

**REGULAR MEETING
EXECUTIVE COMMITTEE**



North Bay Conference Room (Room 145)
Sunnyvale City Hall
456 W. Olive Avenue
Sunnyvale, CA 94086

**JULY 24, 2025
4:30 PM**

Meeting Information:

- *Executive Committee meetings are open to the public at the location shown above.*
- *Members of the public may use the information below to join the webinar:*

Webinar ID: 898 7611 6122

Passcode: 930669

- *Meeting also livestreamed on YouTube: <https://www.youtube.com/@citiesassoc>*
 - *More information on public comment and accessibility is given at the end of the agenda.*
-

WELCOME & CALL TO ORDER – (KLEIN)

ROLL CALL (SIRKAY)

ORAL COMMUNICATIONS FROM THE PUBLIC ON NONAGENDIZED ITEMS

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the agenda. State law prohibits the Committee from discussing and/or acting on nonagendized items.

AGENDA

1. Consent Agenda (Klein)
 - a. Approve Minutes from Executive Committee Meeting on April 24, 2025
2. President Update (Klein)
3. Conflict of Interest Code Update: Discussion and Possible Action (Sirkay)
4. Website Revision Update: Discussion and Possible Action (Klein)
5. Annual Audit Update: Discussion and Possible Action (Sirkay)
 - a. Fiscal Year 2024 Audit Completed
 - b. Fiscal Year 2025 Audit Underway
6. Planning Collaborative Update: Discussion and Possible Action (Sirkay)
7. Cities Association of Santa Clara County Budget Update for Fiscal Year 2025: Discussion and Possible Action (Scozzola & Sirkay)
8. Identify Potential Speakers for 2025: Discussion and Possible Action (Sirkay)
9. Review August 14, 2025 Meeting Agendas: Discussion and Possible Action (All)
 - a. Legislative Action Committee
 - b. Board of Directors
10. Future Meeting Topics: Discussion and Possible Action (All)
11. Santa Clara County City Managers Association Update (Kirby)
12. Executive Director Update (Sirkay)

ADJOURN (Klein)

PUBLIC PARTICIPATION OPTIONS

Online Participation:

Members of the public may also attend online. However, the Cities Association of Santa Clara County cannot guarantee uninterrupted access to online technology. Technical difficulties may occur from time to time. Unless required by the Robert M. Brown Act, the meeting will continue even if technical difficulties prevent online participation.

Members of the public wishing to comment on an item on the agenda may do so in the following ways:

1. Email comments to shali@citiesassociation.org
 - IMPORTANT: identify the Agenda Item number in the subject line of your email.
 - Emails must be received at least 72 hours before meeting start day/time to be entered into the record for the meeting.
2. Provide oral public comments in-person during the meeting
3. Provide oral public comments virtually during the meeting
 - When the President/Chair announces the item on which you wish to speak, click the “raise hand” feature in Zoom. Speakers will be notified shortly before they are called to speak.
 - When called to speak, please limit your comments to the time allotted (up to 3 minutes, at the discretion of the Chair).
 - Phone participants:
 - *6 - Toggle mute/unmute
 - *9 - Raise hand

ACCESSIBILITY

We strive for our meetings and materials to be accessible to all members of the public, and welcome feedback and requests for accommodations. Please submit requests for accommodations to shali@citiesassociation.org at least 72 hours in advance of the meeting to allow us to best meet your request.



SPECIAL MEETING EXECUTIVE COMMITTEE

North Bay Conference Room (Room 145)
Sunnyvale City Hall
456 W. Olive Avenue
Sunnyvale, CA 94086

**APRIL 24, 2025
5:15 PM**

AGENDA IN BLACK/**MINUTES IN RED**

Meeting Information:

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-

WELCOME & CALL TO ORDER – (KLEIN)

Meeting called to order at 5:17 PM

ROLL CALL (SIRKAY)

Executive Committee Members in Attendance (4/5)

President	Larry Klein
1st Vice President	Tina Walia
2 nd Vice President/LAC Chair	J.R. Fruen
Secretary/Treasurer	Elliot Scozzola

Executive Committee Members Absent (1/5)

Immediate Past President	Neysa Fligor
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Staff Present (1)

Executive Director	Shali Sirkay
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Members of the Public (2)

Sunnyvale City Manager	Tim Kirby
CASCC Co-Legal Counsel	Andrew Shen
Sunnyvale City Staff	Victoria Ketell
Sunnyvale City Staff	Patrick (?)

ORAL COMMUNICATIONS FROM THE PUBLIC ON NONAGENDIZED ITEMS

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AGENDA

1. Consent Agenda (KLEIN)

- Approve Minutes from Executive Committee Special Meeting on March 27, 2025

Motion to *approve consent agenda as presented* by Walia

Second by Scozzola

AYES: 4

NAYS: 0

ABSTENTIONS: 0

ABSENT: 1 (Fligor)

Motions passes 4-0-0-1

2. President Update (KLEIN)

3. Identify Potential Speakers for 2025: Discussion and Possible Action (SIRKAY)

- a. David Driskell and Samantha Dolgoff, Community Planning Collaborative
- b. Kara Gross – SVCE Co-sponsorship

4. Review May 8, 2025 Meeting Agendas: Discussion and Possible Action (ALL)

- a. City Selection Committee
- b. Legislative Action Committee
- c. Board of Directors

Motion to approve the agendas for the May 8, 2025 City Selection Committee, Legislative Action Committee and Board of Directors meetings with the corrections discussed by Scozzola

Second by Walia

AYES: 4

NAYS: 0

ABSTENTIONS: 0

ABSENT: 1

Motions passes 4-0-0-1

- 5. Future Meeting Topics: Discussion and Possible Action (ALL)**
- 6. Santa Clara County City Managers Association Update (KIRBY)**
- 7. Executive Director Update (SIRKAY)**

