sites/g/files/vyhlf721/f/uploads/vsd_2020_strategic_plan.pdf

14. Content strategy, copywriting and graphic design of marketing collateral are requested in Section 1 of Exhibit A. What is the frequency and type of collateral needed?

The amount will depend on the recommendations made by the consulting firm. At a minimum, there will need to be weekly postings on social media and an annual newsletter. Additionally, information flyers and marketing materials will be needed for events, as appropriate.

15. Does the District have a certain platform in mind (i.e. website, social media, e-newsletter, etc.) for the monthly digital news referenced in Section 2 of Exhibit A?

The monthly digital news would be an e-newsletter posted on the District's website and linked in a social media post.

16. What elements/metrics will the monthly reports (Section 5 of Exhibit A) need to include? How frequently will the consultant meet with the Community Engagement Committee?

The Committee is interested in how many interactions the District has with the public. This can be "likes", "clicks", etc. on its website, social media platforms, or emails. The consultant should plan to meet with the Committee once per quarter and can be via Zoom or in person. The Committee meets the 3rd Tuesday every other month (January, March, May, July, September, and November).

17. Section 6 of Exhibit A lists branding, marketing, and planning for a signature event in 2025. For this current contract, what specific deliverables are needed?

For the first year of the contract (assuming the contract is extended), the deliverables should be a list of activities, a special 100th Anniversary logo to be used on outreach materials, and a plan for obtaining sponsors for the event.

18. Will the consultant need to carry Explosion, Collapse, and Underground (UCX) as stated in the RFP, even though they will not be performing work of this nature?

This is standard language for all District requests for proposals. If it is not relevant to the services being provided, it will not be required.

PROPOSAL TO:
Valley Sanitary District

To Provide Communications
and Outreach Services

2022 NOV 10 9:53 AM



REGIONAL
GOVERNMENT
SERVICES

SERVING PUBLIC AGENCIES SINCE 2002

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APPENDICES

- Appendix A – Resumes
- Appendix B – Requested Exceptions to the Agreement

A. COVER LETTER



**REGIONAL
GOVERNMENT
SERVICES**

SERVING PUBLIC AGENCIES SINCE 2002

November 10, 2022

Beverli A. Marshall, General Manager

VALLEY SANITARY DISTRICT

45500 Van Buren St

Indio, CA 92201

Email: bmarshall@valley-sanitary.org

**RE: PROPOSAL TO VALLEY SANITARY DISTRICT TO PROVIDE
COMMUNICATIONS AND OUTREACH SERVICES**

Dear Ms. Marshall,

Regional Government Services Authority (RGS) is pleased to submit this Proposal to Valley Sanitary District (VSD) in response to the Request for Proposals (RFP) for Communications and Outreach Services. RGS is a unique, fee-supported, public agency (joint powers authority) specializing in public-sector administration and consulting services. RGS exclusively serves public agencies and employs experienced public-sector professionals to assist our partner agencies. Since 2002, RGS has served over 200 public agencies.

I am confident that you will find RGS' approach is responsive to each of VSD's objectives and needs. The plan provides for tools and support to meet or exceed the goals listed in VSD's scope of services. RGS has a solid and respected reputation with the public agencies we serve for timely, cost-efficient delivery and effective implementation. As a public agency, we fully understand the needs and requirements of public agencies. The project contact is Ashley Metzger, Lead Advisor and she can be reached at (650) 587-7308 or via email: ametzger@rgs.ca.gov.

We hope to have the opportunity to work with you and your team on this exciting project. If you have any questions regarding this response, please contact me directly at (650) 587-7315 or via e-mail at sselivanoff@rgs.ca.gov. This proposal will remain valid for 90 days from the date of this letter.

Sincerely,

A handwritten signature in black ink that reads 'Sophia Selivanoff'.

Sophia Selivanoff, Deputy Executive Director

REGIONAL GOVERNMENT SERVICES

A-1

B. RGS STATEMENT OF QUALIFICATIONS

RGS STATEMENT OF QUALIFICATIONS

EXECUTIVE SUMMARY

Regional Government Services (RGS) is well positioned to support Valley Sanitary District (VSD) with its communications needs in the coming year. Unlike communications firms that may otherwise fill this type of need, RGS is a public agency. This means we're able to offer competitive rates and public professionals who not only understand the nuances of working in government but have also done it themselves.

Our team has decades of public sector communications experience. Two of the advisors we're proposing for this project have worked extensively in the Indio area. Our advisors also have deep experience in water and wastewater.

RGS' Communications and Engagement service line has key players who are well versed in account management, community outreach, public relations, social media, reporting and event planning. We are confident that we are an ideal partner to execute this scope of work and we look forward to diving in to help VSD meet its strategic objectives with a powerful, dynamic communications campaign.

QUALIFICATIONS AND EXPERIENCE

Regional Government Services was formed in 2001 by a city and a regional planning and services agency to help local governments meet three challenges: decreasing revenues, increasing service demands (and costs), and loss of experienced staff. Government leaders knew that these challenges were likely to continue, so agencies would have to work together – uniting not only their voices but their resources to advocate and become more efficient. The idea behind creating RGS was to form an agency that would help local governments share expertise and improve efficiencies. A need was emerging for some way to help agencies get the expertise and experience needed without each agency having to hire full-time staff when the need might be less than full-time. Agencies could, in effect, share expertise through a third party. This approach directly aligns with VSD's needs for communications and outreach services.

Today, RGS is a solvent organization governed by several member agencies, all with the common goal expressed in the JPA's mission statement: To provide quality, innovative, cost-effective services exclusively to public agencies. RGS has now served over 298 cities, special districts, joint powers authorities, and other local governments and non-profits that support local governments. RGS currently has 130 professional Advisors and 14 RGS Administrative staff.

RGS developed a highly flexible platform of administrative support and programs that could serve the diverse needs of cities, special districts, counties, and other joint powers authorities. Flexibility was vital because the needs of partner agencies varied and because RGS services are 100 percent fee based. Thus, RGS costs needed to be able to ramp up or down quickly as demand changed.

RGS STATEMENT OF QUALIFICATIONS

The highest value RGS can bring is to share our experiences with our clients, constantly refining Best Practices to provide quality expertise to benefit all our partner clients. The RGS staff prides itself on its ability to deliver accurate, professional products and services within reasonable timelines. We meet deadlines and provide clear, honest, and effective communications, all of which help promote good relations with stakeholders at all phases of a project.

PARTIAL CLIENT LIST

- Central Marin Sanitation Agency
- Citrus Heights Water District
- City of Banning
- Coachella Valley Public Cemetery District
- Colusa Groundwater Authority
- Del Paso Manor Water District
- Desert Water Agency
- Elk Grove Water District
- Hi-Desert Water District
- Indian Wells Valley Groundwater Authority
- Irvine Ranch Water District
- Marin Municipal Water District
- Monterey Peninsula Water Management District
- Pajaro Valley Water Management Agency
- Regional Water Authority
- Rural North Vacaville Water District
- Sacramento Suburban Water District
- Salinas Valley Basin Groundwater Sustainability Agency
- San Francisco Bay Area Water Emergency Transportation Authority
- Santa Clara Valley Water
- Solano County Water Agency
- Sunnyslope County Water District
- Sweetwater Springs Water District
- Twentynine Palms Water District
- Vallejo Flood & Wastewater District
- Water Replenishment District of Southern CA
- West County Wastewater West Valley Water District

KEY STAFF

ASHLEY METZGER, LEAD ADVISOR

Ashley knows the local media market and demographics – she’s been working in communications in the Coachella Valley for more than a dozen years. As Director of Public Affairs & Water Planning, she successfully executed a 60th Anniversary campaign for Desert Water Agency in 2021. For VSD’s project, Ashley would oversee the project team and guide the strategy development, including how to reflect VSD’s mission and vision into the project execution. Ashley would lead crisis communications responses and coach VSD executives and Board on media interviews and speaking engagements.

RGS STATEMENT OF QUALIFICATIONS

ABIGAIL SCOTT, ADVISOR

Abigail holds a professional certificate in Advanced Public Engagement for Local Government and she has skillfully coordinated many large events. Abigail has worked extensively on social media, including at the White House. For this project, Abigail would develop content and coordinate event and programming concepts, planning and logistics. She would be the primary RGS team member driving success of the Centennial Celebration Development and Programming.

ERIC SAMUELSON, ADVISOR

Eric has been working in advertising and creative for decades – including in the Coachella Valley. In addition to his public sector expertise, Eric has worked to develop and reinforce strong local brands like Renova Solar. For this project, Eric will produce compelling graphic elements for social media, website, newsletter, and other project materials. Eric will work closely with the RGS and VSD teams to create a compelling and cohesive campaign band for the Centennial Celebration.

MATTHEW JADRICH, TECHNICAL SPECIALIST

Matthew facilitates powerful social media and digital presence. Matthew works extensively to write compelling copy and provide analytics to inform strategic decisions. Matthew has worked for successful startups and for IBM. For this project, Matthew will develop the content calendar, create monthly reports, coordinate outreach pushes and create compelling content. Matt will coordinate needed translations, track project deliverables and work with vendors as needed to ensure a successful project and Centennial Celebration plan.

* - Full RGS Resumes can be found in **Appendix A** of this submittal.

RELEVANT EXPERIENCE

DESERT WATER AGENCY

Outreach Services

Regional Government Services has a contract with Desert Water Agency to counsel, develop and implement outreach projects. This includes crisis communications, media relations, branding, advertising and sponsorship recommendations, development of collateral, social media, internal communications, and research. The contract supports Desert Water Agency staff and Board of Directors with strategic guidance and creative solutions.

RGS STATEMENT OF QUALIFICATIONS

CITY OF EUREKA AND HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS

Transportation Plan Outreach

Regional Government Services contracted with the Humboldt County Association of Governments, the City of Eureka and Caltrans to inform the public and stakeholders on a transportation plan. This work included media relations, community workshops, branding and graphics, digital presence, analytics, event coordination and survey research. The project successfully engaged residents and local businesses in informing major transportation decisions.

STANISLAUS COUNCIL OF GOVERNMENTS

Valley Vision Stanislaus Regional Transportation Plan & Sustainable Communities Strategy, Community Outreach

RGS served as the task manager for the public outreach component of StanCOG's 2035 Regional Transportation Plan, **Valley Vision Stanislaus**. Efforts included coordination with all nine cities and the County to plan individual workshops, outreach to stakeholder groups, media relations and bilingual outreach. Valley Vision Stanislaus also incorporates the MPO's Sustainable Communities Strategy and Regional Housing Needs Assessment. Efforts resulted in:

- A Website with an average of 1,000 visits monthly,
- 40 email blasts to a total of 20,000+ addresses,
- Vision Survey completed by 323 respondents, 9% of which were Hispanic,
- Workshop-Based Survey completed by 160+ respondents,
- Media Relations resulting in 12 separate articles and 1.8 million impressions,
- 40+ presentations and workshops countywide, and
- Coordination with local jurisdictions.

EVIDENCE OF CALIFORNIA LICENSING

RGS is a public agency, therefore this is not applicable, however, RGS will obtain business license if required by local rules.

RGS STATEMENT OF QUALIFICATIONS

REFERENCES

DESERT WATER AGENCY

Mark Krause, General Manager

Email: mkrause@dwa.org

Ph: (760) 323-4971 ext. 110

CITY OF ATWATER

Lori Waterman, CMC City Manager

Email: lwaterman@atwater.org

Ph: (209) 357-6206

TOWN OF WINDSOR

Irene Camacho-Werby, Town Clerk

Email: iwerby@townofwindsor.com

Ph: (707) 838-5315

TOWN OF YOUNTVILLE

Steven Rogers, Town Manager

Email: srogers@yville.com

Ph: (707) 944-8851

SUBCONTRACTORS

RGS will not be utilizing subconsultants for this engagement.

**C. PROPOSED METHOD TO
ACCOMPLISH THE WORK**

PROPOSED METHOD TO ACCOMPLISH WORK

TASK 1 ACCOUNT MANAGEMENT

Task 1	Deliverables
a. Monthly strategy sessions	12 Meeting agendas and notes
b. Media monitoring	Captured media clips and stories
c. Translation	Spanish translations
d. 12-month calendar	12-month calendar
e. Strategic communications plan	Strategic communications plan
f. Policy & procedure updates	Updated policies and procedures
g. Crisis response & recommendations	Crisis component of strategic communication plan

TASK 1 APPROACH

RGS will provide Valley Sanitary District with a well-organized, timely and outcome-driven approach. Our team will work to streamline efforts and reduce redundancy starting with the planning efforts to maximize RGS effectiveness throughout the contract. The RGS team is familiar with VSD, sanitation agencies and the local community and will not need to invest much time in background information. Planning materials will be simple, focused and developed with usability in mind. RGS prides itself on high-level customer service and will be flexible and responsive to VSD's needs and requests. All deliverables allow for a round of staff review with RGS to incorporate edits.

Additional crisis response services can be provided on-demand at \$178 per hour. Pricing crisis communications response in this manner will provide the best return to VSD given that the demands of crises are volatile and uncertain. RGS is also willing to explore a reduced scope of work to meet VSD budgetary needs.

