



SOUTH GATE PUBLIC ACCESS CORPORATION MEETING AGENDA

Tuesday, February 12, 2019 at 5:30 p.m.

I. Call To Order/Roll Call

CALL TO ORDER

Maria Davila, Chairperson

ROLL CALL

Carmen Avalos, Secretary

II. City Officials

CHAIRPERSON

Maria Davila

PRESIDENT

Michael Flad

VICE CHAIRPERSON

Maria Belen Bernal

SECRETARY

Carmen Avalos

BOARD MEMBERS

Denise Diaz

Jorge Morales

Al Rios

TREASURER

Gregory Martinez

CHIEF LEGAL ADVISOR

Raul F. Salinas

III. Meeting Compensation Disclosure

Pursuant to Government Code Section 54952.3: Disclosure of compensation for meeting attendance by the Board of Directors is \$35 per meeting.

IV. Open Session Agenda

1. PUBLIC ACCESS CORPORATION RE-ORGANIZATION

The Board of Directors will appoint a Chairperson and Vice Chairperson and ratify the re-organization. (ADMIN)

Documents:

[ITEM 1 PAC REPORT 021219.PDF](#)

2. AGREEMENT WITH TRIPEPI SMITH & ASSOCIATES

The Board of Directors will consider: (ADMIN)

- a. Approving an Agreement (**Contract No. _____**) with Tripepi Smith & Associates, Inc., to develop a program for the City's cable Channel 3 and evaluate the City's equipment to broadcast, in the amount not-to-exceed \$10,825; and
- b. Authorizing the Mayor to execute the Agreement in a form acceptable to the City Attorney.

Documents:

[ITEM 2 PAC REPORT 021219.PDF](#)

3. MINUTES

The Board of Directors will consider approving the Regular Meeting minutes of October 24, 2017. (CLERK)

Documents:

[ITEM 3 PAC REPORT 021219.PDF](#)

V. Comments From The Audience

During this time, members of the public and staff may address the Board of Directors regarding any items within the subject matter jurisdiction of the Public Access Corporation. Comments from the audience will be limited to five (5) minutes per speaker; unless authorized by the Chairperson, the time limit may not be extended by utilizing another member's time. There will be no debate or action on items not listed on the agenda unless authorized by law.

Note: The Board of Directors desires to provide all members of the public with the opportunity to address the Board. Nevertheless, obscene language, comments intended to disrupt or interfere with the progress of the meeting or slanderous comments will not be tolerated and may result in ejection and/or may constitute a violation of South Gate Municipal Code Section 1.04.110.

VI. Reports And Comments From City Officials

During this time, the Board of Directors will report on matters pertaining to their service on various intergovernmental boards and commissions as a representative of the City pursuant to Assembly Bill 1234. The Board of Directors will also have an opportunity to comment on matters not on the agenda.

Following the Board of Directors, reports and comments will be heard by the Secretary, Treasurer and President.

VII. Adjournment

I, Carmen Avalos, Secretary, certify that a true and correct copy of the foregoing Meeting Agenda was posted on February 6, 2019 at 3:52 p.m., as required by law.

Carmen Avalos,
City Clerk

Materials related to an item on this Agenda submitted to the City Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office

8650 California Avenue, South Gate, California 90280
(323) 563-9510 * fax (323) 563-5411 * www.cityofsouthgate.org

In compliance with the American with Disabilities Act, if you need special assistance to participate in the City Council Meetings, please contact the Office of the City Clerk.

Notification 48 hours prior to the City Council Meeting will enable the City to make reasonable arrangements to assure accessibility.

RECEIVED

Item No. 2

FEB 5 2019

City of South Gate

PUBLIC ACCESS CORPORATION

CITY OF SOUTH GATE
OFFICE OF THE CITY MANAGER

4:00pm

AGENDA BILL

For the Special Meeting of: February 12, 2019

Originating Department: Administration

Management Analyst:


Marina Urias

City Manager:


Michael Flad

SUBJECT: AGREEMENT WITH TRIPEPI SMITH & ASSOCIATES, INC., TO DEVELOP A PROGRAM AND EVALUATE THE CITY'S EQUIPMENT TO BROADCAST ON THE CABLE CHANNEL 3

PURPOSE: The Project was bid for \$10,825 and Tripepi Smith & Associates, Inc., (Tripepi Smith), submitted the lowest responsible and responsive bid. Staff recommends to award an agreement to develop a program for the City's cable channel 3 and evaluate the City's equipment to broadcast.

RECOMMENDED ACTIONS:

- a. Approve Agreement with Tripepi Smith & Associates, Inc., to develop a program for the City's cable channel 3 and evaluate the City's equipment to broadcast, in the amount not-to-exceed \$10,825; and
- b. Authorize the Mayor to execute the Agreement in a form acceptable to the City Attorney.

FISCAL IMPACT: There is no fiscal impact to the General Fund. The Agreement will be funded in the amount of \$10,825 from the PAC Fund, Account No. 263-150-12-9005.

ALIGNMENT WITH COUNCIL GOALS: This Project meets the City Council's goal to improve communications and civic engagement with an emphasis on expanding electronic media and digital access.

ANALYSIS: The PAC is responsible for content and programming on the City's government access channel (Spectrum Channel 3) and the City's website. The equipment used to broadcast videos and operate a rotating bulletin board on Channel 3 was donated to the City by Time Warner Cable in October 2016, and is outdated. Because there is no backup equipment to operate the channel, it is important for the City to purchase new equipment if the Board of Directors desire to significantly upgrade its video production capabilities for Channel 3. New equipment would ensure Channel 3 remains viable and a community resource for additional years. If the Board of Directors were to provide direction in updating the equipment to broadcast on Channel 3, the cost would require a mid-year budget adjustment to accommodate the expenditure. The cost to purchase new equipment is estimated at \$28,000 - 40,000.

BACKGROUND: On December 21, 2017, a Request for Proposals (RFP) to develop a program for the City’s cable channel 3 and evaluate the City’s equipment to broadcast was released to several qualified consulting firms. Proposals were submitted by two firms as summarized below:

Name of Company	Bid Amount
Tripepi Smith	\$10, 825 (includes program development, technical services & travel time)
Darren P. Doerschel, Systems Integration Consultant	\$10, 260 (only includes technical services & travel time)

As a part of the selection process, the Assistant City Manager and Management Analyst interviewed the two consultants. The selection process weighed a number of factors including fee, project manager and team qualifications, experience in similar projects, understanding of technical issues, and experience in system design.