ADJOURN (KLEIN)

Meeting adjourned at 6:49 PM

Respectfully submitted on July 24, 2025,

Vaishali Sirkay

Vaishali Sirkay
Executive Director
Cities Association of Santa Clara County

PUBLIC PARTICIPATION OPTIONS

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Agenda Item No: 5a

Meeting Date: May 9, 2024

Cities Association of Santa Clara County Joint Powers Agency Agenda Report

To: BOARD OF DIRECTORS

Prepared by: Jannie Quinn, General Counsel
Andrew Shen, General Counsel

TOPIC: Conflict of Interest Code
SUBJECT: Consideration and Adoption of Conflict of Interest Code

RECOMMENDATION:

1. Consideration of Proposed Conflict of Interest Code
2. Adopt a Resolution Adopting a Conflict of Interest Code for the Santa Clara County Cities Association Joint Powers Agency ("Cities Association" or "Agency")

BACKGROUND:

Under the Political Reform Act ("PRA"), Gov't Code §§ 87100, et seq., public officers and employees who have decision-making authority should file Statements of Economic Interests (also known as "Form 700s") that disclose their financial interests and potential conflicts.

The PRA requires public agencies to adopt Conflict of Interest Codes that designate the public officials required to file a Form 700 and the scope of those disclosures. (See Gov't Code §§ 87300, et seq.)

Pursuant to Government Code Section 87303, newly created public agencies such as the Cities Association must submit its proposed Conflict of Interest Code to its "code reviewing body" within six months after coming into existence. The code reviewing body for the Agency is the Santa Clara County Board of Supervisors, since our jurisdiction lies wholly within this county. (Gov't Code § 82011(b).)

As you are aware, the Agency came into existence on February 1, and our deadline to submit a Conflict of Interest Code to the Board of Supervisors is thus August 1. But in communication with the Santa Clara County Counsel's Office, they have requested that the Cities Association submit its Conflict of Interest Code by May 20, so that it can be introduced at the Board of Supervisors in June (before its July recess).

SUMMARY OF PROPOSED CONFLICT OF INTEREST CODE:

The Santa Clara County Counsel's Office has graciously reviewed the proposed Conflict of Interest Code. Under this proposal, Board members (including alternates), the Executive Director, and the Co-General Counsel would file Form 700s. Pursuant to the Conflict of Interest Code, these positions would file under disclosure category 1, which is the broadest level of disclosure.

While Board members, as elected representatives of their own cities and towns, are already filing under disclosure category 1, we do wish to bring a potentially significant distinction to your attention.

Because the Cities Association has County-wide jurisdiction, the financial interests subject to disclosure would also be County-wide. So, hypothetically, if a Los Altos city councilmember owns a property in San José, that councilmember would be required to disclose that property interest on her Cities Association Form 700 – but it is unlikely she would have been required to do so on her Los Altos Form 700. Likewise, under the Cities Association's Form 700 disclosure requirement we would also be required to disclose investments, business positions, and sources of income and gifts from any entities "doing business" in *Santa Clara County*, rather than the individual jurisdictions you represent as a Mayor or Councilmember.

ELECTRONIC FILING:

With the assistance of the Santa Clara County Counsel's Office, we also plan to move to electronic filing of Form 700s by the next annual filing deadline. If you already have an account with the county's eDisclosure system, you should be able to use that same login information to file your Cities Association Form 700.

CONCLUSION:

We submit the proposed Conflict of Interest Code for the Board's consideration and approval.

FISCAL IMPACT:

None.

OPTIONS:

The Board of Directors has the following options:

1. Review and approve the proposed Conflict of Interest Code through the attached Resolution.
2. Direct General Counsel to make additional edits to the Conflict of Interest Code, verify those changes with the Santa Clara County Counsel's Office and return to the Board at a future meeting.

ATTACHMENT:

1. Proposed Resolution Adopting Conflict of Interest Code

Santa Clara Cities Association Website Plan

July 1, 2025

Submitted by: Community Planning Collaborative

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About Community Planning Collaborative

Community Planning Collaborative (CPC), formerly Baird + Driskell Community Planning, is known locally and nationally for developing and implementing housing policy through inclusive participatory processes, multi-jurisdictional collaboration and innovative design approaches. For over 25 years, we have supported jurisdictions throughout California and beyond to develop responsive solutions to local and regional challenges.

We are experts in the planning, development, and implementation of creative communications solutions, including websites, printed and digital documents, and innovative tools for community participation and access to resources. Our firm is unique in having a Creative Director on staff who is a highly experienced designer. This allows us to combine our planning and policy expertise with a seasoned human-design approach and technical skills for production.

Project Team

Bowen Close, Project Manager and Creative Director

Bowen will be your primary contact for this project.

Gina Sarti, Policy and Design Associate

As needed, we will coordinate with these CPC team members for Planning Collaborative site tasks and the overall project:

- **David Driskell**, Principal-In-Charge
- **Samantha Dolgoff**, Planning Collaborative Coordinator
- **Abbie Tuning**, Policy Associate and liaison with Planning Collaborative

Scope of Work / Project Overview

This planning document overviews a proposed project to create a new website for the Cities Association (currently at <https://citiesassociation.org/>), including a section for the Santa Clara County Planning Collaborative (currently managed by Community Planning Collaborative).

Project Goals

- Improved usability and interface for site visitors, including ease at finding relevant documents and resources
- Improved usability and interface for staff, particularly in:
 - Updating meeting listings with associated documents (e.g., meeting minutes, presentations) and meeting recordings (typically hosted on YouTube)
 - Tracking bills and documentation from the Legislative Action Committee
- Robust archive and document library, including search functionality and intelligent organization (categories, tags, etc.) to make it easy to find relevant information
- High-quality design, full spectrum security, accessibility compliance

Existing Site

The Cities Association's existing site is hosted on Proud City and includes over 70 pages, over 500 documents, over 50 "news" posts, listings for nearly 300 meetings, and a handful of other content types (FAQs, contacts, etc.)