TASK 2 COMMUNITY OUTREACH

Task 2	Deliverables
a. Monthly newsletter	12 digitally delivered newsletters
b. Content gathering	Photography/videography (optional)*
c. Media outreach	Website content
d. Community updates	Materials for community events
e. Evaluate existing efforts	Advertisements Assessment component of strategic communication plan

PROPOSED METHOD TO ACCOMPLISH WORK

TASK 3 PUBLIC RELATIONS

Task 3	Deliverables
a. Strategy & campaign development	Press releases and media advisories
b. Event awareness	News coverage clips
c. Document development	Survey and results (optional)*
d. General awareness	Customer onboarding procedure
e. Customer onboarding	
f. Misconception management	
g. Media relations	

TASK 4 SOCIAL MEDIA

Task 4	Deliverables
a. Staff guidance & training	Social media procedures
b. Creative development	Social media policy
c. Content development	Social media posts
d. Executing social media*	Social media component of strategic communication plan

TASKS 2, 3, AND 4 APPROACH

RGS envisions Task 2 being developed in close conjunction with Tasks 3 and 4. Much of the content will cross vehicles and audiences. Aligning these tasks will streamline RGS hours and VSD reviews. RGS will begin with evaluating existing efforts and will leverage the calendar, plan and recommendations developed in Task 1 to inform efforts in Tasks 2, 3 and 4.

RGS plans to identify key opportunities for media outreach and leverage existing connections in the local market to gain traction for meaningful, positive stories for VSD.

For VSD-owned channels (newsletter, website, social media, documents), RGS will create compelling content that reinforces VSD mission and vision and increases both general awareness, engagement, and public satisfaction. RGS will use deliverables from Task 1 to ensure these resources are maximized and to limit the amount of time VSD staff needs to spend on reviews.

PROPOSED METHOD TO ACCOMPLISH WORK

RGS has also included several additional optional items in the budget for these tasks. Please note that RGS does NOT markup hard costs:

- Polling/research to get a strong pulse on the community to inform efforts during the contract term and to optimize the Centennial Celebration.
- Photography and videography to ensure the most engaging content for community, social and media outreach. RGS envisions facilities and staff photography plus drone and traditional video clips. These elements can also be leveraged later for the Centennial Celebration. *
- Advertising/sponsorship budget to help increase awareness of VSD, its work and successes.
- Promotional items to share with new customers. (e.g., a VSD magnet with a 2024 calendar)
- Executing social media. RGS team members would get credentials to make/schedule the social media posts so that VSD staff does not have to.
- Paid promotion for social media content. This could be ads and/or sponsored content on Facebook, LinkedIn, Nextdoor, etc.

TASK 5 MONTHLY REPORTS

Task 5	Deliverables
a. Monthly report development	12 monthly reports
b. Community Engagement Committee	Meeting materials for 6 meetings
c. CEC review of planning documents*	Additional round of edits with CEC
d. CEC review of outreach elements*	

TASK 5 APPROACH

RGS will provide monthly reports to demonstrate project value. For the first monthly report, RGS will get VSD feedback, which will then be used as a template for the rest of the year.

RGS will prepare for, attend, and present at the Community Engagement Committee (CEC) as directed by staff. RGS has added an additional optional scope item (5c) in the event that VSD would like RGS to facilitate involvement and a single round of CEC review in developing planning and policy documents outlined in Task 1, 4 and 6. RGS has also built in an additional optional scope item to accommodate CEC review of select outreach elements (advertisement/social campaign elements, centennial campaign branding, etc.)

PROPOSED METHOD TO ACCOMPLISH WORK

TASK 6 CENTENNIAL CELEBRATION

Task 6	Deliverables
a. Campaign development	Objectives statement for Centennial Celebration
b. Partnership opportunities	Centennial tactical communications plan
c. Centennial brand development	Draft events/programs list
d. Schedule of events/programs	Centennial brand guidelines

TASK 6 APPROACH

RGS will coordinate with VSD staff, executives, and Board Members to develop the key objectives and desired outcomes from the Centennial Celebration. After the preliminary information-gathering phase, the RGS team will develop list of events and programs and tactical communications plan. A set of guidelines will be developed for VSD to ensure a consistent brand application for its centennial.

RGS intends to leverage deliverables from other tasks to help create an engaging campaign brand that reflects the proud legacy of VSD, its current mission and its vision for the future.

RGS will also support VSD with efforts to identify and attract key partners in celebrating this milestone. RGS will also look for ways to further leverage existing partnerships, like that with Coachella Valley History Museum.

PROPOSED METHOD TO ACCOMPLISH WORK

PROJECT SCHEDULE

TASKS	2023											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Task 1 Account Management												
a. Monthly strategy sessions	•	•	•	•	•	•	•	•	•	•	•	•
b. Media monitoring												
c. Translation												
d. 12-month calendar		•										
e. Strategic communications plan		•										
f. Policy & procedure updates				•								
g. Crisis response & recommendations		•										
Task 2 Community Outreach												
a. Monthly newsletter	•	•	•	•	•	•	•	•	•	•	•	•
b. Content gathering												
c. Media outreach												
d. Community updates												
e. Evaluate existing efforts		•										
Task 3 Public Relations												
a. Strategy & campaign development		•										
b. Event awareness												
c. Document development												
d. General awareness												
e. Customer onboarding												
f. Misconception management												
g. Media relations												
Task 4 Social Media												
a. Staff guidance & training				•								
b. Creative development												
c. Content development												
d. Executing social media*												
Task 5 Monthly Reports												
a. Monthly report development												
b. Community Engagement Committee	•		•		•				•		•	
c. CEC review of planning documents*	•		•									
d. CEC review of outreach elements*	•		•		•				•		•	
Task 6 Centennial Celebration												
a. Campaign development												
b. Partnership opportunities												
c. Centennial brand development								•				
d. Schedule of events/programs												•
* <i>Additional RGS-identified scope item</i>												
• <i>Definitive deliverable</i>												

D. CERTIFICATION OF PROPOSAL

CERTIFICATION OF PROPOSAL

The undersigned submits its proposal and, by doing so, agrees to furnish services to Valley Sanitary District in accordance with the Request for Proposal and to be bound by the terms and conditions of the RFP with requested exceptions to CSD's standard agreement included in **Appendix B** of this submittal.



Sophia Selivanoff, Deputy Executive Director
REGIONAL GOVERNMENT SERVICES

E. FEE PROPOSAL

Task	Ashley Metzger Strategy & Oversight	Eric Samuelson Branding & Graphics	Abigail Scott Logistics & Content	Matthew Jadrich Planning & Reporting	Hard costs	
	\$178.00/hr	\$160.00/hr	\$115.00/hr	\$110.00/hr	no markup	
Hours						
Task 1 Account Management						
a. Monthly strategy sessions	12	6	6	12		
b. Media monitoring	0	0	0	60	<i>Media tracking/recording tool</i>	\$2,000
c. Translation	0	0	0	24	<i>Translation services</i>	\$12,000
d. 12-month calendar	6	0	6	12		
e. Strategic communications plan	16	5	20	10		
f. Policy & procedure updates	3	0	6	0		
g. Crisis response & recommendations	12	4	2	6		
Task 2 Community Outreach						
a. Monthly newsletter	8	12	24	100		
b. Content gathering	4	12	12	12	<i>Photography, videography*</i>	\$4,200
c. Media outreach	6	0	6	0		
d. Community updates	0	0	16	8		
e. Evaluate existing efforts	4	0	8	0		
Task 3 Public Relations						
a. Strategy & campaign development	8	4	8	8		
b. Event awareness	6	6	12	6		
c. Document development	6	12	12	12	<i>Printing</i>	\$600
d. General awareness	6	6	24	24	<i>Polling/research, advertising/sponsorships*</i>	\$64,000
e. Customer onboarding	4	4	12	12	<i>Promotional items*</i>	\$3,000
f. Misconception management	8	0	16	8		
g. Media relations	8	0	18	6		

FEE PROPOSAL

Task	Ashley Metzger Strategy & Oversight	Eric Samuelson Branding & Graphics	Abigail Scott Logistics & Content	Matthew Jadrich Planning & Reporting	Hard costs	
	\$178.00/hr	\$160.00/hr	\$115.00/hr	\$110.00/hr	no markup	
Hours						
Task 4 Social Media						
a. Staff guidance & training	4	0	12	8		
b. Creative development	0	6	8	0	Stock graphics/photos	\$400
c. Content development	6	0	12	12		
d. Executing social media*	2	0	8	24	Paid promotion*	\$6,000
Task 5 Monthly Reports						
a. Monthly report development	0	0	24	60		
b. Community Engagement Committee	10	0	12	12		
c. CEC policy level review*	10	0	18	10		
d. CEC document level review*	16	4	24	20		
Task 6 Centennial Celebration						
a. Campaign development	4	0	20	12		
b. Partnership opportunities	4	0	16	0		
c. Centennial brand development	2	12	2	0	Stock graphics/photos	\$800
d. Schedule of events/programs	2	0	12	0		
TOTAL HOURS	177	93	376	478		
TOTAL COSTS	\$31,506.00	\$14,880.00	\$43,240.00	\$52,580.00		\$93,000.00
					TOTAL BUDGET	\$235,206.00
					TOTAL BUDGET WITHOUT ADDITIONAL SCOPE ITEMS	\$141,332.00

* Additional RGS-identified scope item

FEE PROPOSAL

The sealed envelope below contains the fee proposal.

FEE PROPOSAL

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APPENDIX A - RESUMES



Ashley Metzger

Lead Advisor

Ashley Metzger joined Regional Government Services (RGS) as a Senior Advisor in the Communications and Engagement Service Group in 2022. She has extensive professional experience in communications, board affairs and strategy, project and program management, media relations, branding, and supervision and provides communications and engagement services both within organizations and in the community.

Ms. Metzger holds a master's degree in politics and a bachelor's degree in American government and politics. She is the vice chair of the Public Affairs Committee in the National Water Resources Association (NWRA) and the past vice chair of the Communications Committee in the Association of California Water Agencies (ACWA).

PROFESSIONAL EXPERIENCE

REGIONAL GOVERNMENT SERVICES

Senior Advisor – Water Resources

Ms. Metzger provides services for RGS partner agencies in strategic planning, website development, and staff and community engagement.

DESERT WATER AGENCY, PALM SPRINGS

Director of Public Affairs and Water Planning

Ms. Metzger oversees water resources, conservation, outreach and GIS, represents the agency at the State Water Contractor, Delta Conveyance Project and Sites Reservoir meeting. She supervises internal and external communications and develops and oversees the annual budget.

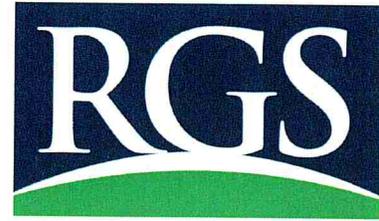
Outreach and Conservation Manager

Ms. Metzger developed and executed outreach and produced customer and media materials with compelling messaging to support agency operations and programs. She conducted interviews with media outlets and analyzed and made recommendations on outreach and conservation best practices. In addition, she maintained the agency website and conducted legislative research.

CV STRATEGIES

Account Executive

Ms. Metzger served as the lead for renewable energy clients including the world's largest photovoltaic solar facility. She worked for water agencies across California on a variety of issues including rate restructuring, water quality issues, and customer service training.



Abigail Scott

Advisor

Abigail Scott joined Regional Government Services (RGS) as an Advisor in 2022. Ms. Scott has expertise in public engagement and facilitation.

Ms. Scott has a master's degree in state and local policy and a bachelor's degree in political science. She holds certificates in Advanced Public Engagement for Local Governments and Leading Smart Communities.

PROFESSIONAL EXPERIENCE

REGIONAL GOVERNMENT SERVICES

Advisor – Economic Development

Ms. Scott advises RGS partner agencies on ways to enhance business and revenues as well as providing services to agencies that do not have existing programs. She conducts research and analysis and guides agencies in public engagement initiatives.

QUIMBY GROUP CONSULTING

Political Strategy and Legislative Affairs Coordinator

Ms. Scott supports clients by developing strategic partnerships, policy coordination, and public outreach efforts. She manages and oversees special projects for clients including budget and communication strategies.

CALIFORNIA STATE ASSEMBLY, OFFICE OF ASSEMBLYMAN KEVIN KILEY

Caseworker

Ms. Scott was served as a liaison to the Employment Development Department to resolve complex casework requiring benefit payments, account extensions, and payment transfers. She analyzed critical information from state government administered programs including complex financial, budget, and administrative issues. She also monitored the case management system to track issues and analyzed and assessed casework for problems requiring legislative action pertaining to the public.

DAVENPORT INSTITUTE FOR PUBLIC ENGAGEMENT AND CIVIC LEADERSHIP

PEPPERDINE UNIVERSITY

Graduate Research Assistant

Ms. Scott established recommendations and performance standard for improving citizen-to-government communication throughout California, developed process improvements, conducted industry research to develop measures for civic involvement, and assisted with grant research and writing, proposals, and budget reconciliation.

