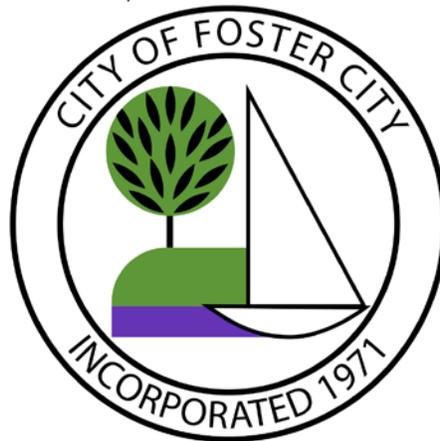




**TRIPEPI SMITH**

marketing • technology • public affairs

Proposal submitted for:



**SCOPE AND CONTRACT DURATION EXPANSION TO  
SUPPORT THE LEVEE IMPROVEMENTS PROJECT**

Submitted: February 2021

By: Ryder Todd Smith, Co-founder, Tripepi Smith





## COVER LETTER

Thank you for the opportunity to present Tripepi Smith's services in response to Foster City's request to expand the scope and duration of Tripepi Smith's engagement on the Levee Improvements Project. Tripepi Smith has been actively partnering with the City Staff and other related consultants since late December 2020. Now, with a full month of work under our belts and some transition in roles and responsibilities, Tripepi Smith is being asked to propose on extending our work with Foster City.

### Authorization

As co-founder and president of Tripepi Smith, I am qualified to enter into agreements with Foster City and to make the statements below on behalf of the firm.

Regards,

Ryder Todd Smith  
Co-Founder & Chief Executive Officer  
Tripepi Smith  
(626) 536-2173 • [ryder@tripepismith.com](mailto:ryder@tripepismith.com) • FAX: (949) 679-8371



## SCOPE OF ENGAGEMENT

The following scope of work is being quoted by Tripepi Smith.

### **Project Overview**

Foster City has expressed the need for a robust, proactive communication plan to be developed and implemented in support of the Levee Improvements Project. Community questions and concerns must be anticipated, and communications must be consistent, meaningful and easy-to-understand.

Tripepi Smith proposes to assist Foster City with a communication strategy that may include but is not limited to the following elements: (1) stakeholder analysis, (2) social media monitoring and support, (3) strategic messaging, (4) internet strategy and website development, (5) content creation, (6) public meeting planning and facilitation, (7) graphic design services, (8) project management and internal meeting management, (9) presentation to City Council, and (10) other duties as assigned.

### **Project Start and Duration**

The expanded scope would start immediately and continue until Foster City no longer requested Tripepi Smith's services.



**COST PROPOSAL**

Tripepi Smith is not changing the economics related to its prior proposal. The engagement will remain a time and materials engagement to allow for maximum flexibility while the City continues to respond to a dynamic environment.

Because of the broad nature of the communication work Tripepi Smith is prepared to provide to Foster City, we are providing our hourly rates for the full array of our resources to support City communication efforts. Tripepi Smith can provide weekly or monthly updates on the budget use and how it is being spent depending on the nature of the engagement or project.

We have seen that in our first month there is a significant ramp up curve. Our current time and materials rate has allowed for this need to flex into the ramp up process. We also expect that over time, work will start to slow down on the engagement as the major milestones and pain points are implemented in the project and the public adjusts to a temporary reality of the construction project.

Based upon the observed workload in our first month of the engagement and discussions with the City, Tripepi Smith is recommending an expansion of the initial agreement from \$49,000 to \$110,000. Based upon estimated burn rates, feedback from other contractors and foreseen scope of work, this should prove sufficient to get Tripepi Smith’s work funded through July 2021.

During our engagement, the following rates and related fees for services would apply.

Title	Hourly - Ad Hoc
Principal	\$260
Director	\$190
Senior Business Analyst	\$150
Business Analyst	\$100
Junior Business Analyst	\$80
Photographer/Videographer	\$100
Senior Graphic Artist	\$135
Graphic Artist	\$100
Web Developer	\$125
Drone Operator	\$150

Time at Tripepi Smith is billed in 15-minute increments. See the following examples for how we invoice our time: 1.25, .75, 4 or 6.5 hours.

If Tripepi Smith is requested to be onsite, we will invoice for travel time at half-rate of the resource’s Standard Rate.

Sometimes, we have a resource who does work across categories of skills. For example, we may have a videographer who operates a drone. When that person is doing the category of skill, that skill rate will apply. In this example, a videographer flying a drone is billed at the drone operator rate.

**Other Fees**



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 the course of our engagement that you should be aware of.

## Equipment Fees

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

- \$550 for a full day of video equipment use (includes full set of video equipment). Full day is defined as a shoot lasting more than four hours.
- \$350 for a half day of video equipment use. Half day is defined as anything up to four hours of video production. All such expenses will be authorized by the organization prior to fee being assessed.
- \$500/day drone fee applies and is not inclusive of the drone operator time (drone operator rate).

Larger production projects may require additional fees for extensive equipment needs, multiple cameras, live switchboards and more. These fees will be discussed prior to being incurred with the City.

## Printing Fees

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. Tripepi Smith typically has the printer bill the client directly for work. Tripepi Smith makes no money on print services and has no economic interest in the selected print vendor other than ensuring quality and fair pricing for our clients. If Tripepi Smith is asked to pay the bill for the client, we will apply a 10% agency fee to the reimbursement expense.

## Digital Advertising Fees

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. Tripepi Smith typically uses a client's credit card to cover such fees, and those fees are impossible to estimate at this time without our firm being engaged in the work with the team. If a Tripepi Smith credit card is used to run the advertising campaign, then we will charge an additional 10% agency fee on all advertising charges to compensate for the administrative overhead.

## Website Fee

The fee to develop and implement a website that is specific to the project is \$7500 for up to six pages. All content is developed separately using our time and materials rates and leveraging existing content.

Hosting fees are \$580 a year including the SSL certificate and \$30 per registered domain name per year.