This site also includes pages and resources uploaded under the Santa Clara County Planning Collaborative section. *CPC largely manages this part of the existing site and can provide most of the services the client will provide for the rest of the site, including resource organization, content development, and review of pages.*

This new site would also incorporate the defunct Airport Roundtable site (<https://scscroundtable.org>), which is also hosted on Proud City and includes over 40 pages, 161 "news" posts, and a variety of meeting listings, resources (links and uploaded files), and other content types. *This overview assumes this content would be substantially reorganized/condensed to provide a useful archive, but that the content would not function in the same way the existing site does.*

Workplan

1. Refine Project Plan and Coordination

Finalize contract, prep for and hold kickoff, on-going coordination, prep for and conducting regular meetings with staff project team as needed. Assumes all virtual meetings.

- Finalize contract and work plan and make adjustments if needed
 - Prep for and hold kickoff
 - On-going internal and project team coordination
-

2. Site Audits and Client Review for Migration

Audit existing sites to fully understand existing content and provide tools for client to review, edit, and reorganize. Deliverables include:

- Visual sitemap of pages in existing site
- Spreadsheet of all existing pages with current URL
- Spreadsheet of existing resources/documents

Client responsibilities:

- Review sitemap and spreadsheets and indicate which content should and should not be migrated to the new site. *CPC staff can complete this task for the Planning Collaborative section of the site.*
-

3. Proposed New Sitemap and Content Organization, Resource Library Organization

Using client-edited content audit, recommend new organization and site map for the new site. Deliverables include:

- Proposed new visual sitemap for the site and proposed organization for resource library
 - Includes one round of client review and updating to finalize; *CPC staff can complete this task for the Planning Collaborative section of the site.*
- New spreadsheet to organize resources for upload, including all content/meta data that needs to be completed by client (for example: all

resources will need to be assigned categories that determine which page(s) they appear on).

Client responsibilities:

- Review new visual sitemap and approval final visual sitemap. *CPC staff can complete this task for the Planning Collaborative section of the site.*
- Provide content and metadata (e.g., categories, tags) for all existing resources that will be migrated (*note that this can be a decent amount of work to assess each resource and confirm or create categorization for it*). *CPC staff can complete this task for the Planning Collaborative section of the site.*

4. Creation of content

Generate content for all pages on the site, utilizing content templates we create for you. Deliverables include:

- One document for each page of the site, including current page content if applicable.
- Site tracker spreadsheet with a row for each page of the site that links to the content document and tracks progress.

NOTE: Existing “blog”-type posts on the current site will be migrated over without changes, aside from posts identified as not needing to be migrated.

Client responsibilities:

- Draft and finalize content for the pages of the site. *CPC staff can complete this task for the Planning Collaborative section of the site.*
- Provide photo options for the site, if available.

5. Site Design

Finalize the visual identity and proposed design of the site. Deliverables include:

- Proposed style guide (color palette, fonts, etc.)
 - Includes one round of revisions.
- Visual mockups of the site homepage, a typical content page, and a document library page.

- Includes one round of major revisions and up to two rounds of minor revisions.

Client responsibilities:

- Review style guide and mockups of the site, provide feedback, and approve final versions.

6. Site development

Building on the approved site design, sitemap, resources library organization, and site content documents (steps 2-5), begin development of the site. The site as built will be WCAG accessibility compliant to an AA level.

Proposed technical stack:

- Hosting at [Cloudways](#) on a 4GB server based in San Francisco
 - Includes development (live) site, staging site, object cache, malware protection, daily backups, SSL certificate(s)
- Wordpress CMS, [Elementor site builder](#)
- [Document Library Pro](#) for resources library, adding on password-protected feature as desired
 - FacetWP for document library filtering
 - SearchWP for document library search (including scanning of PDF content)
- [ConveyThis](#) for translation, if desired (this allows user-specified translation along with AI-based translation). *Free Google Translate options are also available, but are slightly less technologically reliable and don't allow for specific translations.*
- [Crocoblock](#) JetEngine, JetElements, and other plug-ins as needed for dynamic site population and advanced features, as relevant
- Google Analytics and Search Console for site monitoring and user analytics
- Google ReCaptcha for secure form submission, if relevant

7. Proposed workflow and development platform for events/meeting listings and associated documents

Because of the importance of this process, we will provide a proposed workflow for posting meetings and other events, including associated documents. Deliverables include:

- Documentation and/or video walkthrough of process for client review.
- Tweaking of process as needed based on client review.

Client responsibilities:

- Review proposed workflow/process and confirm approval.

8. Site review

When site development is complete, a link to a private staging site will be provided as well as methods for providing feedback.

Client responsibilities:

- Review pages and provide feedback
- Approval to launch the site

9. Site launch

Connect site to existing domain(s) and verify successful site launch. Testing includes:

- Broken link scan
- Site speed and performance scans via Google Lighthouse

10. Site training

Hand off the site to the client and provide training, including:

- 1-hour recorded live training
- Knowledge base document including frequent tasks/workflows on the site, including video tutorials where relevant



11. OPTIONAL: Continued Maintenance and Troubleshooting

CPC offers a package of ongoing hosting, maintenance, and troubleshooting.

Typical costs for this package are around \$4,800/year, estimating around \$1,000 in direct costs for hosting, malware protection, and translation and up to 20 hours of billed hours for maintenance, scans, and other work detailed below.