THE WHITE HOUSE, OFFICE OF PUBLIC LIAISON

Intern

As an intern, Ms. Scott prepared reports to showcase legislative initiatives, oversaw social media engagement, and monitored public opinion on the administration's policy initiatives and executive actions. She planned and reviewed the work of administrative support personnel and served as a liaison between the presidential administration and constituents by organizing briefings and listening sessions with the public.

CITY OF MALIBU

Public Engagement Facilitator

Ms. Scott facilitated multiple listening sessions with residents on topics of disaster preparedness and city recovery efforts.



Eric Samuelson

Advisor

- Founder | Freelance Graphic Designer | Artist – Digital Art Organic [2021 – present] Pacifica, CA
- Founder | Graphic Designer – One Mind Communications [2010 - 2021] La Quinta & Oakland, CA
- Graphic Designer | Art Director – Samuelson Creative [2003 - 2010] La Quinta, CA
- Creative Director | Designer – Left Coast Group [2001 - 2003] Berkeley, CA
- Creative Director | Lead Designer – TheMan.com [1999 - 2000] San Francisco, CA
- Creative Director | Designer – Left Coast Group [1998 - 1999] Berkeley, CA
- Senior Art Director – Foote, Cone & Belding Direct West [1996 - 1997] San Francisco, CA
- Junior Art Director | Graphic Designer | J. Walter Thompson/West [1993 - 1995] San Francisco, CA
- Ad Services Supervisor | J. Walter Thompson/West [1991 - 1992] San Francisco, CA
- Ad Services Coordinator | J. Walter Thompson/West [1987 - 1990] San Francisco, CA

CLIENT HISTORY

- American Hawaii Cruises
- Aristotle Software
- Arta Health Network
- Borland International
- Boy Scouts of America
- Inland Empire
- C3 Industries
- California Lottery
- CampusExplorer.com
- Cellular One
- Centers for Spiritual Living
- Palm Desert Center for Spiritual Living
- César Bar and Restaurant
- Cheskin Research
- Chez Panisse Restaurant & Café
- Chiron Corporation
- Churchill Pacific
- City of Berkeley
- City of Indian Wells
- Club Mark Corporation
- Malawi School Project
- Marin Wine Vaults
- McClellan Lighting Gallery
- Meals on Wheels of SF
- Multivox Technologies
- Musicians Against Aids
- Nature's Healing Place
- Nestlé
- Netcom
- Netscape
- Oasis Fitness
- Pacific Partners International
- PPI Golf
- Preferred Plumbing, AC & Heating
- Professional Club Placement Services
- PTS Intertech
- Quantum Event Hosting
- Renova Solar
- Roberts Consulting Group
- San Jacinto Valley Academy
- SafeHouse of the Desert

- Commerce West Insurance
- Computer Associates
- Copier Careers
- Cowgirl Creamery
- Custom Vintage Wine Cellars
- Desert Diva Boutique
- Desert Saje Natural Wellness
- Discovery Channel Multimedia
- Disney Interactive
- Earth Witch Gardening
- East Bay Regional Parks District
- East Bay Youth Orchestras
- Essilor
- Excite
- Fineman PR
- Gary Kott's Creative Warehouse
- Gas Station Exchange
- GE Capital
- Global Truth Network
- Goldwyn Golf
- GraphTek
- Harbinger Sports
- Health Empowerment Enterprises,
Conference for Healthy Living
- Homegrown Records
- Indian Wells Chamber of Commerce,
Challenge Cup
- Indian Wells Golf Resort
- Kaiser Permanente
- Kodak
- Levi Strauss
- Lexis Publishing
- Looksmart
- Mail.com
- Salesforce.com
- Scotty's Home Care
- Seabourn Cruise Line
- Silex Vineyards
- Sport Vision
- Sprint
- Stuart Anderson's Restaurants
- Sun Microsystems
- Supercuts
- SwimCool Systems
- Sylmark
- TechProse
- TheMan.com
- The Research Trust
- Three Dog Bakery
- Total Meeting Solutions
- Tour de Palm Springs
- Transmeta Corporation
- Turnkey Hospitality
- US Coast Guard
- Varilux
- Varsity Marketing
- Ventaso
- Vidius
- Visit Oakland
- Weider Publications, Flex and Muscle
& Fitness Magazines
- Western Medical Management Group
- Western Pioneer Insurance
- White Shark Imports
- Zoot Hawaii

EDUCATION

B.A. English – University of Virginia (1987) Charlottesville, VA



Matthew Jadrich

Technical Specialist

Matthew Jadrich joined Regional Government Services (RGS) as a Technical Specialist serving the JPA in 2018. He is a highly skilled project manager and team leader with extensive background in oversight of technical and logistical projects in diverse business environments. In addition to overseeing the technical aspects RGS communications and outreach, Mr. Jadrich serves as a Communications Specialist for RGS partner agencies.

TECHNICAL PROFICIENCIES

Platforms: Windows, Mac OS 10-7, Adobe Connect, Zoom, RingCentral

Tools: Adobe Suite, Canva, CivicPlus, WordPress, Oracle, Microsoft Office Suite

LinkedIn Credentials:

- Marketing Analytics: Presenting Digital Marketing Data
- Content Marketing Foundations
- Content Marketing: Newsletters
- Write Marketing Copy
- Write for the Web
- Marketing During a Crisis

PROFESSIONAL EXPERIENCE

REGIONAL GOVERNMENT SERVICES

Communications Specialist

2018 - Present

Mr. Jadrich provides communications services such as facilitating production of the monthly agency newsletter, managing RGS presence on LinkedIn, coordinating marketing outreach. In addition, he provides technical hosting for RGS Training and Development sessions and completes agency website work.

CANNERY ROW ANTIQUE MALL, MONTEREY, CA

Supervisor/ Antique Dealer

2009 – Present

Mr. Jadrich supervises the daily business activities of 100 dealers and ten staff members and manages the cash drawer, daily deposits, and shipping estimates. He appraises merchandise and offers it for resale with an average monthly volume of \$80,000. He provides technical support to the dealership and conceived and implemented a proprietary inventory system.

CHUCK EVEY ELECTRICAL, SAN JOSE

Electrician Apprentice

2005 – 2008

Mr. Jadrich provided electrical services in residential and commercial environments. He repaired and replaced wiring, equipment, and fixtures ensuring work was in compliance with all relevant codes.

IBM /RATIONAL SOFTWARE/PURE ATRIA/PURE SOFTWARE, CUPERTINO

Supplier Base Manager

Senior Buyer/Planner

Materials Planner/Buyer

1995 - 2004

Mr. Jadrich oversaw the global lead management lead management logistics program for the Marketing Operations group. He established and maintained best practices of product release, procurement, inventory management, and customer shipments through leverage of Oracle 11i platform and provided logistical project management support to cross-functional teams. He introduced performance measurement metrics to track cost and return-on-investment data and improved delivery of materials and services to customers.

**APPENDIX B – REQUESTED
EXPEPTIONS TO THE AGREEMENT**

APPENDIX B – REQUESTED EXCEPTIONS TO THE AGREEMENT

SECTION 12. INDEPENDENT CONTRACTOR

Ads second paragraph —

District shall not have the ability to direct how services are to be performed, specify the location where services are to be performed, or establish set hours or days for performance of services, except as set forth in this Agreement. District confirms that Consultant employees are not assuming and are not expected to assume any District staff position(s).

SECTION 13. INSURANCE

SUBSECTION F.

Amend as follows:

Prior to ~~execution of starting work on~~ the Agreement, the Consultant shall file with the District evidence of insurance from an insurer or insurers certifying to the coverage of all insurance required herein.

*Please note that RGS carriers will not issue evidence of coverage that includes an additional insured endorsement until an agreement has been executed. We have included a sample Certificate of Insurance here of your information.

SUBSECTION H (I) (1) QUALIFYING INSURERS

Amend as follows:

Add to the end of the paragraph —

Alternatively, if Consultant is a public agency, it can, pursuant to California Government Code Section 990, satisfy the insurance requirements set forth herein with a combination of self-insurance and self-insured pool insurance.

SECTION 14 – INDEMNIFICATION

Amend as follows:

a. To the fullest extent permitted by law, Consultant shall defend (with counsel ~~of reasonably acceptable to District's choosing~~) against third party claims, indemnify and hold the District, its officials, officers, employees, volunteers and agents free and harmless from any and all claims, demands, causes of action, costs, expenses, liability, loss, damage or injury of any kind, in law or equity, to property or persons, including wrongful death, in

APPENDIX B – REQUESTED EXCEPTIONS TO THE AGREEMENT

any manner **to the extent** arising out of, pertaining to, or incident to any alleged **negligent** acts, errors or omissions, or willful misconduct of Consultant, its officials, officers, employees, subcontractors, consultants or agents in connection with the performance of the Consultant's services, the Project or this Agreement, including without limitation the payment of all expert witness fees, **reasonable** attorneys' fees and other related costs and expenses. Consultant's obligation to indemnify shall not be restricted to insurance proceeds, if any, received by the Consultant or the District, its officials, officers, employees, agents or volunteers. **Notwithstanding the foregoing and for the avoidance of doubt, nothing herein shall be interpreted as obligating Consultant to indemnify District against its own negligence or willful misconduct.**

SECTION 18. TERMINATION, SUBSECTION B

Amend as follows:

b. Consultant may terminate its obligation to provide further services under this Agreement upon 30 calendar days' written notice to District. **~~only in the event of substantial failure by District to perform in accordance with the terms of this Agreement through no fault of Consultant.~~**

Proposal for:
RFP for Communications and Outreach Services

Valley Sanitary District



November 8, 2022
VALID FOR 90 DAYS

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





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Tripepi Smith Testimonial

“

Tripepi Smith has consistently delivered high-quality writing, impressive visuals and constructive insights that benefit our residents.

Indian Wells wants to ensure we communicate with both residents and businesses, and Tripepi Smith has helped improve and heighten our outreach and engagement efforts for each of those groups.

”

Chris Freeland

City Manager,
City of Indian Wells





A. COVER LETTER

Thank you for the opportunity to present Tripepi Smith’s offerings in response to the Valley Sanitary District’s (VSD/District) RFP for Communications and Outreach Services. This proposal offers the full array of Tripepi Smith services related to delivery on the requested needs of the District. This proposal is good for 90 days.

Tripepi Smith is a team of 47 communications experts—robust enough to offer experienced and effective professionals for the job, yet small enough to be nimble and responsive. We offer a spectrum of skills that allows us to match the appropriate resource to the task at hand, letting us execute faster and reduce engagement costs. These resources vary by both years of experience and core hard skills (graphic design versus videography versus writing versus social media, for example). The result: we have the ability to tell a complete story across mediums, all within our one team. The District will need only one communications partner.

Tripepi Smith is a force multiplier for the communication operations in local governments across California. From Napa to Pismo Beach to Costa Mesa Sanitary District to Carlsbad and out to Indian Wells, Tripepi Smith is actively working with dozens of public agencies. We gain insights from the breadth of our work and share that knowledge with our clients. No other communications firm has the client depth and diversity that Tripepi Smith offers. We are willing and able to comply with the insurance requirements of the District.

We look forward to the opportunity to help tell the story of Valley Sanitary District for the benefit of its customers, businesses and partners.

I affirm that I have the authority to bind Tripepi Smith for this proposal (Exhibit B has corporate resolution).

Regards,

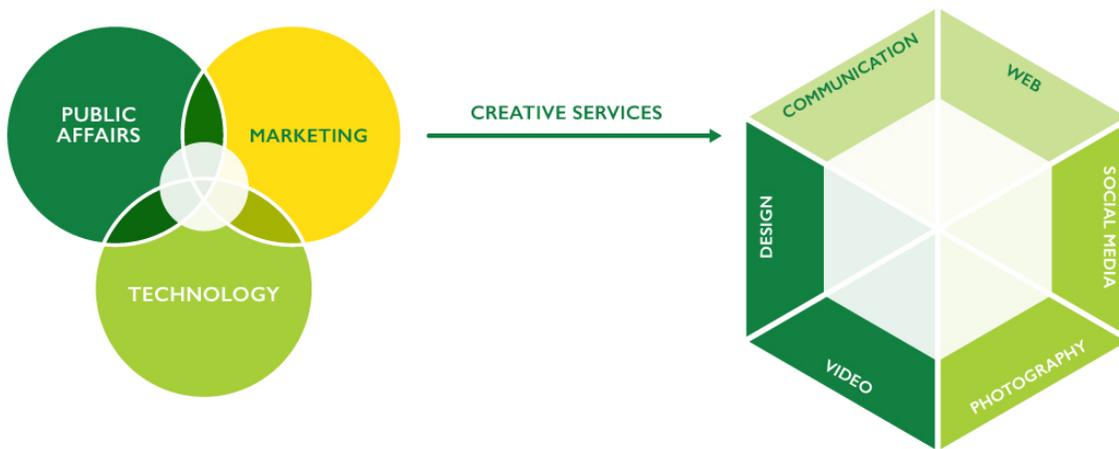
Ryder Todd Smith
Co-Founder & President
Tripepi Smith & Associates, Inc.
PO Box 52152, Irvine, CA 92619
(626) 536-2173 • ryder@tripepismith.com • FAX: (949) 679-8371



B. PROPOSER STATEMENT OF QUALIFICATIONS

1. Executive Summary

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



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

Our firm operates in a virtual office environment. Being virtual allows us to engage the right talent at the right time, and it enables us to operate more efficiently to save money for our clients.

