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CITY OF SOUTH GATE
OFFICE OF THE CITY MANAGER

City of South Gate
CITY COUNCIL

AGENDA BILL

For the Regular Meeting of: July 14, 2020
Originating Department: Community Development

Department Director: Joe Perez
Joe Perez

City Manager: Michael Flad
Michael Flad

SUBJECT: AMENDMENT NO. 2 TO CONTRACT NO. 3562 WITH TRIPEPI SMITH AND ASSOCIATES, INC., FOR ADDITIONAL MARKETING SERVICES FOR ECONOMIC DEVELOPMENT DESIGN SUPPORT ON AN AS-NEEDED BASIS

PURPOSE: To amend the Professional Services Agreement with Tripepi Smith and Associates, Inc., to continue providing marketing services and include economic development design support services on an as-needed basis.

RECOMMENDED ACTIONS:

- a. Approve Amendment No. 2 to Contract No. 3562 with Tripepi Smith and Associates, Inc., for additional Marketing and Economic Development Design Support Services on an as-needed basis, in the amount of \$10,000;
- b. Authorize the Mayor to execute the Agreement in a form acceptable to the City attorney.

FISCAL IMPACT: Funds, in the amount of \$10,000, were included in the Fiscal Year 2020/21 budget, in Account Number 100-601-42-6101 (General Fund - Community Development Administration- Professional Services), for Contract No. 3562.

ANALYSIS: Proposed Amendment No. 2 is necessary to provide economic development design support services. As part of the City of South Gate's rebranding efforts, the City would like to redesign and update existing brochures, one-pagers, and other items for Economic Development Marketing purposes. Redesigning these materials will allow for an updated, on-brand look and feel to economic development items, thus reinforcing the City's brand identity and marketing strategy.

BACKGROUND: On November 26, 2019, the City Council approved Contract No. 3562 with Tripepi Smith and Associates, Inc., (Tripepi) in the amount of \$42,000 to provide marketing and community outreach services for a one-year term. Tripepi was selected through a Request for Proposal process where the City obtained six proposals for marketing and community outreach services from various companies. Each proposal was evaluated based on the firm's experience, qualifications and ability to complete the project within budget. The three top proposers, were invited to interview and present their qualifications for the project. The selection committee then rated each firm based upon their team qualifications and experience with video production, graphic design, community engagement and outreach.

On April 28, 2020, the City Council approved Amendment No.1 to Contract No.3562 with Tripepi for additional Marketing and Community Outreach Services on an as-needed basis to enhance the City's public communication outlets, in the amount of \$38,000 bringing the aggregate total of the Agreement and Amendment No. 1 to a sum of \$80,000. Amendment No. 1 provided emergency communications and outreach services in response to unexpected emergency communication services related to the Delta Airline fuel release incident that occurred in January.

The City has experienced recent need for additional marketing and communication services to help implement the City's Economic Development Strategy. Proposed Amendment No. 2, for an additional \$10,000, will allow Tripepi to provide Economic Development Design support services to the City on an as-needed basis when required. Proposed Amendment No. 2 will bring the total sum of the Agreement with Tripepi to \$90,000.

Tripepi is currently providing marketing and community outreach services under Contract No. 3562 and is performing at a very high level. Tripepi has proven to have highly qualified staff that have experience with many public agencies.

Proposed Amendment No. 2 will add additional services to the existing contract. The new scope of work will include:

- Economic Development Marketing
- Updating Economic Development Marketing Plan/ Brochure
- Updating/ redesigning two (2) one-pagers
- Strategic planning and communications
- Graphic design outside of outlined retainer work

ATTACHMENTS: A. Amendment No. 2
B. Amendment No. 1
C. Contract No. 3562

**AMENDMENT NO. 2 TO CONTRACT NO. 3562
FOR ADDITIONAL MARKETING SERVICES FOR ECONOMIC
DEVELOPMENT DESIGN SUPPORT ON AN AS-NEEDED BASIS BETWEEN
THE CITY OF SOUTH GATE AND TRIPEPI SMITH AND ASSOCIATES, INC.**

This Amendment No. 2 to Contract No. 3562 for additional Marketing Services for Economic Development Design Support on an as-needed basis ("Amendment No. 2"), is made and entered into on July 14, 2020, by and between the City of South Gate, a municipal corporation ("City"), and Tripepi Smith and Associates, Inc., a California corporation ("Consultant"). City and Consultant are sometimes hereinafter individually referred to as a "Party" and collectively as "Parties."