Hosting and translation costs, *charged monthly*

- **Direct:** Hosting and malware protection provided by Cloudways and charged directly. Contractor will alert Client before making any hosting and malware vendor changes. Estimate: \$55/month.
- **Direct:** Translation costs provided by ConveyThis and charged at \$0.17/1,000 words/language/month. Estimate: \$5/month for each language. *CPC can charge bulk rates for this translation, resulting in a lower charge than if the Cities Association buys its own translation plan.*
- **Hourly:** Up to 1 hour billed per month
 - Includes critical security updates as relevant

Proactive website maintenance, *charged quarterly on an hourly basis*

- **Hourly:** Up to 4 hours billed
 - Plug-in updates, error troubleshooting
 - Broken link scan and reporting to client or internal project team
 - Accessibility scan and minor adjustments as needed to keep the site in compliance

Annual site analytics and updates, *charged annually on an hourly basis*

- **Hourly:** Up to 3 hours billed (not including requested site updates)
 - Summary of website analytics from the previous year, including most visited pages, resource downloads, number of users, and other relevant trends. Client can request specific analytics to be tracked and summarized at the beginning of the agreement, within what is possible using Google Analytics or other agreed-upon analytics.
 - Reminders of key content that might need updates (contact information, timely resources, etc.) and how to update it
 - Contract renewal/discussion

- **Direct:** Renewal of Document Library Pro (\$120-160/year, depending on password protection options) and SearchWP (\$200/year) plug-ins

NOT INCLUDED: Site updates at the client's request, *billed monthly*

- **Hourly:**
 - Content, design, layout changes requested by the Client - *billed hourly*
 - Troubleshooting site errors, downtime, platform errors - *billed hourly*
 - Specific adjustments to automatic translation (example: a specific translation of a certain phrase or term). Client provides the translation to adjust and Contractor makes the adjustment in the translation platform, *billed hourly*
- **Direct:** Special requested plug-ins or paid functionalities at the client's request, *billed directly*

Ongoing Website Costs

If you do not participate on the maintenance package listed above, the following estimates ongoing costs for the site, all of which would be paid by the client directly. *These ongoing costs do not include any troubleshooting, maintenance, or other work from the CPC team.*

Item	Annual Cost
Hosting and malware protection with Cloudways <i>estimated \$55/month</i>	\$660
Domain renewal <i>estimated \$20 per domain</i>	\$20
Document Library Pro plug-in <i>\$160 if password protection is enabled</i>	\$120
SearchWP plug-in	\$200
Translation with ConveyThis (recommended provider), <i>estimated \$24.00/month subscription</i>	\$288
Total Cost	\$1,288/year

Budget

Task	Hours	Budget
1. Project Plan and Coordination	15	\$2,625
2. Site Audits	5	\$875
3. Sitemap, Content and Resource Organization	6	\$1,050
4. Content Creation	6	\$1,050
5. Site Design	6	\$1,050
6. Site Development	20	\$3,500
Site Development Fee – this fee covers:		
- Ongoing use of CPC’s web tools and licenses including Elementor Pro, Crocoblock, and others. - Hosting and malware protection during the project	Flat Fee	\$1,000
7. Events/Meeting Workflow Development	4	\$700
8. Site Review	6	\$1,050
9. Site Launch	2	\$350
10. Site Training	4	\$700
Total Cost		\$13,950

This budget estimate reflects the 2025 average hourly rate of this project team as \$175 per hour.

IMPORTANT: This budget reflects an approximately \$8,000 discount because the Planning Collaborative website project is concurrent and shares many of these tasks. The work for that site will be billed along with the regular Planning Collaborative work.



Timeline

We anticipate a project launch in August or September 2025 and a hopeful site launch in December 2025. Project timeline is highly dependent on the turnaround time for client organization, categorization, and editing of content and the resources library.

SINGLE SOURCE COMMUNICATIONS



WEBSITE DESIGN AND HOSTING SERVICES

The Cities Association of Santa Clara County

July 18, 2025

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

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COVER LETTER

Thank you for this opportunity to support the Cities Association of Santa Clara County as a partner in designing, hosting and maintaining its website. This proposal will outline how our team of website design and development experts will design, develop and support a modern website for the benefit of the Cities Association of Santa Clara County and its stakeholders. This document will describe Tripepi Smith, our firm experience and our approach to your website redesign.

Tripepi Smith has a deep understanding of the unique dynamics of local communities: over 200 local government agencies, primarily in California, have chosen us to support their communications needs. Dozens of private companies, nonprofits and public agencies have tapped our team to support their website redesigns. Our firm not only has a history of successful website implementations, but we also have a strong history of working with water agencies to understand the totality of their communication needs and the critical role a website plays in fulfilling them.

Tripepi Smith builds websites on the WordPress platform. This open-source platform is the most used content management system (CMS) in the world and powers some of the most highly trafficked websites. WordPress is well-understood by a large number of website developers and management firms. As a result, the Cities Association of Santa Clara County will avoid proprietary lock-in on the redesigned website, enabling access to thousands of WordPress experts should Tripepi Smith no longer meet your needs (though we hope it never comes to that). Our goal is to set the Cities Association of Santa Clara County up to independently run its own website, regardless of who might contribute to it.

We are confident that our dedication and proven track record make us the right partner for the Cities Association of Santa Clara County. Thank you for considering us in this endeavor. We eagerly anticipate the chance to discuss our proposal in more detail.

Authorization

I affirm that I have the legal authorization to bind Tripepi Smith into agreements with the Cities Association of Santa Clara County and to make the statements below on behalf of the firm. This proposal is valid for 90 days from the date of submission.

Regards,



Ryder Todd Smith

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

Ryder@TripepiSmith.com • (626) 536-2173 • PO Box 52152, Irvine, CA 92619

RFP@TripepiSmith.com is our preferred point of contact throughout the evaluation process.