Based on the ranking criteria, Tripepi Smith received the highest ranking.

Tripepi Smith offers the following:

- **Qualified Consultant:** With 20 years of public and private sector experience, Tripepi Smith specializes in three key areas: technology, marketing, and public affairs.
- **Capabilities:** Tripepi Smith has capabilities that span the technology and marketing world, including:
 - Full video production/editing/distribution
 - Messaging and communication strategy
 - Media relations and engagement
 - Social media management and strategic advice
- **Experience on Similar Projects** — Tripepi has recently completed projects similar in scope for the City of Bellflower, Placentia and Villa Park.

Tripepi Smith exhibits the capability, capacity, and experience to perform the work required under the bid solicitation.

ATTACHMENTS: A. Proposed Professional Services Agreement with Tripepi Smith
B. Bids Received

AGREEMENT FOR PROFESSIONAL SERVICES

THIS AGREEMENT FOR PROFESSIONAL SERVICES ("Agreement") is made and entered into by and between the City of South Gate, a municipal corporation, ("City"), and Tripepi Smith & Associates, Inc., a California S-Corporation ("Consultant").

RECITALS

WHEREAS, City desires to engage Consultant to perform certain professional services, as provided herein.

WHEREAS.

NOW, THEREFORE, the parties agree as follows:

1. Parties to the Agreement.

The parties to the Agreement are:

- A. Owner: The City of South Gate, a municipal corporation, having its principal office at 8650 California Avenue, South Gate, California 90280.
- B. Consultant: Tripepi Smith & Associates, Inc.,
1520 Voyager Drive
Tustin, CA 92782

2. Representatives of the Parties and Service of Notices.

The representatives of the parties who are primarily responsible for the administration of this Agreement, and to whom formal notices, demands and communications shall be given, are as follows:

- A. The principal representative of the City shall be:

Arturo Cervantes, P.E.
Assistant City Manager/Director of Public Works
City Manager's Office
City of South Gate
8650 California Avenue
South Gate, CA 90280
(323) 563-9514
acervantes@sogate.org

B. The principal representative of the Consultant shall be:

Ryder Todd Smith, President
1520 Voyager Drive, Tustin, CA 92782
PO Box 52152, Irvine, CA 92619
(626) 536-2173
ryder@tripepismith.com

A. Formal notices, demands and communications to be given hereunder by either party shall be made in writing and may be affected by personal delivery or by mail.

B. If the name of the principal representative designated to receive the notices, demands or communications, or the address of such person, is changed, written notice shall be given within five (5) working days of said change.

2. Description of Work.

City hereby engages Consultant, and Consultant accepts such engagement, to perform the technical and professional services, as needed, set forth in the "Proposal" attached hereto as Exhibit "A". Consultant shall perform and complete, in a manner satisfactory to City, all work and services set forth in Exhibit "A". The Director of Public Works, or the Director of Public Works' designee, shall have the right to review and inspect the work during the course of its performance at such times as may be specified by the Director of Public Works.

3. Data Provided to Consultant.

City shall provide to Consultant, without charge, all data, including reports, records, maps and other information, now in the City's possession, which may facilitate the timely performance of the work described in Exhibit "A".

4. Independent Contractor.

Consultant is an independent contractor and shall have no power or authority to incur any debt, obligation or liability on behalf of the City.

5. Consultant's Personnel.

A. All services required under this Agreement will be performed by Consultant, or under Consultant's direct supervision, and all personnel shall possess the qualifications, permits and licenses required by State and local law to perform such services, including, without limitation, a City of South Gate business license as required by the South Gate Municipal Code.

B. Consultant shall be solely responsible for the satisfactory work performance of all personnel engaged in performing services required by this Agreement, and compliance with all reasonable performance standards established by City.

C. Consultant shall be responsible for payment of all employees' and subcontractor's wages and benefits, and shall comply with all requirements pertaining to employer's liability, workers' compensation, unemployment insurance, and Social Security.

D. Consultant shall indemnify and hold harmless the City and all other related entities, officers, employees, and representatives, from any liability, damages, claims, costs and expenses of any nature arising from alleged violations of personnel practices, or of any acts or omissions by Consultant in connection with the work performed arising from this Agreement.

6. Compensation.

A. The total compensation to be paid by City to Consultant for as needed work and services described in Exhibits "A" shall be as submitted in the proposal for an amount not to exceed ~~\$10,825~~. Consultant's fees and charges for the work and services performed shall in no event exceed those set forth in Exhibit "A" attached hereto and made a part hereof. Notwithstanding anything to the contrary in the proposal, invoices will be processed for payment and paid subject to approval by Assistant City Manager/Director of Public Works and City Council within forty-five (45) days from date of receipt by Assistant City Manager/Director of Public Works.

B. Consultant shall be required to attend meetings as necessary in the delivery of the projects. Travel time between the Consultant's office and the meeting location shall not exceed the proposed budget of \$450.

7. Indemnity and Insurance.

A. Consultant agrees to indemnify, hold harmless and defend the City, its officers and employees, from and against any and all claims, losses, obligations, or liabilities whatsoever incurred in or in any manner arising out of or related to Consultant's negligent or willful acts, errors or omissions, or those of its employees or agents. Consultant will deliver to City a certificate of insurance evidencing professional liability insurance coverage in an amount not less than \$1,000,000.

B. (1) The Consultant, at its expense, shall maintain in effect at all times during the performance of work under this Agreement not less than the following coverage and limits of insurance, which shall be maintained with insurers listed "A" or better in the Best's Insurance Guide and authorized to do business in the State of California.

- (a) Workers' Compensation and Employer's Liability
 - Workers' Compensation-coverage as required by law.
 - Employer's Liability-limits of at least \$1,000,000 per occurrence.

- (b) Comprehensive General Liability

- Combined Single Limit-\$1,000,000.
The automobile and comprehensive general liability policies may be combined in a single policy with a combined single limit of \$1,000,000. All of the Consultant's policies shall contain an endorsement providing that written notice shall be given to City at least thirty (30) calendar days prior to termination, cancellation or reduction of coverage in the policy.