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

Legal Structure and Financial Matters

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



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

Tripepi Smith recognizes the important interplay of public affairs across communication mediums.

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

Strategic

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

Creative

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

Content x Distribution = IMPACT

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

Tripepi Smith Testimonial

“ Being transparent about water quality with our residents and addressing their questions is important to the City of Lomita. Tripepi Smith brought technical skills and an understanding of water policy in California to the table that enabled the City to complete the website in less than four weeks. **Tripepi Smith offered a quick single-stop solution to the City's needs, and they were a great partner to us.** ”

Ryan Smoot
City Manager, Lomita





2. Qualifications and Experience

Founded in 2000 and incorporated in 2002 as a California Corporation, Tripepi Smith is based in Orange County and has conducted business for more than 20 years. Our firm understands California, the people, the nuances and differences between the various regions, both politically and personally.

We operate in a virtual office environment. Being virtual allows us to engage the right talent at the right time, enabling us to operate more efficiently to save money for our clients. That said, the team—47 members strong and composed of policy wonks, creative message developers, technology gurus and graphic and fine artists—is located throughout California, Arizona, New Mexico and Texas.

Tripepi Smith Testimonial

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

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



John Moreno
City Manager, Paramount

Tripepi Smith is unique in its mix of three key areas: marketing, technology and public affairs. The firm’s clients include a number of nonprofits, public agencies and private companies that operate within the public sector. Much of messaging, outreach and advancing policy happens through digital communications—an area traditional public affairs firms have not been quick to adopt. Yet Tripepi Smith has jumped in with online technologies to bring tools that are more common in the private sector to public agencies. The Tripepi Smith team includes people who are certified in social media



marketing by Hootsuite, are Facebook Blueprint Certified, and have been certified in Google Analytics and Google Ads through Google—and our firm, as a whole, has achieved Google Partner status.

Despite a focus on technologies, the firm is deeply committed to understanding our clients and key messaging. Through regular conference participation, training and formal classroom work, members of the Tripepi Smith team are well-versed on public policy and California’s political landscape. Our ongoing enrichment in matters of local government and policy enables us to execute more efficiently and craft messaging that is impactful, providing value to our clients.

Tripepi Smith is robust enough to offer experienced and effective professionals for the job, yet small enough to be nimble and responsive. The firm offers a spectrum of skills that allows us to match the appropriate resource to the task at hand, letting us execute faster and reduce engagement costs. These resources vary by both years of experience and core hard skills (graphic design versus videography versus writing versus social media, for example). The result: we have an ability to tell a complete story across mediums, all within our one team.

Our Services

Strategy, Marketing, Communications

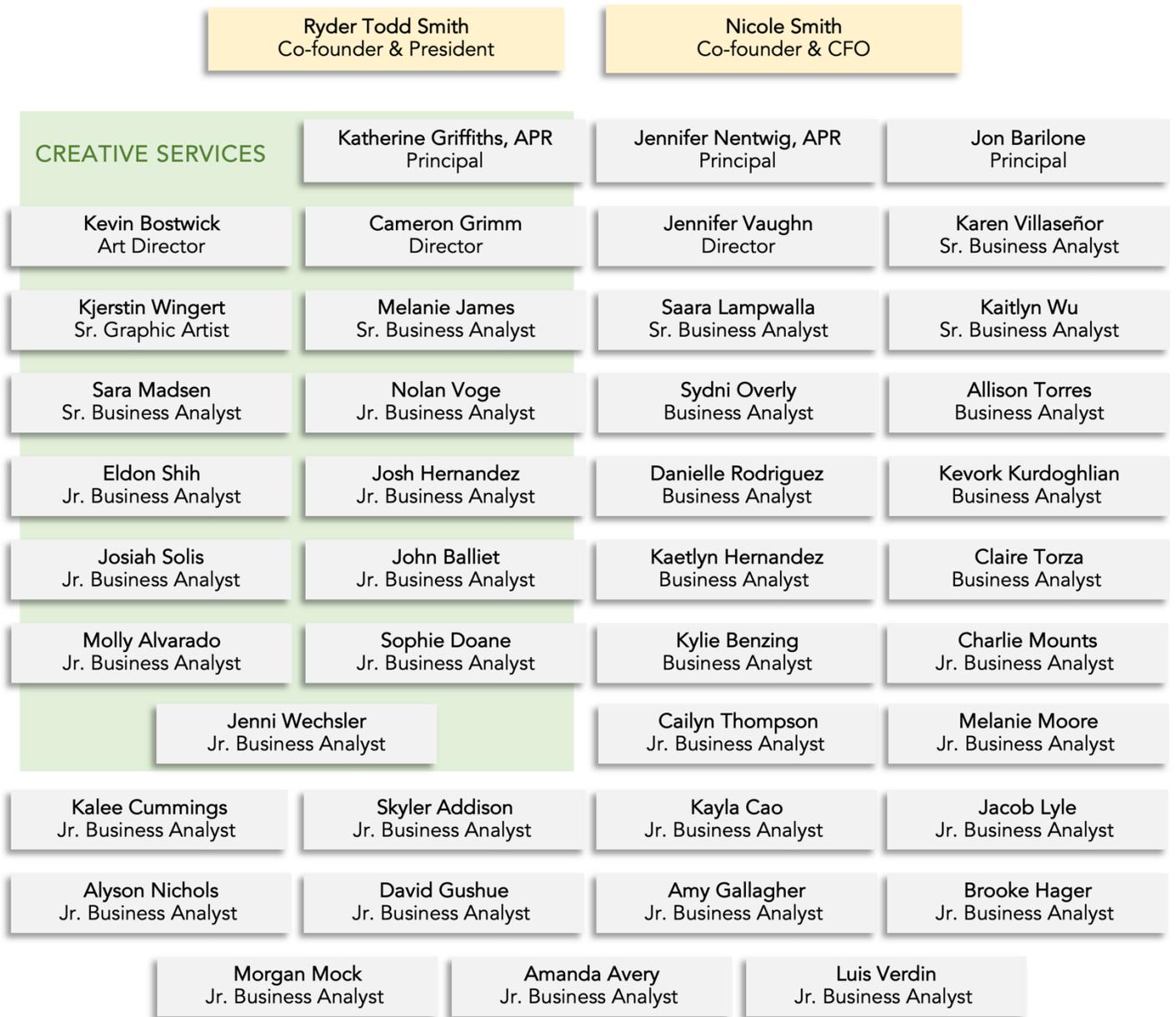
-  Strategic development, research, surveys, messaging
-  Social media management
-  Web and social media strategy, optimization (SEO), metrics
-  Web hosting and support
-  Email campaigns
-  Relations (media, stakeholders, public, government)
-  Support and training for events, presentations and virtual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

Creative Services

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



Team Tripepi Smith – Org Chart





Client Roster

Tripepi Smith has been selected to work with over 60 local government agencies to help with their communications. We can provide you with contacts at any of these clients and are confident you will find them to be quite happy with our services. City or city-related clients we are actively supporting are **bolded**.

California City Management Foundation

City of Aliso Viejo

City of American Canyon

City of Azusa

City of Bellflower

City of Burlingame

City of Claremont

City of Coronado

(City of) Culver City

City of Cupertino

(City of) Daly City

City of Danville

City of Duarte

City of El Cerrito

City of Fountain Valley

City of Foster City

City of Fullerton

City of Gilroy

City of Grover Beach

City of Hawaiian Gardens

City of Huntington Beach

City of Indian Wells

City of Industry

City of Irvine

City of La Cañada Flintridge

City of La Palma

City of La Puente

City of La Verne

City of Lake Forest

City of Laguna Hills

City of Laguna Niguel

City of Lancaster

City of Livermore

City of Lomita

City of Lynwood

City of Manhattan Beach

City of Manteca

City of Martinez

City of Millbrae

City of Morgan Hill

City of Murrieta

City of Napa

City of Norwalk

City of Orange

City of Orinda

City of Palm Desert

City of Palmdale

City of Paramount

City of Pismo Beach

City of Pomona

City of Rancho Palos Verdes

City of Rancho Mirage

City of Riverbank

City of Rolling Hills Estates

City of Santa Ana

City of Santa Clarita

City of Santa Cruz

City of Santa Paula

City of Saratoga

City of Stanton

City of South Gate

City of Tracy

City of Vallejo

City of Vista

City of Walnut

(City of) Yuba City

Town of Windsor

County of Merced

County of Fresno

County of Sonoma

County of Santa Barbara

County of Kings

California Contract Cities Association

CalChoice Energy CCA

California Joint Powers Insurance Authority

Citrus Heights Water District

Claremont McKenna College

Costa Mesa Sanitary District

El Toro Water District

Independent Cities Association

Independent Cities Finance Authority

Inland Empire Utilities Agency



Institute for Local Government
League of California Cities
Municipal Management Association of Northern California

Municipal Management Association of Southern California
Orange County City Manager Association
Orange County Sanitation District

Palmdale Water District
Rowland Water District
San Gabriel Valley City Managers' Association
South Orange County Wastewater Authority

Local Government Affiliation and Support

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

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



Proposed Team

It is anticipated that **Kaitlyn Wu** will be the account lead. Tripepi Smith Principal **Ryder Todd Smith** will make leadership presentations, collaborate with senior and executive staff in ideation and brainstorming and help address crises. Ryder will also provide his cell phone number to District staff and remain available 24-7 to answer questions, develop strategies and otherwise advance the engagement. Art Director **Kevin Bostwick** will provide design direction to the Tripepi Smith creative team to fulfill creative needs of this engagement. Junior Business Analyst **Cailyn Thompson** will act as project manager and can advise staff on email marketing best practices, stakeholder outreach, communication and engagement initiatives and relations with sister agencies and community partners. Junior Business Analyst **Luis Verdin** will provide editorial calendar maintenance, social media management, social media and media monitoring, writing and translation support, metric dashboard creation and other duties as assigned.

Of course, Tripepi Smith is a collaborative firm, with many available skillsets. Resources will be brought to the table when necessary to aid the District in telling its story.

Team Details

(See the Resume Exhibit A for full professional experience, education and degrees)

Team Member	Role Description
<p>Ryder Todd Smith Principal <i>Role: Strategy</i></p> <p>Based in Ladera Ranch, CA</p>	<p>Ryder has a mixed background in the worlds of government relations, technology and marketing. He served as the SVP of Operations and Chief Information Officer for a software-as-a-service startup in the financial services sector. Prior to that, he was the technology manager for a regional staffing firm. Ryder leads Tripepi Smith and is the ultimate project owner on all work handled by the firm. He is the creator of the City Internet Strategies Study, publisher of the Civic Business Journal, publisher of PublicCEO and a frequent speaker on the local government circuit. His insights have been published in Western City and PM magazines. He volunteers his time as vice chair of the Rose Institute of State and Local Government Board of Governors and previously served as a Planning Commission for the City of Tustin. Ryder graduated from Claremont McKenna College with a Bachelor of Arts in Philosophy, Politics, Economics and a dual degree in Economics.</p>



<p>Kevin Bostwick Art Director <i>Role: Design Strategy</i></p> <p>Based in Claremont, CA</p>	<p>Kevin is an experienced Art Director and creative manager. He delivers powerful ideas visually, distilling unexpected stories from challenging content and designing media for understanding and absorption. He directs and executes for digital, interactive and print mediums...delivering across a blend of channels, particularly for learning, data-display and presentation. His work for major clients has included digital tools, logos, presentation, interactive learning, advertising and print design. He navigates the whole ecosystem, working with high-powered stakeholders to shape concepts, UX, branding, strategy, writing, asset management, information architecture, and infographics. Kevin's client work includes City of Aliso Viejo, City of Cupertino, Pivot Charter Schools, California Joint Powers Insurance Authority and Renne Public Law Group.</p>
<p>Kaitlyn Wu Senior Business Analyst <i>Role: Account Lead</i></p> <p>Based in Riverside, CA</p>	<p>Kaitlyn is a seasoned outreach professional with more than seven years of experience in public sector communications and higher education outreach. Throughout her career, Kaitlyn has spearheaded content strategy and copywriting for newsletters, annual reports, websites, social media, op-eds and more. In addition, she has managed water education programs and workforce development initiatives for K-12 students and beyond. Through strategic communication efforts, Kaitlyn helps organizations educate stakeholders and produce positive change within their communities.</p> <p>Kaitlyn is a certified Hootsuite Social Marketing Professional and holds the J. Lindsey Wolf Certificate in Communications from the California Association of Public Information Officials (CAPIO). In addition, she has completed CAPIO's Emergency Communications Academy, hosted in partnership with CalOES. Her clients include Costa Mesa Sanitary District, Santa Clarita Valley Water Agency, City of American Canyon, City of Costa Mesa, City of Napa, City of Fontana, City of Orinda and City of Jurupa Valley.</p>



<p>Cailyn Thompson Junior Business Analyst <i>Role: Project Manager</i></p> <p>Based in Long Beach, CA</p>	<p>Cailyn 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 recently graduated from St. John’s University (SJU) with a Master of Business Administration degree in Strategic Management and a Bachelor of Science degree in Sport Management with a minor in Business Administration. She developed her skills in leadership, organization and event management in her time at SJU with on-campus internships, the graduate assistantship program and summer employment with the City of Cypress Recreation.</p> <p>Cailyn is a certified Hootsuite Social Marketing Professional. Her client work includes the City of Fontana, City of Jurupa Valley, City of Renton, City of Tracy and the City of Downey.</p>
<p>Luis Verdin Junior Business Analyst <i>Role: Project Support</i></p> <p>Based in Upland, CA</p>	<p>Luis is a marketing professional with a versatile set of skills including graphic design, account management, marketing strategy and more. With a degree in Psychology and Philosophy from Claremont McKenna College, Luis is passionate about exploring the interaction between creative and analytical aspects of marketing. Luis has honed his marketing skills through previous internships and mentorships where he worked with clients such as BlocPower, Circuit and Walgreens. Luis is also bilingual in the Spanish language.</p> <p>Luis is a certified Hootsuite Social Marketing Professional.</p>

Resumes for this team who would be assigned to the Valley Sanitary District (VSD) engagement are included as Exhibit A in the back of this response.