ABOUT TRIPEPI SMITH

A Public Affairs Firm that Understands Local Government

Tripepi Smith excels in public affairs and marketing. Founded in 2000 and incorporated as a California corporation in 2002, the company is headquartered in Orange County, California, with staff throughout the western United States. We work in a complex environment where successful communications go hand-in-hand with marketing and technical expertise. As a full-service marketing and creative services firm, Tripepi Smith offers the right professionals for the job while being small enough to be nimble and responsive. Our team offers a broad spectrum of experience and skills that allows us to apply the appropriate resource to the appropriate tasks; this allows us to execute work faster and reduce engagement costs.

Tripepi Smith's team comprises over 70 full-time professionals experienced in local government. Our staff includes former municipal employees with backgrounds in creative services, public information and city management, as well as seasoned directors, analysts and practice area specialists. Accredited public relations (APR) professionals guide effective messaging while policy wonks provide counsel on public affairs. TS Creatives fashion compelling branding, websites, print and digital design, social media, photography and videography. We employ multiple FAA-certified drone pilots and operate a full-scale video production studio with extensive event and broadcast experience.

The Result: We can tell a complete story across mediums, all within our one team.

Firm Structure and Financial Matters

Tripepi Smith was founded in 2000 and incorporated in 2002 as a California S Corporation. The firm has two corporate officers, who are also the co-founders with equal ownership of the business:

Co-Founder & President Ryder Todd Smith

Chief Financial Officer Nicole Smith

Ryder and Nicole have signing authority to bind Tripepi Smith into agreements with clients. Tripepi Smith has generated a profit every year it has been in operation. We have never had a legal claim filed against us and have never failed to fulfill a contract commitment.

In addition to the President/CEO and CFO, multiple principals and directors oversee the day-to-day operations of a team of analysts, graphic designers, photographers and videographers. All Tripepi Smith employees report directly to the President. Please refer to our Org Chart for full details.

Grounded in Civic Affairs

CFO Nicole Tripepi Smith is a second-generation civic-affairs professional (her father was a city manager for 28 years). President Ryder Todd Smith brings over 20 years of public agency marketing and communications experience to the table.

Office Locations

Since early 2017, Tripepi Smith has operated in a completely virtual office environment. Being virtual enhances operational resilience and grants us access to a flexible and diverse workforce. The team — composed of policy wonks, creative message developers, broadcast specialists, videography experts, technology gurus and graphic artists — resides throughout Arizona, California, Idaho, Montana, New Mexico, Tennessee, Texas, Utah, Washington, with a majority based in California.

Contact Information

Email: RFP@TripepiSmith.com

Phone: (626) 536-2173

Mail: PO Box 52152, Irvine, CA 92619



20 local gov
associations
supported



CERTIFICATIONS
#ABL = "Always Be Learning"



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

Ryan Smoot

Former City Manager, Lomita Water (City of Lomita)

Our Services

Tripepi Smith operates at the intersection of marketing, technology and public affairs. We excel in each of these areas, but the true power lies in our ability to seamlessly integrate them. This holistic approach allows us to craft impactful solutions for our clients.

Strategy, Marketing, Communications	Creative Services
Strategic Development, Research, Surveys, Messaging	Full-Service Graphic Design for Digital, Print and Outdoor
Social Media Management	Brand and Logo Development
Web and Social Media Strategy, Optimization (SEO), Metrics	Content Creation (Writing, Editorial, Thought Leadership)
Web Hosting and Support	Output Services (Digital Distribution, Print Management, Mail Management)
Email Campaigns	Illustration and Information Graphics
Relations (Media, Stakeholders, Public, Government)	Photography
Support and Training for Events, Presentations and Virtual Gatherings	Videography, Broadcasting, Podcasting, Drone
Digital, Print, Radio, Out-of-Home Advertising	Event Production, Technical and AV Support
Staff Training (Media, Social Media, Photo, Brand Implementation)	Animation and Motion Graphics
Association Management Services	Web Design and Implementation

Partial Client Roster

We have a network of 200+ satisfied clients in the local government space. We are happy to connect you with contacts at our client agencies who can share their experience working with Tripepi Smith.

California City Management Foundation	City of La Cañada Flintridge	City of Rancho Palos Verdes
City of Aliso Viejo	City of La Palma	City of Riverbank
City of American Canyon	City of La Puente	City of Rohnert Park
City of Atascadero	City of La Verne	City of Rolling Hills Estates
City of Azusa	City of Laguna Hills	City of San Leandro
City of Baldwin Park	City of Laguna Niguel	City of Santa Ana
City of Bellflower	City of Lake Forest	City of Santa Clarita
City of Benicia	City of Lakeport	City of Santa Paula
City of Burlingame	City of Lancaster	City of Saratoga
City of Claremont	City of Livermore	City of Stanton
City of Coronado	City of Lomita	City of South Gate
City of Cotati	City of Lynwood	City of South Pasadena
(City of) Culver City	City of Malibu	City of Tracy
City of Cupertino	City of Manhattan Beach	City of Vallejo
(City of) Daly City	City of Manteca	Costa Mesa Sanitary District
City of Danville	City of Martinez	Del Paso Manor Water District
City of Duarte	City of Menifee	Estrella-El Pomar-Creston Water District
City of El Cerrito	City of Millbrae	Shandon-San Juan Water District
City of Encinitas	City of Morgan Hill	West County Wastewater District
City of Fountain Valley	City of Murrieta	Independent Cities Association
City of Foster City	City of Napa	Independent Cities Finance Authority
City of Fullerton	City of Orange	Institute for Local Government
City of Gilroy	City of Orinda	League of California Cities
City of Grover Beach	City of Pacifica	Municipal Management Association of Northern California
City of Hawaiian Gardens	City of Palm Desert	Municipal Management Association of Southern California
City of Hayward	City of Palmdale	Orange County City Manager Association
City of Healdsburg	City of Paramount	San Gabriel Valley City Managers' Association
City of Hercules	City of Pico Rivera	Claremont McKenna College
City of Huntington Beach	City of Pismo Beach	
City of Indian Wells	City of Placentia	
City of Irvine	City of Pomona	
	City of Rancho Mirage	

Local Government Affiliation & Support

Tripepi Smith is a longstanding partner to these institutions, the majority of which have entrusted us with supporting their communications.