(2) Policies providing for bodily injury and property damage coverage shall contain the following:

(a) An endorsement extending coverage to City as an additional insured, in the same manner as the named insured, as respects liability arising out of the performance of any work under the Agreement. Such insurance shall be primary insurance as respects the interest of City, and any other insurance maintained by City shall be considered excess coverage and not contributing insurance with the insurance required hereunder.

(b) "Severability of Interest" clause.

(c) Provision or endorsement stating that such insurance, subject to all of its other terms and conditions, applies to the liability assumed by Consultant under the Agreement, including without limitation that set forth in Section 10.A.

(3) Promptly on execution of this Agreement and prior to commencement of any work Consultant shall deliver to City copies of all required policies and endorsements to the required policies.

(4) The requirements as to the types and limits of insurance to be maintained by the Consultant are not intended to and shall not in any manner limit or qualify Consultant's liabilities and obligations under this Agreement.

(5) Any policy or policies of insurance that Consultant elects to carry as insurance against loss or damage to its equipment and tools or other personal property used in the performance of this Agreement shall include a provision waiving the insurer's right of subrogation against the City.

8. Termination for Convenience.

The City may terminate this Agreement at any time without cause by giving fifteen (15) days written notice to Consultant of such termination and specifying the effective date thereof. In that event, all finished or unfinished documents and other materials shall, at the option of City, become its property. If this Agreement is terminated by City as provided herein, Consultant will be paid a total amount equal to its costs as of the termination date, plus ten percent (10%) of that amount for profit. In no event shall the amount payable upon termination exceed the total maximum compensation provided for in this Agreement.

9. Termination for Cause.

A. The City may, by written notice to Consultant, terminate the whole or any part of this Agreement in any of the following circumstances:

(1) If Consultant fails to perform the services required by this Agreement within the time specified herein or any authorized extension thereof; or

(2) If Consultant fails to perform the services called for by this Agreement or so fails to make progress as to endanger performance of this Agreement in accordance with its terms, and in either of these circumstances does not correct such failure within a period of ten (10) days (or such longer period as City may authorize in writing) after receipt of notice from City specifying such failure.

B. In the event City terminates this Agreement in whole or in part as provided above in paragraph A of this Section 10, City may procure, upon such terms and in such manner as it may deem appropriate, services similar to those terminated.

C. If this Agreement is terminated as provided above in paragraph A, City may require Consultant to provide all finished or unfinished documents, data, studies, drawings, maps, photographs, reports, etc., prepared by Consultant. Upon such termination, Consultant shall be paid an amount equal to the value of the work performed. In ascertaining the value of the work performed up to the date of termination, consideration shall be given to both completed work and work in progress, to complete and incomplete drawings, and to other documents whether delivered to City or in possession of Consultant, and to authorized reimbursement expenses.

D. If, after notice of termination of the Agreement under the provisions of this Section 10, it is determined, for any reason, that Consultant was not in default, or that the default was excusable, then the rights and obligations of the parties shall be the same as if the notice of termination had been issued pursuant to Section 9.

10. Non-Discrimination and Equal Employment Opportunity.

A. In the performance of this Agreement, Consultant shall not discriminate against any employee, subcontractor, or applicant for employment because of race, color, religion, ancestry, sex, national origin, handicap or age. Consultant will take affirmative action to ensure that subcontractors and applicants are employed, and that employees are treated during employment without regard to their race, color, religion, ancestry, sex, national origin, handicap or age. Affirmative action relating to employment shall include, but not be limited to the following: employment, upgrading, demotion or transfer; recruitment; layoff or termination; rates of pay or other forms of compensation; and selection for training including apprenticeship.

B. The provisions of subsection A above shall be included in all solicitations or advertisements placed by or on behalf of Consultant for personnel to perform any services under this Agreement. City shall have access to all documents, data and records of Consultant

and its subcontractors for purposes of determining compliance with the equal employment opportunity and non-discrimination provisions of this Section, and all applicable provisions of Executive Order No. 11246 which is incorporated herein by this reference. A copy of Executive Order No. 11246 is available for inspection and on file with the Public Works Department.

11. Consultant's Warranties and Representations.

Consultant warrants and represents to City as follows:

A. Consultant has not employed or retained any person or entity, other than a bona fide employee working exclusively for Consultant, to solicit or obtain this Agreement.

B. Consultant has not paid or agreed to pay any person or entity, other than a bona fide employee working exclusively for Consultant, any fee, commission, percentage, gift, or any other consideration contingent upon or resulting from the execution of this Agreement. Upon such breach or violation of this warranty, City shall have the right, in its sole discretion, to terminate this Agreement without further liability, or, in the alternative, to deduct from any sums payable hereunder the full amount or value of any such fee, commission, percentage or gift.

C. Consultant has no knowledge that any officer or employee of the City has any interest, whether contractual, noncontractual, financial, proprietary, or otherwise, in this transaction or in the business of the Consultant, and that if any such interest comes to the knowledge of Consultant at any time, a complete written disclosure of such interest will be made to City, even if such interest would not be deemed a prohibited "conflict of interest" under applicable laws.

D. Upon the execution of this Agreement, Consultant has no interest, direct or indirect, in any transaction or business entity which would conflict with or in any manner hinder the performance of services and work required by this Agreement, nor shall any such interest be acquired during the term of this Agreement.

12. Subcontracting, Delegation and Assignment.

A. Consultant shall not delegate, subcontract or assign its duties or rights hereunder, either in whole or in part, without the prior written consent of the Director of Public Works; provided, however, that claims for money due or to become due to Consultant from City under this Agreement may be assigned to a bank, trust company or other financial institution without such approval. Any proposed delegation, assignment or subcontract shall provide a description of the services to be covered, identification of the proposed assignee, delegee or subcontractor, and an explanation of why and how the same was selected, including the degree of competition involved. Any proposed agreement with an assignee, delegee or subcontractor shall include the following:

- (1) The amount involved, together with Consultant's analysis of such cost or price.

- (2) A provision requiring that any subsequent modification or amendment shall be subject to the prior written consent of the City.