Relevant Contracts

Tripepi Smith is currently actively engaged with dozens of local government agencies throughout California. The following are just four sample engagements that align with the services and scope the District has requested in its RFP. Names in **bold** are those anticipated to work on this engagement.



1. The **City of Indian Wells** has been a client of Tripepi Smith’s since 2018, tapping into the breadth of our team’s skillset. Our scope of services primarily entails graphic design, news article and press release writing, website content updates and social media. We also provide a quarterly detailed metrics report to the client 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, quarterly strategy meetings and video production. Indian Wells first engaged Tripepi Smith for an express communications assessment.
 - 🌱 Project Team: Principal **Ryder Todd Smith**, Director Cameron Grimm, Art Director Kevin Bostwick, Business Analyst Kaetlyn Hernandez, Junior Business Analyst and Graphic Designer Jenni Wechsler, Junior Business Analyst and Videographers Nolan Voge and Josiah Solis, Junior Business Analyst Luis Verdin
 - 🌱 Date Completed: Ongoing retainer
 - 🌱 Total Project Cost: \$87,120 per year

2. Tripepi Smith has supported the **Costa Mesa Sanitary District (CMSD)** for nearly three years now. Initially, CMSD tapped Tripepi Smith for an express communications assessment. CMSD later engaged Tripepi Smith for ongoing communications support in the form of the development of a communications plan, culling an email list, curation of a 12-month social media calendar, outreach regarding four awareness campaigns, metric reporting, quarterly onsite trainings, video productions, stock photography services and general communications advice.
 - 🌱 Project Team: Director Jen Nentwig; Senior Business Analyst **Kaitlyn Wu**; Junior Business Analyst Molly Alvarado
 - 🌱 Date Completed: Ongoing retainer
 - 🌱 Total Project Cost: \$18,462 for express communications assessment; \$4,789 monthly retainer for ongoing communications support

3. In the **City of Duarte**, Tripepi Smith works with the city manager’s office in a broad and consistent engagement to advance communications and augment the work of staff. The baseline engagement includes writing press releases and articles, updating the City website, managing social media, redesigning and creating the quarterly *City News* newsletter, developing a style guide, hosting quarterly strategy meetings with department heads, delivering monthly metric reports, advising staff on the City’s upcoming website redesign and auditing City communications in an express assessment report. Duarte previously engaged Tripepi Smith for its first communications assessment as well as for videography, photography, drone, graphic design and email marketing services. After a 2.5-year engagement, the City just signed



on for another 3 years with an expanded scope covering the management of its PEG channel.

- ✿ Project Team: Senior Graphic Artist Kjerstin Wingert, Senior Business Analyst Saara Lampwalla, Business Analysts Claire Torza and Danielle Rodriguez, Junior Business Analysts Amy Gallagher, Molly Alvarado and David Gushue
- ✿ Date Completed: Ongoing retainers
- ✿ Total Project Cost: \$135,420 per year currently; \$2,250 for newsletter redesign, \$7,250 for style guide; \$5,250 for express communications assessment

Work Samples

The following examples highlight work that speaks to the scope of work as outlined in your Communications and Public Outreach RFP.

Customized digital portfolio for Valley Sanitary District:
www.TripepiSmith.com/VSD-RFP

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

3. Evidence of California Licensing

Not applicable for the current scope. Tripepi Smith is happy to discuss this with the District if needed.

4. References

Description	
<p>City of Indian Wells Chris Freeland City Manager 760.346.2489 cfreeland@indianwells.com 44950 El Dorado Drive, Indian Wells, CA 92210</p>	<p>Express Communications Assessment, strategy and action items, social media management, social media and media monitoring, videography, quarterly metrics reporting, photography, graphic design, bi-weekly client calls and quarterly strategy discussions.</p> <p>Period: 2018 to present</p>



<p>Costa Mesa Sanitary District Nabila Guzman Management Analyst 949.645.8400 ext. 230 nguzman@cmsdca.gov 290 Paularino Avenue, Costa Mesa, CA92626</p>	<p>Express Communications Assessment, graphic design, content production support, video production support, photography services, media outreach, social media management, communications and leadership strategy, metric reporting, website content updates, copywriting services, quarterly communications calendar planning, professional development training.</p> <p>Period: 2020 to present</p>
<p>City of Duarte Dan Jordan City Manager 626.590.4633 djordan@accessduarte.com 1600 Huntington Drive, Duarte, CA 91010</p>	<p>Tripepi Smith conducted a full communications assessment for the City of Duarte in 2014. After ad hoc video, photo and email outreach work over a few years, the City engaged Tripepi Smith in 2020 to refresh the 2014 communications assessment, create a style guide, consult in creating a new website and to redesign its quarterly newsletter. Additionally, the City entered a retainer agreement for social media services, writing news articles and press releases, updating the website, delivering monthly metrics reports, conducting weekly project management calls as well as quarterly strategy calls with leadership and to produce the quarterly newsletter.</p> <p>Period: 2014 to present</p>
<p>City of Palm Desert Anthony Mejia City Clerk 760.346.0611 amejia@cityofpalmdesert.org 73510 Fred Waring Drive, Palm Desert, CA 92260</p>	<p>Graphic design, Spanish translation services, video production, social media, animated video, print newsletter, media relations, facilitating virtual meetings, online workshops, bilingual websites, digital placements.</p> <p>Period: 2020 to present</p>



5. Subcontractors

If needed, Tripepi Smith may use subcontractors for video work, printing or mailing. These are often determined at the time of the need any may vary based upon the situation. However, here is a list of potential firms or people we routinely subcontract with:

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

C. PROPOSED METHOD TO ACCOMPLISH WORK

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

Tripepi Smith primarily uses the following tools to manage projects:

- Google Suite for email, creating real-time collaborative documents, and instant messaging;
- Dialpad Meetings or Zoom for conference calls;
- Sprout Social for social media management;
- Meltwater for social media and media monitoring;
- Mavenlink for project/task management, internal project status updates, and time entry.

These project management tools enable project manager(s) to quickly determine a project’s budget status, review the schedule of tasks and send rapid notifications to the whole team if issues arise.

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

Principal Ryder Todd Smith will also be available 24-7 to address the District’s needs.

Fixed (One-Time) Deliverables

Centennial Celebration Development and Programming

In conjunction with District staff, Tripepi Smith will assist with developing a list of activities and strategy for obtaining event sponsors for the 2025 Centennial Celebration. In addition, Tripepi



Smith’s creative team will design a special 100th Anniversary logo to be used on event outreach materials. Design of the logo will include two rounds of revision.

Annual Newsletter/Report

Tripepi Smith will assist the District with copyediting, translation, design and layout for its annual report. District staff will be expected to provide the content for this report but Tripepi Smith can advise on potential topics as appropriate. If needed, the District may tap Tripepi Smith to help write report content using Time & Materials rates provided below.

Retainer Engagement

Bi-Weekly Strategy Discussions

To coordinate our efforts with District Staff and sustain momentum on projects, Tripepi Smith will schedule a recurring, one-hour bi-weekly phone call that will include a District-designated lead for our engagement. These bi-weekly calls will help drive content planning for various communications channels, including website articles, press releases and social media posts and stories. 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. This will be a working call during which Tripepi Smith will manage an agenda and provide notes for each call. After each call, the client will receive an action summary email about decisions made on the phone call and related action steps. We will produce work, such as press releases, article drafts and email drafts, in a shared workspace where the District can see our progress in real time and provide instant feedback as needed. These tools allow for enhanced collaboration and expedite the production process.

Social Media Management

Content Creation: Social media content creation involves: planning, fact-checking, sourcing graphics, grammar checking and scheduling the post. Tripepi Smith will create up to three (3) posts per week over the course of a month (or generally 12 a month) and distribute them.

Monitoring: Tripepi Smith will monitor posts and inboxes for questions and comments. When appropriate, responses will be drafted, which will occasionally require fact-checking and seeking out guidance from the District. Additionally, ongoing general online monitoring of local Facebook Groups and blogs will be conducted to track community needs, priorities and issues. Lastly, the team will track the social media of sister agencies, local utilities and community organizations to identify opportunities to engage with them.

Additional: Our work also includes optimizing social media accounts to boost performance and keeping up to date on the latest social media platform updates and options. Boosted posts and targeted ads are also helpful in disseminating information to community members, and Tripepi Smith is fully capable of running and tracking these paid campaigns (fees to be agreed upon and paid by the District).



Monthly Dashboard Metrics Report

Each month, Tripepi Smith will provide a summary report of the basic metrics (reach, posts, engagement, etc.) related to District-controlled social media platforms and other key metrics if available, such as website visits and e-newsletter platform metrics. 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.

News Article/Press Release

Tripepi Smith will draft one news article or press release per month, up to five hundred (500) words in length with Spanish translation as needed. The allocation of stories will be directed by the District with suggestions by Tripepi Smith. The District will make internal subject matter experts available to aid the development of the stories. The District will provide a media and external agencies notification list for use by Tripepi Smith where a press release scenario is desired. The District will facilitate timely approval of quotes in the release when connected with District Staff or members of the Board.

Monthly E-Newsletter

Tripepi Smith will assist with copy editing and design for a monthly e-newsletter with Spanish translation, to be posted on the District’s website and shared via social media. District staff will be expected to provide the content for this newsletter. Tripepi Smith can also assist with content development at an additional cost, to be billed at Time & Materials rates.

Media Monitoring

Tripepi Smith will track and respond to stories, events, and media coverage related to the District and provide recommendations on any response or action needed.

Quarterly Communications Calendar Planning Sessions

The main goal during these two-hour meetings is that each department identifies key communication opportunities and wins to celebrate in the next 6-12 months. We document all this into a shared spreadsheet/editorial calendar that can then serve as a roadmap for the organization to track communications opportunities—or to hand off to the communications team to execute. The exercise breaks down barriers between departments and often helps senior staff recognize communications opportunities they were simply unaware of before. The process also includes Tripepi Smith preparing and giving a presentation that covers notable communications wins to review what has worked well. We conduct these meetings on a quarterly process to refresh our 12-month calendar and stay apprised of the upcoming communication priorities. Additionally, Tripepi Smith will curate a content calendar with staff that can be shared with media contacts. The price quoted below covers a virtual meeting format, but Tripepi Smith can also attend in-person if desired for an adjusted cost (compensating for travel time). The same applies to Community Engagement Committee meetings.



One-Time Deliverables – Implementation Schedule

Centennial Celebration Development and Programming

Task	Tentative Timeframe
Kickoff Meeting	Week 1
Review Existing Plans/Event Details	Week 2
Draft Initial List of Activities	Week 3
Begin Logo Design	Week 3
Draft Strategy/Framework for Sponsorships	Week 4
Deliver Final List of Activities	Week 5
Deliver First Draft of Logo	Week 5
Deliver Final Strategy/Framework for Sponsorships	Week 6
Deliver Second Draft of Logo	Week 7
Deliver Final Logo	Week 8

Annual Newsletter/Report

Frequency	Task	Details
Annually	Annual Newsletter/Report	<ul style="list-style-type: none"> • Copyediting and design of annual newsletter/report, up to 8 pages with Spanish translation. • 1 per year

Ongoing (Retainer) Deliverables – Implementation Schedule

The following chart outlines the general frequency of each deliverable proposed within each task.