**California City
Management Foundation**



**California Association
of Public Information Officials**



League of California Cities



**California Contract
Cities Association**



**Orange County City
Manager Association**



Cal-ICMA



**California Municipal Revenue and
Tax Association**



**Municipal Management Association
of Northern California**



**Municipal Management Association
of Southern California**



**Institute for
Local Government**



**San Gabriel Valley
City Managers' Association**



**California Special
District Association**



**Texas Women's
Leadership Institute**



**Urban Management Assistants
of North Texas**



**Washington City/County
Management Association**

Axioms We Live By

Introduction

In our work with over 200 local government agencies on external communications since our incorporation in 2002, we have identified many patterns, observations and insights. As a result we have developed some axioms (AKA sayings or mottos) when it comes to thinking about external-facing communications. These are just a few that we find universally true.

Content X Distribution = Impact

The audience must see your content to be impacted by it.



Tripepi Smith was born in the digital era. We take digital seriously and recognize how critical it is to not only develop great visuals and messaging, but to ensure the audiences we want to reach actually see that content.

“Content x Distribution = IMPACT” is how we illustrate the point: What good is content if you aren’t properly promoting, distributing or sharing it? On the other hand, what good is distribution if the content fails to engage your audience positively? We use this principle to guide a comprehensive distribution strategy that ensures we reach our target audiences.



**If you don’t publish
information first, someone
else will—and they may not
care about the facts.**

In this age of smartphones and voice-activated virtual assistants, we are used to being able to access news and information at our fingertips. When your community cannot easily find information — such as a controversial policy decision, a new housing development or a political scandal — they may resort to finding "the facts" on their own. This is especially true for crisis communications: the longer you wait to address the crisis, the more time you are giving to others to fill that void with their own research and/or opinions.

So, we strive to get your information out there first, even if it is a "holding message" such as "we are aware of the situation and will use our official channels to share more info soon." By publishing information on your agency's website or some other centralized location, you, your agency leadership and your supporters will be able to easily debunk misinformation with verifiable facts and talking points.

Only a small percentage of the population understands local government the way we do.



The 3% includes local government professionals like you and consultants like us—the select few who wake up daily thinking about the complexities facing public policy and municipal management. We have our own language in local government: terms, phrases and especially acronyms. Most of the population may have little exposure to or interest in local government. They just want their utilities to work, no potholes, low crime and other securities provided by their local governments that enable a high quality of life.

So, when we speak with the 97% through public outreach, we ensure our language is accessible and understandable. This mitigates any risk of alienating them; moreover, it enables an ability to build relationships and engender trust.

TRIPEPI SMITH TEAM

Organization Chart



Project Staff

Depending on the scope of work the Cities Association of Santa Clara County selects, the rest of the Tripepi Smith project team may vary. The Account Manager (bio below) will closely monitor the quality of work product before Tripepi Smith delivers it to you for review/approval. Should any key personnel become unavailable during our engagement, Tripepi Smith will quickly substitute with other Tripepi Smith resources who have commensurate experience, knowledge and/or skill sets.

Please see the Appendix for full resumes of key personnel. You can learn more about our individual backgrounds and qualifications at www.TripepiSmith.com/Our-Team.

The core project team will have dedicated availability to support the engagement, including capacity to provide support under urgent notice and/or time constraints. Tripepi Smith is a collaborative firm with many skill sets available. Any Tripepi Smith staff member may be brought onto the engagement to help with our efforts.



Melanie James
Director

Location: Culver City, CA | Role: Lead Web Design

Melanie James is a talented professional with a diverse skill set in graphic design, WordPress website design and development and project management. With a keen eye for aesthetics and graphic design, she creates visually captivating designs that capture a client's vision. Her proficiency in web design, complemented by a deep understanding of HTML, CSS and industry trends, allows her to craft great websites that engage audiences. As a skilled project manager, she ensures seamless execution from start to finish, while her expertise in account management enables her to meet client expectations and build strong partnerships. Her versatile skill set and dedication to client success with efficient project execution provide exceptional results and client satisfaction.

Her clients include the City of Tracy, City of Daly City, City of Palmdale, Santa Clara County Fire Department, CALED, Rowland Water District and Placer Mosquito Vector Control District.

Melanie is a certified Hootsuite Social Marketing Professional and Constant Contact Certified Solutions Provider and has completed the University of Southern California Executive Education Forum for Local Leaders and the University of California, Irvine Public Policy Making Academy II.



Max Weirauch

Website Developer

Location: Oceanside, CA | **Role:** Web Developer and Maintenance

Max Weirauch brings a diverse and dynamic skillset to the Tripepi Smith team, specializing in WordPress website development, data analytics and content management. With a primary focus on frontend design, Max also excels in configuring scalable systems in backend development environments. His websites are meticulously crafted to be responsive, search engine optimized and easily maintainable. Leveraging his mastery of data analytics and technical know-how, Max delivers comprehensive web solutions that drive measurable results for clients.

Max holds a Bachelor of Arts in Economics and German Studies from Claremont McKenna College. During his studies, he developed a deep understanding of local government marketing trends, particularly within Southern California communities. Max approaches every project with a solution-oriented mindset, leveraging his creative marketing expertise to drive positive impact and achieve client objectives.

His client work includes the City of Big Bear, Jurupa Valley Services District, City of La Canada Flintridge, City of Palmdale, Harlingen Waterworks, California City Management Foundation, Micro Managed Sciences.