B. Any assignment, delegation or subcontract shall be made in the name of the Consultant and shall not bind or purport to bind the City and shall not release the Consultant from any obligations under this Agreement including, but not limited to, the duty to properly supervise and coordinate the work of employees, assignees, delegees and subcontractors. No such assignment, delegation or subcontract shall result in any increase in the amount of total compensation payable to Consultant under this Agreement.

13. Ownership of Documents.

All plans, specifications, reports, studies, tracings, maps and other documents prepared or obtained by Consultant in the course of performing the work required by this Agreement shall be the property of the City. Basic survey notes, sketches, charts, computations and similar data prepared or obtained by Consultant under this Agreement shall, upon request, be made available to City without restriction or limitation on their use.

14. Entire Agreement and Amendments.

A. This Agreement supersedes all prior proposals, agreements, and understandings between the parties and may not be modified or terminated orally.

B. No attempted waiver of any of the provisions hereof, nor any modification in the nature, extent or duration of the work to be performed by Consultant hereunder, shall be binding unless in writing and signed by the party against whom the same is sought to be enforced.

C. Consultant acknowledges and agrees that it has consulted with an attorney,
or
has knowingly foregone the opportunity to do so and executes this Agreement knowingly and voluntarily.

15. Resolution of Disputes.

Disputes regarding the interpretation or application of any provisions of this Agreement shall, to the extent reasonably feasible, be resolved through good faith negotiations between the parties. In the event that the parties cannot reach agreement, parties agree to submit their dispute to non-binding arbitration prior to the commencement of any legal action or suit. The parties are free to choose a mutually agreeable arbitrator; however, in the event of a lack of agreement between the parties, the matter shall be submitted to the American Arbitration Association and be subject to its Commercial Arbitration Rules. Each party shall bear its own costs and fees, and share equally in the cost of the arbitration fee.

16. Severability

If any provision of this agreement is held by court of competent jurisdiction to be invalid, void or unenforceable, the remaining provisions nevertheless will continue in full force and effect without being impaired or invalidated in any way.

17. Exhibits.

The following exhibit to which reference is made in this Agreement is deemed incorporated herein in their entirety:

- Exhibit "A" Proposal dated October 25, 2018
- Exhibit "B" Revised Fee Proposal dated December 10, 2018

18. Governing Law.

This Agreement shall be governed by the laws of the State of California.

19. Effective Date.

Unless otherwise specified herein, this Agreement shall become effective as of the date set forth on which the last of the parties, whether City or Consultant, executes said Agreement, and shall terminate on December 31st, 2022 unless terminated otherwise in accordance with the terms of this agreement.

[Remainder of page left blank intentionally]

**AGREEMENT FOR PROFESSIONAL SERVICES BETWEEN THE
CITY OF SOUTH GATE AND TRIPEPI SMITH & ASSOCIATES, INC.**

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed and attested by their respective officers thereunto duly authorized.

**"CITY"
CITY OF SOUTH GATE**

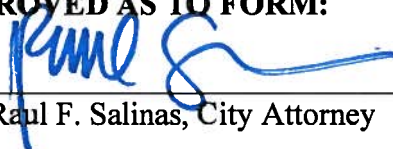
By: _____
María Belén Bernal, Mayor

Dated: _____

ATTEST:

By: _____
Carmen Avalos, City Clerk
(SEAL)

APPROVED AS TO FORM:

By:  _____
Raul F. Salinas, City Attorney

**"CONSULTANT"
TRIPEPI SMITH & ASSOCIATES, INC.**

By: _____
Ryder Todd Smith, President

Dated: _____

City of South Gate

**Video System Design, Evaluation and
Staff Support Proposal**

December 2018

Submitted by Ryder Todd Smith
Version 1.0



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Executive Summary

Thank you for this opportunity to propose on the City's request for help with a renewed video production platform for the City's cable channel 3.

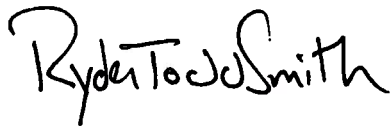
Tripepi Smith can be contacted using the following information:

Ryder Todd Smith
Address: 1520 Voyager Drive, Tustin, CA 92782
Mailing: PO Box 52152, Irvine, CA 92619
Phone: 844.TSCOMM1 or 626.536.2173
Fax: 949.679.8371
Email: ryder@tripepismith.com
Web: www.tripepismith.com

Tripepi Smith is a provider of technology, marketing and public affairs services. We leverage our skills and experiences in each of these areas to deliver efficient, technology-driven communications and communication solutions that reflect our deep understanding of local government.

Engaging residents and telling your city's story is not a simple matter. It takes work, consistency, innovation, and creativity. Tripepi Smith is ready to serve as a partner to the City of South Gate.

Regards,



Ryder Todd Smith
President
Tripepi Smith

Introduction

Tripepi Smith specializes in three key areas: technology, marketing, and public affairs. The firm's clients include a number of non-profit, public and private companies and agencies that are focused in the local government sector.

The firm was founded in 2001 and is directed by Ryder Todd Smith. Ryder has a strong background in technology, and has applied that background and knowledge to his passion for communications and local government. He is a frequent speaker on social media use, particularly by local government.

Members of the Tripepi Smith team regularly attend regional meetings of local government to stay current on issues affecting cities and to offer his insights on the impact of technologies on communications, particularly in the local governments space.

Tripepi Smith is actively involved in several local government association groups in an effort to stay current on trends and policy while also being a good partner to local governments.



Tripepi Smith supports the following organizations:



Award-Winning Services

Tripepi Smith has been recognized for our partnership and support of local government. The California City Management Foundation awarded Tripepi Smith the industry partner of the year for our support on behalf of the city management profession. The Municipal Management Association of Northern California has awarded Tripepi Smith the Booster Award for our support of the Association and its membership.

