

CITY OF  
**HAWTHORNE**  **ORNE**  
City of Good Neighbors

**GENERAL COMMUNICATION  
SUPPORT SERVICES**

City of Hawthorne

November 13, 2025

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

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## COVER LETTER

Thank you for the opportunity to present Tripepi Smith's proposal to continue providing communication services for the City of Hawthorne. This proposal includes all requested materials — our understanding of your needs, our approach, cost structure, and additional supporting information.

Tripepi Smith brings a deep understanding of local government communications, with more than 200 public agencies across California and beyond trusting us to help share their stories and strengthen community engagement. Our work consistently delivers measurable, meaningful results that build public trust and civic pride.

Our 80+ member team offers the best of both worlds — large enough to provide a wide range of expertise, yet agile enough to be highly responsive. With specialists in graphic design, videography, writing, social media, and strategic communications, we assign the right experts to every task, ensuring efficient, cost-effective execution. Every member of our team is immersed in the world of local government, enabling us to craft authentic, localized stories across all media — all through a single, integrated partner.

Telling a city's story takes consistency, creativity, and a commitment to understanding its community. Tripepi Smith is proud to bring all three to the table. We look forward to continuing our partnership with the City of Hawthorne and advancing your communication goals together.

Thank you for your time and consideration.

Regards,



Ryder Todd Smith

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

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# PROJECT UNDERSTANDING

## Prospect Needs

The City of Hawthorne is seeking a partner in reaching and engaging its community on general communication and outreach. Additionally, the City of Hawthorne is interested in having access to on-demand support for last-minute or unexpected services.

We will accomplish these goals through:

- Bi-monthly check in calls with ongoing project management
- Monthly Press Releases
- Monthly metrics
- Ad Hoc Budget for as-needed items

## Tripepi Smith's Approach

### Project Management

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 ensure each stakeholder has a full understanding of their responsibilities.

Tripepi Smith primarily uses the following tools to manage projects:

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

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



"As we continue to improve how community members interact with and perceive the City, it has become prudent to recruit additional help. Bringing Tripepi Smith on in a more hands-on way will allow our staff to tap into a larger pool of skills and expertise to approach difficult topics and items more strategically. Together, our teams will provide communications at a higher level than is possible alone."

**Ryan Smoot**

Former City Manager, City of Lomita

# COST PROPOSAL

The retainer proposal below outlines the monthly deliverables as well as a suggested ad hoc budget for unexpected needs that may arise.

## Retainer

Service/Deliverable	Scope
Check in Calls	Bi-monthly calls at 30 minutes each. Supported by Principal, Business Analyst and Junior Business Analyst
Project Management	Follow up on action items and coordination with City staff
Metrics Reporting	Monthly Metrics Report covering all social media platforms
Press Releases	2 press releases monthly
<b>Grand Total</b>	<b>\$3,300</b>

## As-Needed Services

Tripepi Smith will apply the following standard hourly rates and related fees for any authorized as-needed (Time & Materials) work. Such work must be clearly authorized in writing before proceeding.

2025-26 Hourly Rates	Standard	Reduced Retainer
Principal	\$380	\$315
Director	\$265	\$225
Art/Creative Director	\$265	\$225
Senior Business Analyst	\$205	\$180
Business Analyst	\$150	\$125
Junior Business Analyst	\$115	\$100
Senior Videographer/Animator	\$205	\$175
Senior Photographer	\$175	\$150
Videographer/Photographer	\$140	\$120
Junior Videographer/Photographer	\$115	\$100
Senior Graphic Designer	\$195	\$165
Graphic Designer	\$140	\$100
Junior Graphic Designer	\$115	\$100
Web Developer	\$210	\$185
Junior Web Developer	\$115	\$100
Drone Operator	\$205	\$180
Council Chamber A/V Operator	\$115	\$100

## Invoicing & Payment Terms

At Tripepi Smith, we bill on either a Retainer, Fixed Fee or Time & Materials basis, with each billing type following its own payment schedule. Regardless, terms are Net 30 days.

- Fixed Fee work is billed upon defined milestones.
- Time & Materials work is billed in 15-minute increments (i.e. 4.0, 1.25, 6.5 or 0.75 hours) at the end of the month in which work is done.
- Retainer work is billed on the 15th of each month.

## Other Cost Information

Tripepi Smith has related service fees that may come up during our engagement that we want to tell you about.

### Annual Increase

Tripepi Smith will increase the hourly rates and retainer fees for all resources by 5% or the national CPI index—whichever is higher—each year on the anniversary of the contract, starting on the first anniversary of any contract when the contract duration is longer than one year. Otherwise, new rates will be negotiated with each new contract.

### Retainer Discount


When a client's retainer exceeds \$7,500 per month, they gain access to our reduced retainer rates.

### Travel Costs

Travel costs must be pre-authorized and then will be reimbursed by the client for any requested travel to complete a requested scope of work. Travel costs may include airfare, lodging, car rentals and gas. Additionally, when client work requires that we be onsite, we will invoice for a resource's travel time at 50% of the resource's 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 (Under 4 Hours)	Full Day (4+ Hours)
 Video	\$450	\$650
 Drone	\$550 – Flat Fee	

### Music and Video Licensing

Sometimes, the client will want Tripepi Smith to apply music or use stock imagery/video while producing video. In these cases, we will need to apply licensing fees of approximately \$100 per song and \$200 if we use stock video imagery. This will provide a license for the use of the music and video footage to Tripepi Smith and its clients.

### Service Fees

Tripepi Smith prefers that clients pay service providers directly to avoid unnecessary administrative costs. You should also know, however, that we have no economic interest in service providers, unless otherwise specified in this proposal.

If a client asks Tripepi Smith to pay for a service provider bill, we will apply a 10% agency fee to the reimbursement expense. Typical service fees include, but are not limited to: print, mailing, digital advertising, media placements, voiceovers, translations and closed captions.

## Exclusive Access

Tripepi Smith has access to entities that may be relevant to our engagement. These partnerships allow Tripepi Smith to offer clients extra media reach or additional services at partner pricing.



**Local Information Network of Knowledge (LINK):** [www.LocalInfoNetwork.com](http://www.LocalInfoNetwork.com) – A community forum for local government professionals in California to discover and share resources, policies, sample work products, best practices and more.



**PublicCEO:** [www.PublicCEO.com](http://www.PublicCEO.com) – Digital news about public affairs, reaching over 17,500 California government executives through a daily podcast, job board, video podcast and more.



**Civic Business Journal:** [www.CivicBusinessJournal.com](http://www.CivicBusinessJournal.com) – Digital interest stories on the people, companies and solutions that make local government in California more effective.



**FlashVote:** [www.FlashVote.com](http://www.FlashVote.com) – Statistically valid surveying that helps leaders make decisions.

- Disclaimer: Tripepi Smith President Ryder Todd Smith is an investor in FlashVote.



**Tripepi Smith Talent Solutions:** [www.TSTalentSolutions.com](http://www.TSTalentSolutions.com) – A multifaceted recruitment consultancy service, combining local government access with communications to advance talent quests and build culture warriors.



**Meltwater:** [www.TripepiSmith.com/Media-Intelligence](http://www.TripepiSmith.com/Media-Intelligence) – An enterprise-class, comprehensive media monitoring solution that is best combined with Tripepi Smith's analytics team.