RECITALS:

WHEREAS, on November 26, 2019, the City Council approved Contract No. 3562 with Consultant ("Agreement") for Marketing and Community Outreach Services for a one-year term, in an amount not to exceed \$42,000;

WHEREAS, on April 28, 2020, the City Council approved Amendment No. 1 expanding the Scope of Work to include additional Marketing and Community Outreach Services on an as-needed basis, in the amount of Thirty-Eight Thousand Dollars (\$38,000), under the terms and conditions of the Agreement, bringing the aggregate total of the Agreement and Amendment No. 1 to a sum of Eighty Thousand Dollars (\$80,000);

WHEREAS, City and Consultant desire to execute Amendment No. 2 expanding the Scope of Work to include additional Marketing Services for Economic Development Design Support on an as-needed basis, in the amount of Ten Thousand Dollars (\$10,000), under the terms and conditions of the Agreement, bringing the aggregate total of the Agreement, Amendment No. 1 and Amendment No. 2 to a sum of Ninety Thousand Dollars (\$90,000).

NOW, THEREFORE, THE PARTIES HEREBY AGREE AS FOLLOWS:

1. SCOPE OF WORK.

Consultant shall expand its services to the City as identified in its Proposal attached hereto as Exhibit "A" and made a part of this Amendment No. 2. The Scope of Work may be amended from time to time by way of a written directive from the City.

2. COMPENSATION.

The amount of compensation paid by City to Consultant for the work identified in Exhibit "A" shall not exceed the sum of **Ten Thousand Dollars (\$10,000)**.

3. EFFECT OF AMENDMENTS.

Except as expressly amended herein, all other terms and conditions of the Agreement and its Amendments, Attachments, and Exhibits thereto, shall remain in full force. The City reserves the right to augment or reduce the scope of work as the City deems necessary.

IN WITNESS WHEREOF, the Parties hereto have caused this Amendment No. 2 to be executed and attested by their respective officers hereunto duly authorized.

CITY OF SOUTH GATE:

By: _____
Maria Davila, Mayor

Dated: _____

ATTEST:

By: _____
Carmen Avalos, City Clerk
(SEAL)

APPROVED AS TO FORM:

By:  _____
Paul F. Salinas, City Attorney

TRIPEPI SMITH AND ASSOCIATES, INC.:

By: _____
Ryder Todd Smith, President

Dated: _____

Exhibit “A”



**Economic Development
Design Support**



Submitted by Ryder Todd Smith & Melanie James

Table of Contents

Scope of Work	3
Fee Proposal.....	3
Other Fees.....	4
Key Staff	6

Scope of Work

As part of the City of South Gate's rebranding efforts, the City would like to redesign and update existing brochures, one-pagers, and other items for Economic Development Department. Redesigning these materials will allow the City to have an updated, on-brand look and feel to these items, thus reinforcing their brand identity and marketing materials.

The City has requested an engagement with Tripepi Smith to develop and execute the following items:

- Update/Redesign the Economic Development Marketing Plan (approx. 16 pages)
- Update/Redesign two (2) one-pagers

The City has noted there may be additional work for this engagement, but has not outlined the scope of that work.

Fee Proposal

The City has requested a budget estimate the projects outlined for Economic Development Design Support. Tripepi Smith proposes a time and materials agreement with a contract value to not exceed of \$10,000.00 for our services requested by the City's Economic Development Department using our ad hoc retainer rates listed below.

The estimated pricing for the requested marketing materials is as follows:

- Economic Development Marketing Plan is estimated to be \$3,360.00 which includes graphic design, 3 rounds of edits, and project management for a 16-page full-bleed design with photos and graphics.
- (2) One-Pagers are estimated to be \$1680.00 which includes graphic design, 3 rounds of edits, and project management for 2 full-bleed, double-sided design with photos and graphics.
- Additional work – The City may request additional work with Tripepi Smith using the ad hoc retainer rates listed below. Tripepi Smith can provide a quote for additional services requested, as needed.

Retainer Ad Hoc Rates

Principal	\$225.00
Director	\$170.00
SBA	\$120.00
BA	\$85.00
JBA	\$70.00

Graphic Artist	\$85.00
Senior Graphic Artist	\$105.00
Videographer/ Photographer	\$85.00
Drone Operator	\$135.00

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

Travel time to or from the City is billed at half rate unless the resource is onsite for six billable hours.