Capabilities

Tripepi Smith has capabilities that span the technology and marketing world, including:

- Full video production/editing/distribution, particularly as optimized for the Internet
- Graphic arts generation for logos, website design, banners and more
- Photography
- Messaging and communication strategy
- Media relations and engagement
- Editorial calendar creation and execution
- Social media management and strategic advice
- Press release execution
- Written content generation including non-fiction articles, white papers, interviews, personal essays, business copy and more
- Email newsletter generation and distribution
- Website development and website support
- One-on-one community engagement and outreach

Tripepi Smith currently employs 14 employees (*in bold italics*) and several consultants. Details of the team are as follows:

Ryder Todd Smith – President

Nicole Smith, CPA – CFO/Human Resources Director

Katherine Griffiths – Director

Jon Barilone – Director

Cameron Grimm – Senior Business Analyst

Courtney Miller – Senior Business Analyst

Sara Appel – Junior Business Analyst

Kjerstin Nichter – Graphic Designer

Melanie James – Business Analyst

Bria Balliet – Business Analyst

Caroline Lee – Junior Business Analyst

Karen Villaseñor – Junior Business Analyst

Saara Lampwalla – Junior Business Analyst

Vanessa Thomas – Junior Business Analyst

Eric Lowy – Videographer and Media Production Specialist (Empire Media Productions)

Angel Ruiz – Videographer and Media Production Specialist (Empire Media Productions)

Tripepi Smith operates primarily with cloud technologies, connecting the skills of the people in the firm via Google Apps and cell phones.

Tripepi Smith is a California S-Corp. Our official corporate information is:

Tripepi Smith & Associates, Inc.

PO Box 52152, Irvine, CA 92619

Program Team and Management

Organization

Tripepi Smith is delivering a team of experienced resources for the City on this RFP.

The Account Owner will be Ryder Todd Smith

The Project Manager will be Melanie James

The team assigned to the routine council meeting and recording activities will include:

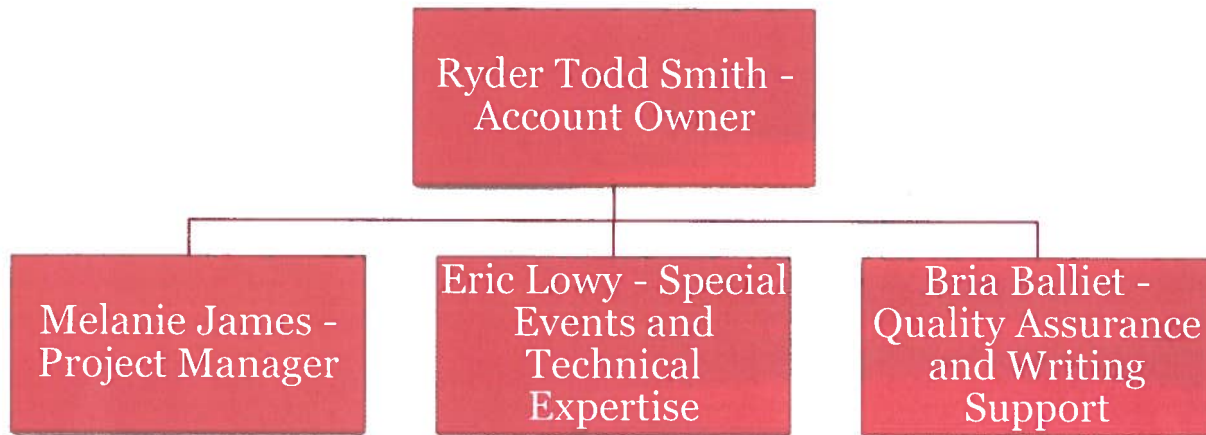
Eric Hood (Primary Staff)

Karen Villaseñor (Backup / Event Production)

Saara Lampwalla (Backup / Event Production)

Eric Lowy (Special Events and Technical Expertise)

Organizational Chart for Staff on this Engagement



Prior Experience

Tripepi Smith’s clients and our subcontractors include a number of public agency clients where we support either production room equipment advice or use the equipment they have already to produce their council meetings.

City of Bellflower – Tripepi Smith has been working with the City of Bellflower since October 2015. The City of Bellflower hired Tripepi Smith to perform a variety of video production, recording, support and editing related tasks. Tripepi Smith also provides ad hoc advice to the City on equipment selection, proper use and other production strategies.

Client Contact	Kristen Smith (562) 804-1424, ext. 2267
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City of Placentia –Empire Media Productions (Eric Lowy), has been working with the City of Placentia for over six years. Empire Media Productions has handled all video for the City, including council meetings, special meetings, state of the city video and community event video production. Empire Media Production has also managed the City’s cable channel and handles programming scheduling and advice on all equipment selection and installation to manage the council chamber video production process.

Client Contact	Jeannette Ortega (714) 993-8264
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City of Villa Park – Empire Media Productions has been the provider of council video production services for the City of Villa Park for the last six years. Empire Media Productions staff has produced over 70 council meeting videos for the City and provided ad hoc advisory services on AV needs for council chambers and related infrastructure.

Client Contact	Steve Franks (714) 998-1500
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Key Staff

The following staff will be primarily assigned to execute the work and scope of this contract:

Ryder Todd Smith - President

Ryder Todd Smith 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 and a frequent speaker on the local government circuit on local government use of the Internet to engage and connect with residents. He is a resident of Tustin, CA where he served on the Planning Commission. He is Vice Chair of the Board of Governors for the Rose Institute of State and Local Government. Ryder graduated from Claremont McKenna College with a Bachelor of Arts in Politics-Philosophy-Economics and a dual degree in Economics.

Eric Lowy – Video Production and Media Specialist

Eric has an extensive knowledge of live productions and broadcasts on various types of equipment. Eric has worked on countless live city council broadcasts as well as theatrical event productions. Eric is certified in Adobe Premier Pro and Yamaha Digital Console. He has worked with Empire Media Productions for the last three years. Eric's experience was acquired both within Empire Media Productions and through his other work experience.

Melanie James – Business Analyst

Melanie James is a skilled graphic artist and has become expert on the WordPress platform. 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, CSS and JavaScript. She has worked on websites for: DLJ Financial, Municipal Management Association of Northern California, Inland Empire Utilities Agency, Urban Futures Inc., Association of California Cities – Orange County and South Orange County Wastewater Authority.

Bria Balliet – Business Analyst

Bria Balliet is a triple-threat of creative talent: a writer, graphic artist and photographer. Her skills enable her to be a complete storyteller in words and visuals. She honed her skills early on at the University of California, San Diego where she majored in communications. She put her degree to work for a local publication where she rose to be the Editorial Assistant. She then transitions her storytelling skills to the University of California, Irvine where she was a senior writer producing stories and publication about the School of Social Sciences.