"Launching a new website can seem daunting, but the team at Tripepi Smith made it simple and successful. From friendly staff to a design process that clearly sought to understand our goals, I strongly recommend Tripepi Smith for any public agency embarking on a new website. El Toro Water District is focused on customer outreach and education, and the investment in the Tripepi Smith-built website will yield great results."

Sherri Seitz

Public Relations Manager, El Toro Water District

PROPOSED SCOPE OF SERVICES

The Cities Association of Santa Clara County understands the importance of creating a modern, accessible and informative digital presence for stakeholders and residents providing access to vital information and resources.

The website will be redesigned with both functionality and aesthetics in mind—ensuring user-friendly navigation, mobile responsiveness, improvements for (but not guarantees of) ADA compliance, and alignment with the Association's vision and mission. Our Approach to this service is outline below.

Website Design Approach

With decades of combined experience managing websites for public agencies, our team handles all website needs, from content strategy, creation and maintenance to technical support and full-fledged website redesigns. No matter the case, we prioritize user experience, staff education, Search Engine Optimization (SEO) and compliance with the Americans with Disabilities Act (ADA).

Technical Approach

Building, hosting and maintaining websites on WordPress ensures that each client website is customized to their unique needs. As a dedicated hosting provider, we also secure all 60+ of our client websites, guaranteeing a 99.99% uptime and uninterrupted access to users.

Dozens of our public agencies, private companies and associations have enjoyed the following workflow in our efforts to help them replace, upgrade or create their websites. We're optimistic that this process will reap similar successes for the Cities Association of Santa Clara County as we set out to accomplish goals for your new website.

Scope and Implementation

Tripepi Smith will build a fresh, modern, user-friendly and visually appealing website using an open-source content management system (CMS) called WordPress. WordPress all but guarantees your future website success. Responsive website design ensures your new site is optimized for desktop, tablet and mobile devices. Other features include a dead-simple content management system, a modern and responsive look and feel, custom menus and updated navigation, dynamic homepage slider, custom form integration, language translation, social media feed integration, content library management, 3rd party embed functionality, custom calendar integration, emergency alert banner/popups, custom user roles and ADA compliance. Upon completion, we will Search Engine Optimize (SEO) your website to ensure visitors can easily discover information.

Tripepi Smith will build a website with five initial pages:

1. About
2. Agenda and Minutes
3. Calendar
4. Board Leadership
5. Legislative Positions and Bills of Interest

Website Development Process

1. **Website Specifications Document (WSD):** We work with your stakeholders to envision your new website and identify the goals you wish for it to accomplish. The WSD itself is a core requirements document that ensures our project teams share the same vision for the final website. Getting this document right at the outset is critical to our success on this shared endeavor.
At this stage, we also develop and present 3 options for logo concepts and one will be selected. The new logo and colors will be incorporated into the website design
2. **Website Design:** Using the WSD, we will design up to three concepts of the homepage for you to consider. We continue to iterate until we design the look and feel that is just right for your agency. Tripepi Smith will include a “Built and Hosted by Tripepi Smith” on the footer of the website.
3. **Website Coding:** Next, our web developers focus inward for a few weeks, coding the site to bring your vision to life. Toward the end of this phase, we invite you to review the beta site and contribute to a “bug list” that tracks all discovered issues. We encourage authentic engagement during this process.
4. **Content Migration and Training:** In this phase, we start to populate the new website with content from your existing website and/or the new content you have created. Adding content at this phase helps get ahead of potential layout issues. At this time, we will also conduct a staff training session.
5. **Quality Assurance Testing and Launch:** Last, we conduct a round of testing and quality assurance as we near the home stretch. This ensures a great experience for users on day one of your brand new website being live in the world. This phase also involves a critical cutover process in which our team will coordinate with your information technology staff to implement DNS changes.

Once the site is “live”, Tripepi Smith will provide content and technical support to address new bugs or questions over the course of one year. We pride ourselves on our customer service. You will have direct cell phone numbers and emails for all project staff. Remember: we are a phone call away and will address needs for your website as quickly as possible. For the rare, more complex issues that may crop up, we provide a timeline for resolution and ensure a consistent line of communication as we work to resolve the issue.



“Tripepi Smith was a great partner in our website revamping project. They delivered a great looking site with features that are important to our overall outreach strategy. Furthermore, we felt like Tripepi Smith understands the government audience we seek to engage, which made the process all the more easy to navigate. I highly recommend Tripepi Smith for your website and internet strategy needs.”

Lacy Kelly
CEO, Association of California Cities, Orange County

Technologies

Here is a breakdown of some of the technologies we intend to implement on your website.

ADA COMPLIANCE

Public agencies are obligated to meet Section 508 standards to achieve ADA compliance. Design considerations, such as contrast ratios of text to background or the addition of description text to images necessary, will ensure your website can accommodate both visual and non-visual users.

The site we launch will be substantially compliant to the ADA standards. However, ongoing website changes could undermine ADA compliance over time. For example, staff could add an image without alternative text, breaking compliance. Of course, we can train your team to prevent these kinds of issues, but ultimately the onus will be on website editors to remain vigilant as they modify website content. Similarly, while many webpage links to PDFs will be ADA compliant, you will need to make the PDF documents themselves ADA Compliant. We are available to train or assist you in ensuring PDF compliance on an hourly basis. Tripepi Smith does not offer legal coverage or assurance of ADA compliance.

BROWSER COMPATIBILITY

Your website design will be compatible with popular browsers, including Safari, Google Chrome, Microsoft Edge and Firefox. We also design for compatibility and functionality on mobile and tablet devices.

SEARCH ENGINE OPTIMIZATION (SEO)

Your new website will be optimized for today's modern search engines. Tools like Google Webmaster ensure website content is optimally configured and digested to deliver strong search engine results. Ongoing tinkering and content generation are fundamental to a solid SEO strategy. Here again, on an hourly basis, Tripepi Smith can provide an SEO strategy, if requested.