Frequency	Task	Details
Bi-Weekly	Bi-Weekly Strategy Discussions	<ul style="list-style-type: none"> • Max. of 60 minutes per call • Recap email to be sent after each call
Weekly	Social Media Management (3 posts/week)	<ul style="list-style-type: none"> • Create and publish social media content (English only) • Monitor online chatter and respond to questions/comments)



Weekly	Media Monitoring	<ul style="list-style-type: none"> Up to 2 hours per week monitoring relevant media coverage and providing recommendations/advice to District staff
Monthly	News Article/Press Release	<ul style="list-style-type: none"> 1 press release or article per month with Spanish translation (May rely on staff for subject matter expertise)
Monthly	Monthly Dashboard Metrics Report	<ul style="list-style-type: none"> 1 report per month
Monthly	E-Newsletter	<ul style="list-style-type: none"> Copy editing and design for an e-newsletter. VSD staff to provide content. 1 per month
Quarterly	Quarterly Communications Calendar Planning Sessions	<ul style="list-style-type: none"> 1 meeting every 3 months Max. of 2 hours per meeting Maintain and implement centralized "Content Calendar"
Quarterly	Community Engagement Committee Meetings	<ul style="list-style-type: none"> 1 meeting every 3 months Max of 1 hour per meeting

Ad Hoc Work

If there comes the need for any additional ad hoc services, Tripepi Smith is ready to provide those services and is providing our hourly rates for the full array of our resources to support District communication efforts. Examples of these ad hoc projects include but are not limited to video production, photography services, virtual meetings/events, website development and a wide array of graphic design and branding services.

D. CERTIFICATION OF PROPOSAL

The undersigned submits its proposal and, by doing so, agrees to furnish services to VSD in accordance with the Request for Proposal and to be bound by the terms and conditions of the RFP.

E. SEALED FEE PROPOSAL

Tripepi Smith proposes a Retainer engagement with one Fixed component and optional Ad Hoc or Time & Materials components. This provides the District with continuous, consistent communications that increases community understanding and support as well as the flexibility to "ramp up" or "ramp down" services according to budget and priorities.



Should the District determine Tripepi Smith is the most qualified responsive vendor, but has a budget number that must be hit, then Tripepi Smith remains open to collaborating with District Staff to narrow the scope engagement or refine our understanding of the scope needs and will modify our pricing accordingly.

Estimated Cost of One-Time Deliverables

The following estimates have been provided for each of the one-time deliverables requested. Projects will be billed as Time & Materials support.

Deliverable	Quantity/Notes
<u>Strategic Planning</u>	Leverages Senior Business Analyst with support from Junior Business Analyst
Develop a list of activities and form a strategy to procure event sponsors	1 list/schedule of activities Framework/strategy for sponsorships
ESTIMATED TASK COST	
\$2,725.00	
<u>Anniversary Logo Design</u>	Leverages Senior Graphic Artist with direction from Art Director
Design of 100 th anniversary logo for event outreach materials.	1 logo (2 rounds of revision)
ESTIMATED TASK COST	
\$2,280.00	
<u>Annual Newsletter/Report</u>	Leverages Graphic Designer and Junior Business Analysts, with oversight from Senior Business Analyst and Art Director
Assist in production of annual report that details VSD accomplishments, milestones and programs	1 report per year (up to 8 pages, 2 rounds of revision) May rely on staff for subject matter expertise
ESTIMATED TASK COST	
\$3,290.00	
TOTAL COSTS (ESTIMATED)	
\$8,295.00	

Estimated Cost of Retainer (Ongoing) Deliverables

Deliverable	Quantity/Notes
<u>Bi-Weekly Strategy Discussions</u>	Leverages Senior Business Analyst and Junior Business Analysts
Conduct bi-weekly check-in calls, provide check-in call recap outlining action items and deadlines, advise on media relations and strategy	Max. of 60 minutes per call



Deliverable	Quantity/Notes
TOTAL TASK COST	
\$2,577.00	
<u>Social Media Management & Monitoring</u>	Leverages Junior Business Analyst with occasional support from Senior Business Analyst
Create and publish social media post content	Up to 3 unique posts per week Social media graphic design included English only
Monitor local community-run social media	Max. of 3 hours per week
Respond to comments and messages and otherwise engage with pages of sister agencies and organizations serving the community	Unlimited
TOTAL TASK COST	
\$2,381.00	
<u>Media Monitoring</u>	Leverages Junior Business Analyst with strategic advice/support from Senior Business Analyst
Monitor relevant media coverage and provide recommendations/advice to District staff	Up to 2 hours per week.
TOTAL TASK COST	
\$335.00	
COST	
<u>E-Newsletter</u>	Leverages Graphic Designer and Junior Business Analysts, with oversight from Senior Business Analyst and Art Director
Design and production of a monthly newsletter updating subscribers on District issues, events, program, services, and projects	1 e-newsletter per month VSD staff will provide content
TOTAL TASK COST	
\$674.00	
COST	
<u>Metrics Reporting</u>	Leverages Junior Business Analyst with review support from Senior Business Analyst
Produce regular report on key performance metrics for external communication channels: social media, email, etc.	1 report per month
TOTAL TASK COST	
\$770.00	
<u>News Article/Press Release</u>	Leverages Junior Business Analysts with support from Senior Business Analyst



Deliverable	Quantity/Notes
Produce stories regarding VSD accomplishments, milestones and programs	1 press release per month May rely on staff for subject matter expertise
TOTAL TASK	\$890.00
COST	
<u>Strategic Communications Planning</u>	Leverages Senior Business Analyst with support from Junior Business Analysts
Quarterly meeting with Dept. heads to plan next year of communication opportunities	1 meeting every 3 months Max. of 2 hours per meeting
Keeping centralized "Content Calendar" updated throughout the year for staff's reference	Via Google Sheets
TOTAL TASK COST	\$635.00
<u>Community Engagement Committee Meetings</u>	Leverages Senior Business Analyst with support from Junior Business Analysts
Quarterly meeting with Committee to provide update on metrics, key deliverables, and more	1 meeting every 3 months Max. of 1 hours per meeting
TOTAL TASK COST	\$103.00
TOTAL MONTHLY COST	\$8,365.00

Time and Materials (As-Needed) Support

Tripepi Smith will use the following information, rates and more to price any additional work with the District. Note that the proposed retainer costs qualify the District access to Tripepi Smith's discount hourly retainer rates.

Billing

Time at Tripepi Smith is billed in 15-minute increments – i.e. we invoice our time in the following examples: 1.25, 0.75, 4.0 or 6.5 hours. Retainers are billed on the 15th of each month. Ad hoc work is billed on the last day of each month.

Annual Increase

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



Retainer Discount

When client monthly retainers exceed six-thousand-seven-hundred dollars (\$6,700) a month, clients have access to our reduced Hourly – Retainer rates noted below. Otherwise, any ad hoc work done outside the scope of the Retainer would be at the Hourly – Standard rates.

	Hourly - Standard	Hourly - Retainer
Principal	\$330	\$290
Director	\$220	\$185
Art Director	\$220	\$185
Senior Business Analyst	\$175	\$150
Business Analyst	\$120	\$100
Junior Business Analyst	\$95	\$80
Senior Videographer/Animator	\$175	\$150
Senior Photographer	\$160	\$135
Photographer/Videographer	\$120	\$100
Senior Graphic Designer	\$160	\$135
Graphic Designer	\$120	\$100
Junior Graphic Designer	\$95	\$80
Web Developer	\$175	\$150
Drone Operator	\$175	\$150

Payment Schedule

All non-ad hoc work requested by the District will be on a retainer basis with a net 30-day payment term. Tripepi Smith will invoice the District on the 15th of every month for that month’s service. Any ad hoc work performed during the prior month will be invoiced on the last day of the month.

Tripepi Smith will email an invoice to the designated email address(es) of the person overseeing our contract and will accept payment by check. Preference is for payment with net 30-day terms.

Fixed price project work will be invoiced per the above noted payment schedule.



Other Costs

Because Tripepi Smith offers a broad set of services, including extensive content production, we have some other content production-related fees that may come up during our engagement that we want to tell you about.

Travel Costs

Travel costs must be pre-authorized and then will be reimbursed by the District for any requested travel. Travel costs to be covered are for airfare, lodging and car rental. If Tripepi Smith is requested to be onsite, we will invoice for travel time at half rate of the resource’s Standard 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	Full Day
Video Equipment	\$350	\$550
Drone Equipment	N/A	\$500

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

Service Fees

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

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

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



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

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

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

Tripepi Smith Partnerships

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

PublicCEO

- digital news about public affairs, reaching over 10,000 California government executives
<https://www.publicceo.com>

Civic Business Journal

- digital interest stories about the people in local government
<https://www.civicbusinessjournal.com>

FlashVote

- planning, implementing, measuring civic surveys
<https://www.flashvote.com>

TS Talent Solutions

- talent search services for local government and related agencies
<https://tstalentsolutions.com>

Pricing Estimates for Other Communication Support

Tripepi Smith is providing estimated pricing for our work using our time and materials rates, along with descriptions for these items.

Add-On Element	Price	Notes
Quarterly Photoshoot	\$3,520-\$4,520 / Shoot	Not inclusive of travel expenses.
Graphic Design	Print/Digital Short Format Quarterly Newsletter - \$975	Limited to three drafts/item.



	Print/Digital Banner - \$835	
	Print/Digital Flyer - \$1,095	
Style Guide Update	\$14,700	Scope greatly varies based on needs.
Drone Operations	~\$1,425 / Shoot	Not inclusive of travel expenses.
Video Production	~\$4,325 / Video	Not inclusive of travel expenses.
Media Intelligence Services	\$495-\$825 / Month	Options detailed in table below.
Cloud Webmaster Website Content Services	~\$950 / Month on T&M Basis	Total website content management and oversight

Quarterly Photoshoot

Assumes a six-hour event, with one-hour pre-planning, travel time, post-shoot photo editing, delivery to client photo portal. This includes all equipment fees – except drone work – and uses a Senior Graphic Artist / Photographer to complete the work.

Video Production

Assuming that Tripepi Smith handles all work, and the video involves scripting, use of teleprompter, full camera setup, a single day of production shooting, b-roll shooting on same day, pre-planning, post-production video editing, music licensing, voice over, transcription and upload to appropriate channels.

Graphic Design

Tripepi Smith uses Canva extensively for basic social media graphics and therefore can use our Junior Business Analyst resources for that work. Where more extensive design is required, Tripepi Smith has an Art Director, Senior Graphic Artists and Graphic Artists. In our experience, these costs can vary widely based on iteration count, number of pages of content to layout or desired number of logo options or extent of a particular branding process. In all cases, we assume written content is being provided; this estimate is for design costs only.

Style Guide Update

This cost can vary widely depending on how many examples are desired for style implementation and the creation of various assets for staff as well as template development for shared use (such as a branded Word Template that staff start out on the right foot with each new project). Tripepi Smith takes a holistic review of the brand, brand templates for up to 10 different scenarios, full color review and documentation, font choice selection and use, two one-hour virtual training sessions on the new style guide and a single-page cheat sheet style guide.



Media Intelligence Services

As media and technology are constantly evolving, organizations are trying to find the latest and greatest ways to tell their stories and find out what others are saying about them. To stay ahead of the curve, Tripepi Smith invested in Meltwater, an enterprise-class comprehensive media monitoring solution. Meltwater enables communications professionals and organizations to streamline their media monitoring, reporting, analytics and more.

Meltwater allows users to monitor media mentions, create newsletter summaries and share summary reports on insights—all in one platform. Whether you want to keep track of news articles mentioning your organization or find a list of media contacts, a combination of Tripepi Smith professionals and the Meltwater tool can meet your needs.

In addition to the customization of searches and convenient content newsletters, Tripepi Smith can use Meltwater to create digestible and comprehensive insight reports on the sentiment, location and top sources of content you are monitoring. These reports can help inform decision-making on communication matters within your organization.