Approach to Requested Services

The Tripepi Smith team brings expertise in council meeting video production and non-meeting event and educational format video production. The City of South Gate is seeking to significantly upgrade its video production capabilities for City's cable channel 3. The City is specifically looking for the following:

- **Assessment and evaluation**
- **Project development and design**
- **Bid/proposal process and award**
- **Project management/installation/closeout**

Tripepi Smith sees this work breaking down into the following phases:

Kickoff and Scope Review – Tripepi Smith will meet with City Staff to review the project, discuss goals and objectives, ensure clarity on task ownership, tour the City's facilities, and develop a details task plan and timeline.

Need Evaluation and RFP Content Development – Tripepi Smith staff will develop a narrative on the goals of the project, key specifications and other considerations. This information will be documented and integrated into the City's existing RFP documents and process.

RFP Process Support – Tripepi Smith will provide oversight on the RFP submissions and suggest firms who are qualified to bid on the work or have a history of doing similar work (note these firms have no relationship with Tripepi Smith). Tripepi Smith will review the RFP responses with City Staff using the City's preferred process and will aid City Staff in drafting the staff report and recommendation.

Vendor Implementation Oversight – Tripepi Smith will work with vendor to ensure their specification are matching the goals of the RFP and ensure delivering on the requirements from the RFP.

Key Assumptions

The following elements are assumed as part of this bid or will be obligations of South Gate City Staff:

- City will provide a dedicated engagement contact.
- City will provide Tripepi Smith complete access to the facilities used to produce council videos.
- City will provide access to the staff or contractors who currently produce council meeting media (audio recordings)
- City will manage overall RFP process in compliance with its rules and using its existing systems.

Conflict of Interest Disclosure and Principles

Tripepi Smith operates in a complex marketplace that is more political than most industries. As a result, conflicts of interest (real or perceived) can arise. The first and foremost obligation of Tripepi Smith is to outline all existing client relationships to prospects so as to let the prospect determine if a conflict exists. Tripepi Smith will happily review current client relationships with the City.

Read more about Tripepi Smith's commitment to ethics here:

<http://www.tripepismith.com/about-us/ethics/>

We do not foresee any conflicts of interest with our existing work.

Fee Schedule & Estimate

Tripepi Smith has provided an estimate below based on our hourly rates. We are approaching this engagement with a time and materials approach. Our estimate reflects our best determines of the hours involved to do the work. If fewer hours are required, we will only bill for those hours, saving money relative to our estimate.

However, if the work takes more time that we have estimated, for any hours over the estimate total, Tripepi Smith will reduce our bill rates by 30% for total billings that exceed \$10,825.

Item	Hourly Rates
Principal – Ryder Todd Smith	\$240
Business Analyst – Melanie James and Bria Balliet	\$95
Technical Specialist – Eric Lowy	\$95

Applicable Notes, if any:

Travel time is billed at half rates.

All time is billed in fifteen minute increments.

Minimum onsite time is one hour.

Estimate Details

<u>Kick Off - Scope Review</u>	<u>Rate</u>	Hours	Subtotal	Task Total
Principal	\$240.00	4	\$960.00	
Business Analyst	\$95.00	3	\$285.00	
Technical Expert	\$95.00	10	\$950.00	
Junior Business Analyst	\$70.00	0	\$0.00	\$2,195.00
<u>Need Evaluation and RFP Content</u>				
Principal	\$240.00	1	\$240.00	
Business Analyst	\$95.00	4	\$380.00	
Technical Expert	\$95.00	20	\$1,900.00	
Junior Business Analyst	\$70.00	6	\$420.00	\$2,940.00
<u>RFP Process Support</u>				
Principal	\$240.00	1	\$240.00	
Business Analyst	\$95.00	5	\$475.00	
Technical Expert	\$95.00	15	\$1,425.00	
Junior Business Analyst	\$70.00	0	\$0.00	\$2,140.00
<u>Vendor Implementation Oversight</u>				
Principal	\$240.00	2	\$480.00	
Director	\$180.00	4	\$720.00	
Business Analyst	\$95.00	5	\$475.00	
Technical Expert	\$95.00	15	\$1,425.00	
Junior Business Analyst	\$70.00	0	\$0.00	\$3,100.00
Anticipated Travel Time				\$450.00
			TOTAL	\$10,825.00

Appendix A - Team Resumes

Ryder Todd Smith

PROFESSIONAL EXPERIENCE

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.

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.

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

- 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, May 1996, Cum Laude

Eric Lowy

PROFESSIONAL EXPERIENCE

EMPIRE MEDIA PRODUCTIONS – PRODUCTION ASSISTANT

'10 - PRESENT

- In charge of the filming and archiving of council and commission meetings.
- Running audio for special events.
- Filming events and editing, highlights and promotional pieces.
- Posting to and maintaining the city website.
- Maintaining all information and programming on the city's cable channel.

CINEMATIC ARTS EXPERIENCE – TECHNICAL DIRECTOR

'11 – PRESENT

- Oversee the filming of the Orange County Film Festival as well as the projection and playback of the films being screened.
- Oversee the projection and video playback at the 24 and 48 Hour Film Festivals.

PLACENTIA-YORBA LINDA USD – STAGE TECHNICIAN

'14 – PRESENT

LA CHANNEL 36 – FREELANCE CAMERA OPERATOR

'13 – '15

- Worked in several different positions including, setting up and operation of broadcast cameras for remote productions.
- Running and ranging of cables as well as working as camera engineer operating CCU devices during live productions.
- Run lighting and/or audio for different productions and shows in the theatres and stadiums.
- Assisting groups in load-in and load-out of shows as well as monitoring over the use of the facilities.

FILMED ACADEMY OF THE ARTS – DIRECTOR/INSTRUCTOR

'11 – '15

- Teaching the use of cameras and other production equipment to high school students.
- Running live productions of plays, pep rallies, and special events at high schools.
- Filming of sports and dances.
- As well as media managing of raw footage and editing of footage for DVD yearbooks.
- Over seeing crews of up to 10 people.