Hourly rates are subject to an annual 5% rate increase on July 1 of each year, starting July 1, 2021.

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 we want to tell you about.

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:

\$500 for a full day of video equipment use (includes full set of video equipment). Full day is defined as a shoot lasting more than five hours. \$300 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 (videographer rate).

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 to then be reimbursed, we will 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 at the City. When Tripepi Smith uses its credit card to pay for digital advertising, we apply a 10% agency fee to the costs to recover our accounting and management oversight of the services.

Key Staff

The following staff will be primarily assigned to execute the work for the scope of this engagement. Senior Business Analyst Melanie James will manage the day-to-day with South Gate staff and provide graphic design support. Graphic Designer Sara Madsen will also provide graphic design support. President Ryder Todd Smith will oversee the account and be available for any strategic planning sessions, as needed.

Other key staff that may provide support for this engagement, depending on the nature of the work, are:

- Videographer Cameron Grimm – Video Production (Animated and Onscreen)
- Junior Business Analyst Bryn Miller – Writing, Editing and Spanish translation
- Art Director Kevin Bostwick – Identity Creation, Branding Support, and Graphic Design

Ryder Todd Smith – President

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, 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.

Kevin Bostwick – Art Director/Senior Graphic Designer

Kevin Bostwick has over three decades of graphic design experience spanning tradition and digital media. He has a particular passion for using design to convey complex information and statistics in the form of infographics. Kevin translated his philosophy and literature major into the general creative field, including work at Korn Ferry, a global consulting firm and Claremont McKenna College. Kevin has delivered work for clients such as Pivot Charter School, Claremont McKenna College, Renne Public Law Group and the California Joint Powers Insurance Authority.

Cameron Grimm – Senior Business Analyst/Videographer/Animator

Cameron Grimm is an experienced storyteller, particularly in video format. She has worked in a range of video projects, including short form online-only content and longer format event documentation. Cameron carries a story from concept to delivered result that ensures a consistent vision is executed at every step, while also being efficient. Cameron worked to maintain the top tier brand of Claremont McKenna

College in her role there as Director of Creative Services. Cameron is also certified in Hootsuite Social Marketing, Constant Contact, and YouTube Content Ownership, Channel Growth and Creative Essentials. Her client work includes: City of Indian Wells, City of La Cañada Flintridge, Culver City, CalChoice Energy, Lancaster Choice Energy, Center for Public Safety Management and Valley Water Company.

Melanie James – Senior Business Analyst/Graphic Designer

Melanie James is a talented graphic artist, expert on the WordPress platform and a skilled project manager. She has quickly developed a full suite of creativity skills rooted in her formal graphic arts education. Her skills cover the full Adobe Creative Suite and into HTML and CSS. In addition, she has managed an array of projects ranging from robust digital advertising campaigns to comprehensive video production. Melanie is certified in Hootsuite Social Marketing. Her client work includes: City of Bellflower, City of Huntington Beach, City of Tracy, City of South Gate, Bellflower-Somerset Mutual Water Company, Rowland Water District, Public Water Agencies Group, Santa Clara County Fire Department and Inland Empire Utilities Agency.

Sara Madsen – Junior Business Analyst/Graphic Design

Sara Madsen is a talented graphic designer with a background in marketing and environmental sustainability, in which she earned her degree from San Diego State University. Her formal education in Visual Communications and passion for the environment led her to complete a Creative Design internship with ECOLIFE Conservation. Sara tackles graphic design, story writing, and web development projects for clients and Tripepi Smith. Sara is also certified in Hootsuite Social Marketing and Constant Contact. Her client work includes: City of Indian Wells, City of Paramount, City of Hawaiian Gardens, City of Vallejo, City of Lomita, California Choice Energy Authority, Santa Clarita Valley Water and Civiltec Engineering.

Bryn Miller – Junior Business Analyst

Bryn Miller brings writing experience and a deep interest in local government to Tripepi Smith. During her time at Claremont McKenna College, Bryn gained professional skills interning for the State Department and for her hometown's senator, Elizabeth Warren. Her work at Claremont McKenna's Rose Institute of State and Local Government complemented her exposure to the federal system, helping her realize that her interests lie at the local level. She leverages her technical writing skills to help Tripepi Smith's clients communicate effectively with their audiences. Bryn is also certified in Hootsuite Social Marketing and Constant Contact. Bryn's client work supports Renne Public Law Group, California City Management Foundation, City of Vallejo, Industry Business Council, and California Joint Powers Insurance Authority.