	BASIC PACKAGE	EXTENSIVE PACKAGE
Monthly Cost	\$495	\$825
Custom Content Streams – News	1	3
Custom Content Streams – Social Media	1	3
Automated Media Digest Frequency	Weekly	Daily
Analytics Dashboard Frequency	Monthly	Weekly

Additionally, offers add-ons including:

-  **Media Contact List: \$250/ list**
-  **Additional Content Stream: \$275/ month**
-  **Services for non-Meltwater subscribers: \$330 base + add-on service(s) cost**



F. ATTACHMENTS

Exhibit A: Resumes

RYDER TODD SMITH

TRIPEPI SMITH – PRESIDENT

11/00 – PRESENT

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

MAVENT INC – SENIOR VICE PRESIDENT, OPERATIONS

5/05 – 11/09

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

MAVENT INC – VICE PRESIDENT, MARKETING

08/04 – 05/05

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

MAVENT INC – VICE PRESIDENT, GOVERNMENT RELATIONS

02/03 – 08/04

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

OLYMPIC STAFFING SERVICES – INFORMATION TECHNOLOGY MANAGER

01/98 – 11/00

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

NORTHROP GRUMMAN CORPORATION – GOV’T REPRESENTATIVE

07/97 – 12/97

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

EDUCATION

CLAREMONT MCKENNA COLLEGE – CLAREMONT, CA

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



KEVIN BOSTWICK

TRIPEPI SMITH – ART DIRECTOR

10/19 – PRESENT

- Consult, design, and execute on premium design projects. Assist team of junior to senior graphic artists by providing inspiration, creative direction and workflow management
- Manage client accounts and creative presentation, encourage business development where the focus is design
- Ensure quality assurance, brand consistency and overall visual quality. Establish high technical standards, manage internal and external creative resources and vendors, provided project management and consulting

KB GRAPHIC STUDIO – PRINCIPAL

01/03 – 10/19

- Content strategy and information design for both digital and print communications
- Data visualizations, interactive components, information models, and diagrams used for assessment, learning, marketing, and presentation
- Some projects: Canon, Walmart, Coca-Cola, HP, Google, PNC, Clarkson University, Goodwill

KORN FERRY INTERNATIONAL – ART DIRECTOR

01/12 – 03/18

- Design for talent acquisition, leadership training, performance and retention
- Development of internal brands and product lines, white-label offerings, and client brands
- Lead design process for stakeholders (product owners, SMEs, business strategists, etc.)
- Some internal clients: Futurestep, Hay Group, Lominger, Global Novations
- Some external clients: Chevron, Johnson & Johnson, 7 Habits, Cemex, Fonterra, Genentech

MARRIOTT INTERNATIONAL – ART DIRECTOR

01/03 – 01/12

- Graphic design for advertising, logos, presentations, brochures and magazines
- Data visualizations, interactive components, information models, and diagrams
- Some Marriott projects: JW Marriott, Marriott Resorts, Renaissance, Marriott Brand Family

CLAREMONT MCKENNA COLLEGE – SENIOR GRAPHIC DESIGNER

08/11 – 06/12

- Design and management of creative assets, vendor relations, pre-press.
- Some Claremont McKenna projects: admissions brochures, alumni magazine, logo development

EDUCATION

- Bachelor of Arts in Philosophy/Literature – Reed College – Portland, OR

SKILLS

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> • Strategy, development, blended media • Wireframes, storyboards • Data design and infographics • Brand development | <ul style="list-style-type: none"> • User stories, UX, information architecture • Implementation, engineering, production • Adobe Creative Suite | <ul style="list-style-type: none"> • Microsoft Office • Creative workflow and agile management |
|--|---|--|



KAITLYN WU

TRIPEPI SMITH – SENIOR BUSINESS ANALYST

06/22 – PRESENT

- Provide project management and account support for numerous clients
- Produce client newsletters, press releases, web content, articles and thought leadership pieces
- Conduct market research and offer strategic insights

ELSINORE VALLEY MUNICIPAL WATER DISTRICT – COMMUNITY AFFAIRS SPECIALIST 12/19 – 06/22

- Wrote, edited and publish content for District publications including newsletters, eblasts, press releases, Water Quality Reports, articles and more – reaching 159,000 customers annually
- Partnered with subject matter experts to synthesize information and produce clear copy that increased public engagement with District programs
- Managed the District’s water education programs, engaging over 10,000 students each year through tours, career prep, teacher training, classroom presentations, field trips and contests
- Collaborated with leadership to assess District needs, create strategic communications goals and implement new programs

CALIFORNIA BAPTIST UNIVERSITY – INTERNATIONAL ADMISSIONS SPECIALIST 05/16 – 12/19

- Developed copy for webpages, eblasts and online applications, driving conversion of initial leads to applicants and enrolled students
- Oversaw the Visits and Events program for prospective international students, contributing to enrollment goals and building CBU’s global reputation
- Utilized Salesforce to increase efficiency, analyze data and provide quality customer service to prospective students

CALIFORNIA BAPTIST UNIVERSITY – FOCUS COORDINATOR

12/14 – 12/15

- Recruited and interviewed first-year orientation leaders
- Organized and implemented training programs, equipping student leaders in public speaking, teaching and academic advising
- Assisted in university retention efforts, serving as a liaison between staff and incoming students

EDUCATION

- Bachelor of Arts in Public Relations and Psychology – California Baptist University – Riverside, CA

CERTIFICATIONS

- Hootsuite Social Marketing 06/22
- J. Lindsey Wolf Certificate in Communications (CAPIO) 04/22

SOFTWARE

• Hootsuite	• Google Suite	• Microsoft Office Suite
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CAILYN THOMPSON

TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

09/21 – PRESENT

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

CITY OF CYPRESS – DAY CAMP DIRECTOR

04/19 – 09/21

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

ST. JOHN’S UNIVERSITY – ATHLETIC ADMINISTRATION GRADUATE ASSISTANT

09/19 – 05/21

- Assisted with the coordination and creation of game contracts for 16 NCAA Division I team
- 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 team, team staff and athletics departmental staff

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

09/16 – 05/19

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

EDUCATION

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

CERTIFICATIONS

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

SOFTWARE

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

TRIPEPI SMITH – JUNIOR BUSINESS ANALYST 07/22 – 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

REAL CHEMISTRY – PERFORMANCE MARKETING INTERN 06/21 – 08/21

- Conduced marketing strategy research and assisted with various Project Management tasks
- Accumulated, organized and analyzed data for the Integrated Intelligence department
- Collaborated with other interns in the creation and presentation of a comprehensive campaign proposal

CLAREMONT MARKETING GROUP – ACCOUNT MANAGER 09/20 – 05/21

- Designed social media assets, developed online brand presence for clients
- Maintained client relationships as the client’s main point of contact
- Lead a team of five in the completion of client projects; facilitated task delegation; devised project execution

HUMAN CONNECTIONS – MARKETING INTERN 06/20 – 08/20

- Devised a profitable pricing structure and logistics; designed for new product
- Created webpages through Squarespace and content
- Developed marketing plan for the promotion of new business initiatives

PROFESSIONAL DEVELOPMENT

MENTEE – MARKETING EDGE 02/21-06/21

- Received professional mentorship from a marketing industry expert

MADE PROGRAM FINALIST, MENTEE – ANA EDUCATIONAL FOUNDATION 01/21-03/21

- Selected from a competitive pool of applicants to participate in the MADE Program
- Received professional mentorship from a marketing industry expert

DIGITAL MARKETING MENTEE – WPROMOTE 05/20-07/20

- Received professional mentorship from a marketing industry expert

EDUCATION

- Bachelor of Arts, Psychology with Dual in Philosophy – Claremont McKenna College – Claremont, CA

CERTIFICATIONS

- Hootsuite Social Marketing 08/22
- Advanced Google Analytics 08/20
- Fundamentals of Digital Marketing 01/20
- Adobe Audition 08/19

SOFTWARE

- Google Suite and Microsoft Office
- Canva and Adobe Photoshop
- Logic Pro



Exhibit B: Letter of Transmittal

Letter of transmittal signed by an individual authorized to bind the respondent, stating that the respondent has read and will comply with all terms and conditions of the RFP.

Valley Sanitary District
45-500 Van Buren
Indio, CA 92201

Dear Ms. Marshall,

Thank you for this opportunity to submit on the Valley Sanitary District RFP for Communications and Public Outreach Services. Tripepi Smith has read the RFP in its entirety and understands the requirements. We agree to fully comply with the terms and conditions of the RFP.

I affirm I have the authority to bind Tripepi Smith.

Regards,

Ryder Todd Smith
Co-Founder & President
Tripepi Smith



CORPORATE RESOLUTION

I, Nicole D. Smith, CFO and Treasurer of Tripepi, Smith & Associates, Inc., do hereby certify that the following is a true and correct copy of a resolution adopted by the Board of Directors of said Corporation at its meeting duly called at 2 Pearleaf, Irvine, CA 92618 on May 12, 2002, at which a quorum was present and acting throughout; and that said resolution has not been modified, amended or rescinded and continues in full force and effect.

WHEREAS, the Corporation is determined to grant signing authority to certain persons described hereunder.

RESOLVED, that the Board of Directors is hereby authorized and approved to authorize and empower the following individuals to make, execute, endorse and deliver in the name of and on behalf of the corporation, but shall not be limited to, any and all written instruments, agreements, documents, execution of deeds, powers of attorney, transfers, assignments, contracts, obligations, certificates and other instruments of whatever nature entered into by this Corporation.

Name: Nicole D. Smith
Position/Title: CFO and Treasurer
Telephone Number: 949-278-8261
Email Address: nicole@tripepismith.com

Name: Ryder Todd Smith
Position/Title: CEO and President
Telephone Number: 626-536-2173
Email Address: ryder@tripepismith.com

The undersigned certifies that she is the properly elected and qualified Secretary of the books, records and seal of Tripepi, Smith & Associates, Inc. a corporation duly conformed pursuant to the laws of the State of California, and that said meeting was held in accordance with state law and with the Bylaws of the above-named corporation.

This resolution has been approved by the Board of Directors of Tripepi, Smith & Associates, Inc. on May 12th, 2002.

I, as authorized by the Company hereby certify and attest that all of the above information is true and correct.

Secretary



Valley Sanitary District

DATE: November 15, 2022
TO: Community Engagement Committee
FROM: Beverli A. Marshall, General Manager
SUBJECT: Discuss Involvement in the 2022 Indio International Tamale Festival and Sponsorship Proposal and Provide Feedback

Suggested Action

Discuss

Strategic Plan Compliance

GOAL 4: Increase Community Understanding and Support

Fiscal Impact

The adopted budget for Fiscal Year 2022-23 includes \$12,416 for sponsorship and participation in events. To date, the District has expended \$5,795, which leaves \$6,621 for the remainder of the fiscal year.

Background

The Community Engagement Committee requested that staff provide information on participating in local events that would increase VSD's brand recognition in the community and provide a cost / benefit for education and outreach on wastewater related topics.

Recommendation

Staff recommends that the Committee discuss the proposal and provide feedback to staff.

Attachments

[VALLEY SANITATION DISTRICT x TAMALE FEST '22 __ Proposal .pdf](#)



EXHIBIT A

SPONSORSHIP: WATER SANITATION PARTNERSHIP

VALLEY SANITARY DISTRICT x INDIO INTERNATIONAL TAMALE FEST

DESIGNATION: Exclusive Water Sanitation Partner

WHERE: Miles Park - Indio, CA

WHEN:

Thursday, December 1st: 5p-10p (Night Market + Activities Only)

Friday, December 2nd: 5p-10p (Night Market + Activities Only)

Saturday, December 3rd: 10a-10p (Full Show)

Sunday, December 4th: Noon-9p (Full Show)

ANTICIPATED ATTENDANCE: 100K+ total

CATCH THE VIBE: [TAMALE FEST 21 RECAP](#)

Rights and Designations:

- Exclusive Category Partner of the Festival
- Rights to utilize festival's marks for promotional use, as approved by CUSP
- Right to utilize hospitality elements for local promotional efforts as approved by CUSP

ACTIVATION RIGHTS:

- Dedicated site/space during the event for direct engagement with visitors
 - Will be placed in high trafficked/dwelling location
 - Can be placed in close proximity to IWA
 - Interactive game(s) for visitor participation during event
- Potential mascot presence during event
- Water sanitation messages displayed throughout event
- Opportunity to engage with all vendors
 - Distribute VSD branded spatulas
 - Opportunity to brand grease barrels

Content Capture:

- Valley Sanitation District will have the right to capture content in/around the event (all content with artists will need proper rights/clearances to be secured by Sponsor)

Marketing, Digital, & OOH:

- Logo to be included as Exclusive Category Partner on festival website within the sponsors section
- Two (2) Dedicated feed social posts and Two (2) story inclusions promoting sponsors presence and activation on IG and Facebook
- Valley Sanitation District activation(s) will be included on Festival maps marking their activations including digital and printed materials (if available)
- Video ad inclusion on main stage screen
 - Four (4) 60 second spot rotations during non-performance times - (2) per day
 - Static and/or video ads

Tickets | Hospitality:

- VIP tickets to event: 10
- All Day Attraction Passes: Mutually agreed upon amount per day
 - Carnival Rides
 - Disco Roller Skating
 - Worlds's Biggest Bounce House
- Working Credentials: TBD

INVESTMENT:

- **\$25,000 due upon execution of this Agreement**
- **Plus costs associated with owned activation footprints**



Valley Sanitary District

DATE: November 15, 2022
TO: Community Engagement Committee
FROM: Beverli A. Marshall, General Manager
SUBJECT: Discuss Strategic Communications Plan Progress and Contract Closeout Reports

Suggested Action

Discuss

Strategic Plan Compliance

GOAL 4: Increase Community Understanding and Support

Fiscal Impact

The final invoice for this contract has been received and will be processed for the November 22, 2022, Board of Directors meeting. The costs were included in the adopted budget for Fiscal Year 2022-23.

Background

As part of the contract, CV Strategies prepared a Strategic Communications Plan with recommendations on how to fully develop VSD's brand identity and market it. There are five communication goals outlined in the Plan.

- Raise awareness of Valley Sanitary District's work in the community
- Enhance Valley Sanitary District's brand identity
- Strengthen and update communications channels
- Develop bilingual communications
- Gain employee and Board support of communications efforts

In addition to these goals, the consultants recommend five messaging themes.

- Customer Commitment
- Environmental Stewardship
- Public Health
- Industry Innovation & Leadership
- Regional Benefits

Within the Plan, there are four strategies with identified goals and recommended actions for each strategy.

1. Brand Audit & Image Enhancement
2. Key District Messaging
3. Customer & Stakeholder Outreach
4. Internal Outreach

Under each strategy there are various tasks identified with targeted timelines, progress, and completion.