SPECIAL TRAINING

- Adobe Premiere Pro Certification
- Yamaha Digital Console Certification
- Use of Black Magic Video Mixer
- Advance Usage of Mac Computers
- Advance Training in Final Cut Pro 6 & 7
- Basic Training in Photoshop CS5
- Panasonic P2 Broadcast Cameras
- Canon DSLRs
- Lighting
- Audi Production

Melanie James

PROFESSIONAL EXPERIENCE

TRIEPI SMITH – GRAPHIC DESIGNER/BUSINESS ANALYST

07/16 - PRESENT

- Provide project management and account support for numerous clients.
- Graphic artist on layout and concept design of brand consistent print and web graphics.
- Setup, assistance and publication of e-newsletter campaigns and additional email marketing.
- Website design, modification, and maintenance.
- Video production management and support.

SVA ARCHITECTS – EXECUTIVE ASSISTANT

06/14 – 7/16

- Scheduled and manage meeting calendar for executive management team.
- Assisted the marketing department with occasional graphic design projects, email blasts and copy writing.
- Provided office management support including HR and payroll support.

THE DESIGN OFFICE - GRAPHIC DESIGN INTERN

01/16 – 05/16

- Created infographics, business cards, postcards, book covers, photobooks, magazines, and logos.
- Assisted in printing processes from concept to completion.
- Coached in areas of business development, marketing strategies, campaign development and execution.

FREELANCE GRAPHIC DESIGN

01/15 – 07/16

- Logo and decal design.
- Concept print design.
- Quality photo editing.
- Website design.

EDUCATION

GOLDEN WEST COLLEGE - HUNTINGTON BEACH, CA

Associate of Arts in Digital Arts

CALIFORNIA STATE UNIVERSITY, LONG BEACH – LONG BEACH, CA

Bachelor of Arts in Anthropology

Dean's list recipient

PROFESSIONAL DEVELOPMENT

USC PRICE SCHOOL EXECUTIVE EDUCATION IN PUBLIC POLICY

03/17

CERTIFICATIONS

HOOTSUITE SOCIAL MARKETING

12/16

SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- WordPress
- Microsoft Office (Word, Excel, PowerPoint, Outlook)

Bria Balliet

PROFESSIONAL EXPERIENCE

TRIPEPI SMITH – BUSINESS ANALYST

4/18 - PRESENT

- Write content for clients including press releases, articles, thought leadership pieces
- Manage creative projects and execute graphic design
- Analyze policies and strategic implications of communications related to client goals

UNIVERSITY OF CALIFORNIA, IRVINE – SENIOR WRITER

12/13 – 4/15

- Write and edit short and feature-length stories to promote the School of Social Sciences via multiple web- and print-based outlets
- Assist director of communications with editing speeches and letters to be delivered by school executives
- Collaborate with communications team to implement strategic marketing and communications efforts to advance the school based on current trends
- Design and implement social media content for targeted campaigns
- Assist with digital marketing projects and website maintenance (html email design, OU Campus CMS, Constant Contact)

FIREBRAND MEDIA – EDITORIAL ASSISTANT

12/15 – 11/16

- Responsible for writing and editing editorial and advertorial content for multiple publications on strict deadlines
- Adapted to different writing styles and audiences based on publication and project goals
- Worked closely with PR and marketing teams to promote their clients while achieving company objectives
- Uploaded daily digital content with particular attention to SEO (WordPress and ExpressionEngine)
- Pitched expanded social media efforts and increased social media presence of publications across Facebook, Twitter and Instagram

FIREBRAND MEDIA – EDITORIAL INTERN

09/13 – 12/13

- Wrote and edited pieces for various publications including Laguna Beach Magazine, Newport Beach Magazine and Montage Magazine
- Participated in pitch meetings and covered a variety of topics including beauty and fashion trends, dine reviews and current events
- Established and maintained press contacts and arranged and conducted interviews with prominent members of the community

EDUCATION

UNIVERSITY OF CALIFORNIA, SAN DIEGO – SAN DIEGO, CA

Bachelor of Arts in Communications

SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- WordPress
- Microsoft Office (Word, Excel, PowerPoint, Outlook)

January 8th, 2019

To: Marina Urias
Management Analyst
City of South Gate

Re: City Channel, Cable TV Automation and Playback System Replacement Project

Marina:

Thank you for allowing me the opportunity to provide you with this proposal regarding the City's On-Air Playback System replacement project. I look forward to working with the City on its timely completion.

Credentials and Qualifications

As a Systems Integration Consultant, I work as a sole proprietor, doing business under my legal business name Darren P. Doerschel. My expertise and areas of technology that I work in include both the Audio-Visual and Television Production industries. My business is located in Santa Monica, California and currently possess all general and professional liability insurance at limits usually matching or exceeding City requirements. As a sole proprietor I am not required by the state to carry worker's compensation insurance since I have no employees.

I have specialized in the public sector, including municipal government access stations, K12 and higher education, and have been providing consulting services for over 20 years on projects related to AV and TV Production technology. I currently have contracts with LA County, the City of Los Angeles, the County of Los Angeles, Beverly Hills School District, the City of Santa Barbara, the Anaheim Union High School District, the City of Long Beach, the City of Orange, the City of Calabasas, the City of Torrance, the City of Simi Valley, the City of Santa Clarita, the City of Hawthorne and several other municipalities. I am also working with a few other entertainment related companies and TV Stations. Some of these engagements are project-based contracts while others are long-term maintenance and general consulting contracts that cover various tasks under a not-to-exceed contract amount. I can provide several references of any of the above existing contracts or any previous upon request.

I am a media systems design engineer, consultant and installer using AutoCAD and Visio for design and documentation; I provide project management services, construction oversight for AV/IT technology, create bid and proposal specifications and scope of work documentation; provide systems testing and analysis, conduct functional compliance/performance testing and project close-out services. I also provide TV Programming content services.

Overview of Proposal

This proposal is intended to clarify my understanding of the project and outline various tasks and the Scope of Work required of the project. It is understood that the Consultant is to provide Technical Consulting Services to assist the City in the process of writing an RFP, going out to bid, selecting a vendor, providing installation oversight and making sure the system is installed and fully functioning as specified.

I have worked as an employee and contractor for Government Access TV Stations for over 30 years providing a range of creative programming and technical production services over that time. I will provide the City of South Gate recommendations for creating content, the general programming of the TV Channel and how best to promote and market the channel itself.