Recommendation

Staff recommends that the Committee discuss the reports and provide feedback.

Attachments

[Comm Plan SEPT 2022.docx](#)

[VSD Social Media Analytics_.docx](#)

Valley Sanitary District Communications Plan – SEPT. 2022 Progress Update

COMPLETED	IN PROGRESS
<p>Social Media Engagement</p> <ul style="list-style-type: none"> • Social Media 30-day calendar and posts (twice weekly) • Monitored social media account • Boosted social media posts <p>Media</p> <ul style="list-style-type: none"> • Formatted press release – Transparency Certificate of Excellence awarded to Valley Sanitary District; Sept. 27, 2022 <p>District Support</p> <ul style="list-style-type: none"> • Edited business cards; facilitated printing and delivery • Coordinated with vendor on vehicle wrap • July and August progress reports 	<p>Advertising</p> <ul style="list-style-type: none"> • Día de los Muertos sponsorship ad

VSD – Social Media Analytics October 21, 2022

General

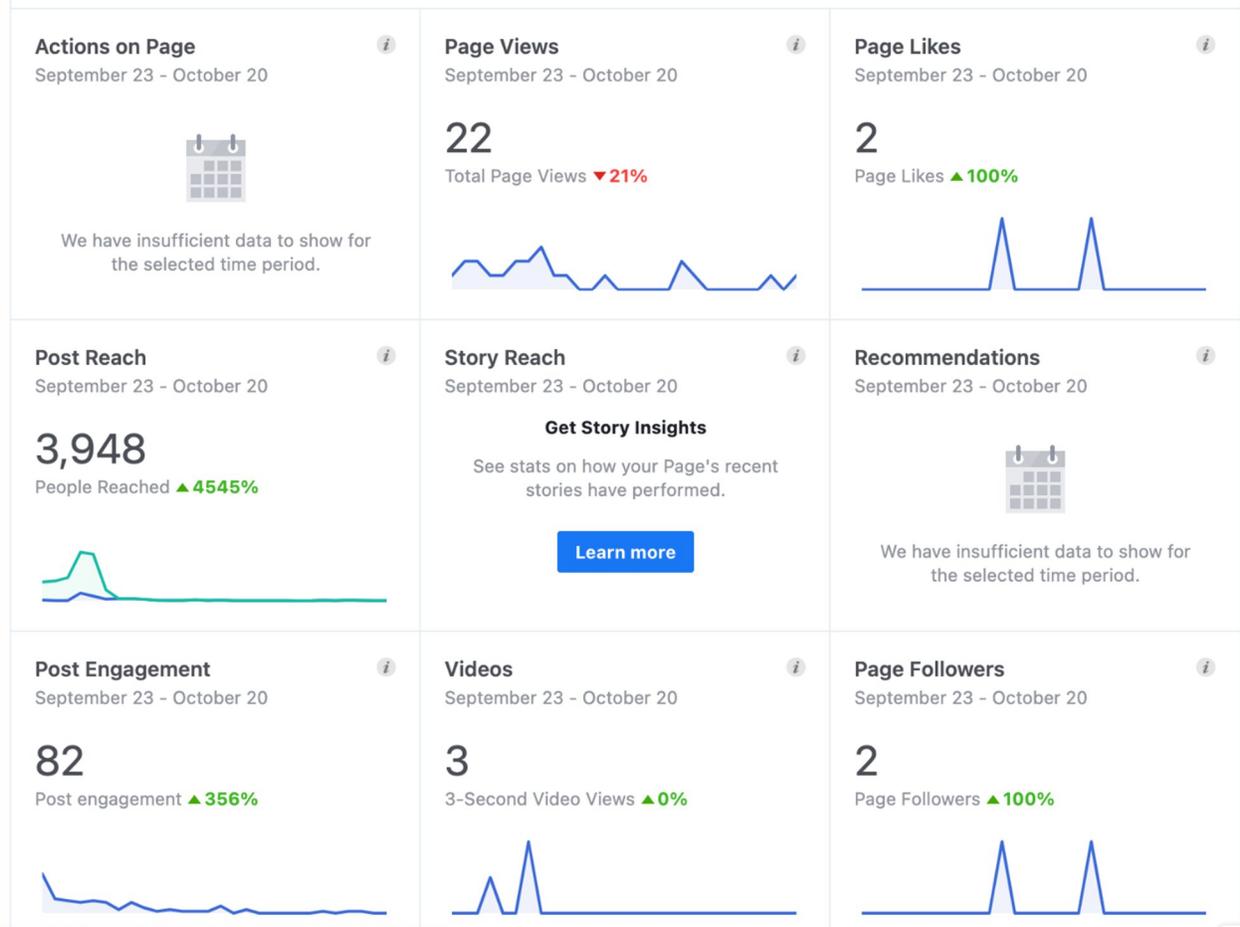
-  143 people like this
-  156 people follow this
-  14 people checked in here
-  [Public & Government Service](#)



Results from Sep 23, 2022 - Oct 20, 2022

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid



Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Facebook post
Valley Sanitary District is proud to serve the The City of Indio and...
Jul 25, 2022, 4:36 PM

This post reached **1,197%** more people (415 people) than your median post (32 people) on Facebook.

Highest reactions on a post ⓘ



Facebook post
Valley Sanitary District has been awarded a Certificate of...
Aug 4, 2022, 9:45 AM

This post received **700%** more reactions (8 reactions) than your median post (1 reaction) on Facebook.

Highest comments on a post ⓘ



Facebook post
Plan on cooking this weekend? Check out these helpful tips to...
Aug 26, 2022, 10:30 AM

This post received 1 comment compared to your median post (0 comments) on Facebook.

Valley Sanitary District		Last 90 days: Jul 23, 2022 – Oct 20, 2022			
All content		Ads, Posts and Stories	Export		
Recent content ↓	Type	Reach ⓘ ↑↓	Likes and reacti... ⓘ ↑↓	Sticker taps ⓘ ↑↓	Replies ⓘ ↑
Our very own Anna Bell, Laborato... Fri Sep 23, 10:53am	Boost ag... Post	3,934	11	--	--
Planning on cooking this weeken... Fri Sep 23, 10:01am	Boost post Post	29	0	--	--
Before wastewater is distributed i... Wed Sep 21, 10:01am	Boost post Post	16	0	--	--
At Valley Sanitary, we use multipl... Mon Sep 19, 9:02am	Boost post Post	31	4	--	--
Valley Sanitary District takes prid... Sun Sep 18, 10:00am	Boost post Post	20	2	--	--
Today is #NationalGuacamoleDay... Fri Sep 16, 9:30am	Boost post Post	29	1	--	--
Join us today, September 13, for t... Tue Sep 13, 8:30am	Boost post Post	15	0	--	--

Results

Paid reach ⓘ

18,104 ↑ 5.4%

Facebook Page reach ⓘ

6,540 ↓ 62.7%



See results report



Valley Sanitary District

Last 90 days: Jul 23, 2022 – Oct 20, 2022



Ad trends

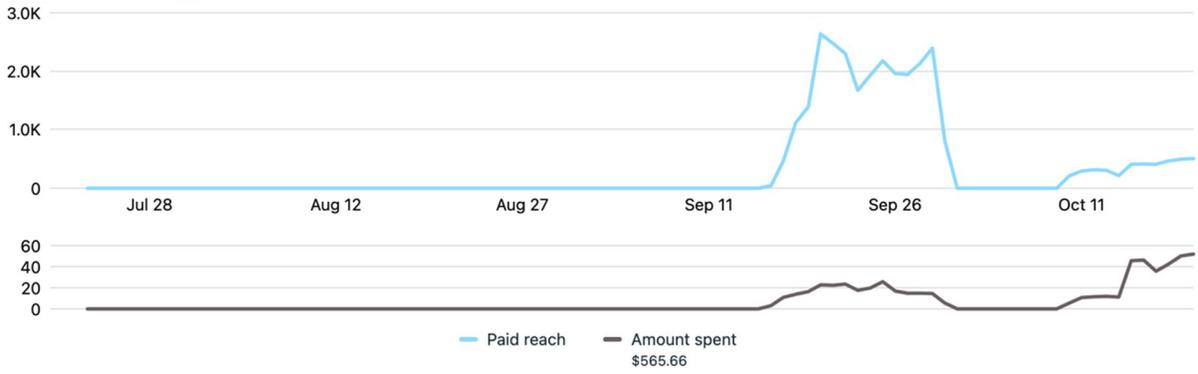
Export

Paid reach ⓘ

18,104 ↑ 5.4%

Paid impressions ⓘ

39,957 ↑ 103.2%



Recent Ads



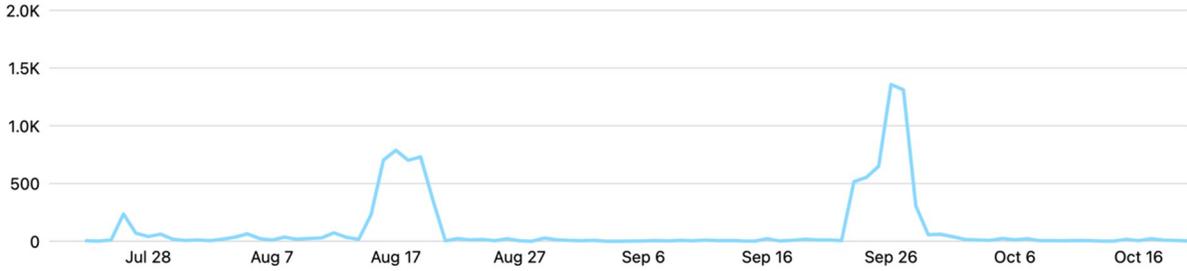
Learn how to set the right duration for your ad campaigns.

[Learn more](#)

Name	Reach	Amount spent	Cost per result
 Completed Link clicks Goal: Get more website visitors	3459	\$25.00 spent \$25.00 total bu...	\$1.14 Cost per Link cl...
 Completed Website visitors Goal: Get more website visitors	2496	\$25.00 spent \$5.00 daily bud...	\$0.96 Cost per Link cl...
 Completed Link clicks Goal: Get more website visitors	3218	\$25.00 spent \$25.00 total bu...	\$0.33 Cost per Link cl...
 Completed Link clicks Goal: Get more website visitors	4379	\$25.00 spent \$25.00 total bu...	\$1.04 Cost per Link cl...
 Completed Website visitors Goal: Get more website visitors	5818	\$83.33 spent \$30.00 daily bu...	\$1.00 Cost per Link cl...

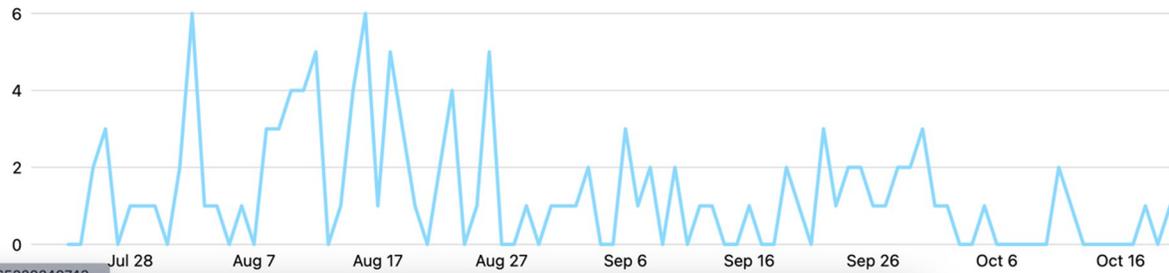
Facebook Page reach ⓘ

6,540 ↓ 62.7%



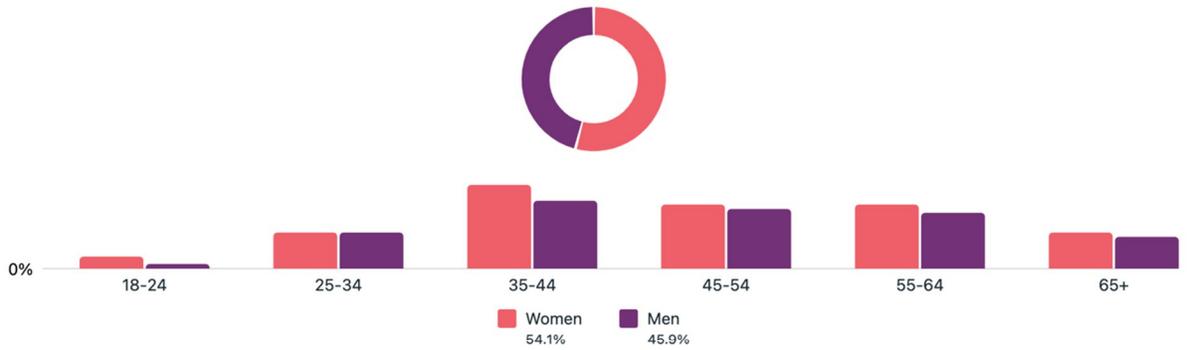
Facebook Page visits ⓘ

116 ↓ 67.2%



id=5565328248743...

Age & gender ⓘ



Top cities