The systems and areas of focus to be improved or replaced is the City's Automated Playback System for the City's Cable Channel. The basic systems are a video and audio Recording and Playback Server, an Automated Scheduling and Graphics software system and the Video and Audio Infrastructure and Support.

Darren P. Doerschel, Systems Integration Consultant

2307 32nd Street #3 Santa Monica, CA 90405

VOICE: 310.350.8399

EMAIL: sdoerschel@social.rr.com

The Recording and Playback Server consists of video and audio inputs and outputs contained within a Server Based rack-mount chassis. The Scheduling and Graphics Software reside also on the Playback Server. A GUI Web interface provides anyone who has credentials and network access to control, download files and schedule the entire system as a part of the software application capabilities. The Video and Audio Infrastructure would consist of video and audio monitoring, network appliances, rack furniture and interfacing with City's outgoing cable systems.

The following tasks and allotment of hours are based on my experience with similar projects of size and scope. The amount of hours reflected is an allotment or an "allowance" of hours expected to cover all onsite or offsite meetings, equipment research, communications, and assist the City with the general design and all the technical and administrative aspects of the project. In the interest of providing flexibility with this proposal, please regard the stated allotment of hours and associated tasks as a suggested scope of work which can be increased, reduced or omitted based on the City's needs.

Summary of Phases

Consultant Cost Estimates

Description of Services/Phases	Minimum Units	Maximum Units	Range Totals
Assessment and Evaluation	20 hrs	25 hrs	1900 - 2375
Project Develop., Design, Channel Program	35 hrs	45 hrs	3325 - 4275
Bid/Proposal Process and Award	15 hrs	20 hrs	1425 - 1900
Project Management/Installation/Closeout	14 hrs	18 hrs	1330 - 1710
Total Estimated Range			\$7980- \$10,260

The above costs and range of hours is based solely on the estimated tasks. If the required tasks take fewer hours to complete only those hours will be billed. If there are additional tasks required during the project not reflected in this proposal, the City can make the determination whether to increase the hours or reduce the requirements in other areas of this project.

Estimated System Costs

Most recently I have assisted other Municipalities with similar projects so I'm able to give examples of what they spent. The Cities of Long Beach, Moorpark, Orange, Hawthorne all had an Automated Channel Playback system similar to South Gates and replaced them over the last 3 years, with costs for replacement being from \$28,000 to \$60,000 (not including the Consultants cost above). I can work with the City in the Assessment Phase to meet a particular budget if these cost spent by the other Cities seem too high.

Please contact me with any changes you wish to make regarding the scope of work proposed. Again, thank you for the opportunity to propose a potential solution for the City of South Gate.

Sincerely,

Darren P. Doerschel
Systems Integration Consultant
 310.350.8399
 2307 32nd Street #3
 Santa Monica CA 90405

Darren P. Doerschel, Systems Integration Consultant

2307 32nd Street #3 Santa Monica, CA 90405

VOICE: 310.350.8399

EMAIL: sdoerschel@socal.rr.com

RECEIVED

FEB 5 2019

CITY OF SOUTH GATE
OFFICE OF THE CITY MANAGER

3:30PM

City of South Gate
PUBLIC ACCESS CORPORATION

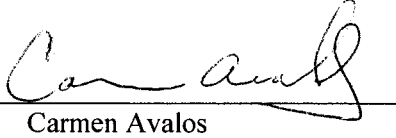
Item No. 3

AGENDA BILL

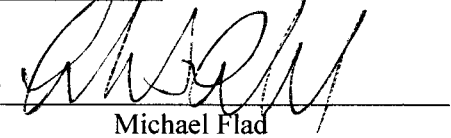
For the Special Meeting of February 12, 2019

Originating Department: Office of the City Clerk

City Clerk


Carmen Avalos

City Manager


Michael Flad

SUBJECT: APPROVAL OF PUBLIC ACCESS CORPORATION MEETING MINUTES

PURPOSE: To historically preserve the events of the Public Access Corporation Meetings.

RECOMMENDED ACTION: Approve the Regular Meeting minutes of October 24, 2017.

FISCAL IMPACT: None.

ANALYSIS: The minutes are provided to the Board of Directors on the Wednesday prior to their regular business meeting. Amendments should be provided to the City Clerk's Office within 24 hours of a Public Access Corporation Meeting so that verification of the record and corrections are made accordingly. A revised document will be provided to the Board of Directors prior to the Meeting.

BACKGROUND: The minutes typically describe the events of the meeting and may include a list of attendees, a statement of the issues considered by the participants, and related responses or decisions for the issues.

ATTACHMENTS: Public Access Corporation Minutes.

**CITY OF SOUTH GATE PUBLIC ACCESS CORPORATION
BOARD OF DIRECTORS MEETING
MINUTES
TUESDAY, OCTOBER 24, 2017**

CALL TO ORDER A meeting of the South Gate Public Access Corporation Board of Directors was called to order by Chairwoman Maria Davila at 9:13 p.m.

ROLL CALL Carmen Avalos, Secretary

PRESENT Chairwoman Maria Davila, Vice Chairwoman Maria Belen Bernal, Director Al Rios and Director Denise Diaz; Treasurer Gregory Martinez, President Michael Flad, Chief Legal Advisor Raul F. Salinas

ABSENT Director Jorge Morales

1
PAC BUDGET ADMIN The Board of Directors considered providing direction to staff on budgeting priorities for the Public Access Corporation.

Item 1 was continued to the meeting of November 14, 2017.

2
MINUTES The Board of Directors approved the Regular Meeting minutes of October 10, 2017 by motion of Chairwoman Davila and seconded by Board Member Rios.

ROLL CALL: Chairwoman Davila, yes; Vice Chairwoman Bernal, yes; Board Director Diaz, yes; Board Director Rios, yes; Board Director Morales, absent.

3
COMMENTS FROM THE AUDIENCE Virginia Johnson informed Council that Caroline "ETTA" Marie Licht passed away on August 26, 2017.

4
REPORTS AND COMMENTS FROM CITY OFFICIALS None

ADJOURNMENT Chairwoman Davila adjourned the meeting at 9:16 p.m. and seconded by Board Member Rios.

PASSED and APPROVED this 12th day of February, 2019.

ATTEST:

, Chairwoman

Carmen Avalos, City Clerk