SITE TRAFFIC PATTERNS AND REPORTS

Google Analytics is an important website tool for reporting website traffic patterns that can help enhance content strategy. We implement it on every website we create, which includes ensuring your website has a Privacy Policy noting use of cookies and tracking tools. If you already have a Google Analytics account and/or Privacy Policy, we will simply transfer them to your new website.

SSL CERTIFICATE

An SSL Certificate is a hallmark for any website today. It keeps user data secure, verifies ownership and keeps attackers from creating fake versions of your website, all of which are all critical to earning user trust. Google Chrome even flags and discriminates against websites without SSL. A staple for all TS-built websites, it updates every 3 months for better SEO, security and encryption.

LANGUAGE TRANSLATION

Google Translate integration supports speakers of different languages who use your website.

CALENDAR

Your new website will feature a global calendar complete with custom categories and cross-website integration as dedicated pages or widgets.

THIRD-PARTY SOFTWARE INTEGRATION

The new website will have the ability to embed iframes, HTML or JavaScript codes to display or link to third-party software, such as agenda software embeds, bill pay tools, event registration and integrated chat bots. We'll work together to determine your third-party software needs and the best formats for their integration.

Training & Documentation

Towards the end of the process, one of our WordPress experts will facilitate a virtual training of up to two hours long. The session can be split up or otherwise customized to your needs. During the session(s), staff will learn the WordPress interface and content management system.

We also provide a custom user manual outlining instructions for each website feature that staff can use as a reference and training tool.

Software Support & Maintenance

Tripepi Smith offers support options to make it easier for our clients to manage their websites. This can include items such as performing maintenance on the site, upgrading to the latest software for better security, adding content and much more. We will provide one year of content and technical support on your website. Year two will be billed as outlined in the fee proposal.

Accessing support is as simple as making a direct phone call or sending an email to our WordPress experts any day or time. We pride ourselves in being a smaller firm that can offer personalized services to our clients. We address most requests within the same day, but if a request requires more time, Tripepi Smith will provide an estimated timeline for the resolution.

WEBSITE HOSTING

Tripepi Smith requires hosting websites for our clients so we can control the WordPress environment and security. This does not prevent you from migrating the website to a different hosting provider at any point.

Tripepi Smith hosts sites on the WPEngine platform (www.WPEngine.com), which operates out of a cloud infrastructure built on the Google Cloud platform (Google has multiple Internet access providers). WPEngine provides top-notch security to its customers, blocking millions of attacks daily. WPEngine performs backups of the environment (including files and the MYSQL database) daily. Restoration can usually happen within 20 minutes, and 30 days of backups are retained.

Tripepi Smith receives a 7-days-prior email notification when an update is going to happen on the server. View details on the SLA with WPEngine on www.WPEngine.com/SLA.

The datacenter in which WPEngine runs their servers recently completed a SSAE 18 report—that document is available upon request.

WPEngine and WordPress allow for optimal ongoing maintenance on the website. WPEngine periodically updates the WordPress platform and PHP languages by testing the instance first, then implementing. This ensures that the latest updates are being tested, then properly integrated into your website.

In addition to WPEngine updates, Tripepi Smith can perform these manually, along with plugin updates. Before implementing any software, running updates or doing major edits on the website, we run a manual backup of your website. If updating software or platforms, the site will be copied to a staging instance (AKA a sandbox instance), and all updates will be tested and reviewed for quality assurance before being implemented on the live site. This ensures that should any issues arise (though often there are no issues), we can assess and resolve them on the staging instance without interrupting the live site.

WEBSITE SECURITY

Tripepi Smith prioritizes cybersecurity as our operations rely entirely on secure servers, applications, websites, and cloud environments.

The benefits of building a site on WordPress means there are constant updates to both the platform and plugins. These updates include security fixes, stability improvements and new functionality. In addition to the constant updates from WordPress, our hosting provider continuously scans our hosted websites for at-risk issues, such as an outdated plugin that poses a breach risk. Once we receive notice of these issues, we resolve them immediately.

Through WPEngine, Tripepi Smith also has access to 24-hour support—not just a hotline or salesperson—but real developers. The WPEngine environment logs and limits the processes that can write to disk, which is how a majority of vulnerabilities and attacks happen, thus making it very hard to exploit our websites. WPEngine blocks over 2+ million attacks every day. A Tripepi Smith-built website has not experienced a data breach or cyberattack. The WPEngine data center also undergoes SSAE-18 examinations annually.

If an attack were to happen, WPEngine would be our "first responders" on the scene, managing and shutting down the attack on the site. They would also notify Tripepi Smith President Ryder Todd Smith of the issue and next steps. We immediately notify the client, address all the issues necessary and mitigate risks.

WEBSITE TECHNICAL SUPPORT

Once the site is built, you can continue to engage our team for support, to answer questions and to keep the website infrastructure up to date. The WordPress CMS goes through routine updates to add features, fix bugs and plug security holes. Leveraging our team for technical support ensures those updates happen when and as they should. We also fix bugs that surface after implementation.

The dead-simple CMS empowers staff to update the site without assistance from Tripepi Smith. However, if City staff hit a snag, have trouble with an update or otherwise need help with updating the website, we can provide assistance.

The scope of support does not include: adding new functionality, changing the design of the site, adding graphics or other material changes. Such services are provided on an hourly or project quote basis.

LEGISLATIVE TRACKER

Tripepi Smith does not create or manage a legislative tracker. We are aware of third party tools that you may wish to review. These include: CapitolTrack (<https://capitoltrack.com/pricing/>) and GovBuddy (

<https://app.govbuddy.com/plans/?state=CA>) Pricing on these is between \$2000 and \$5000 a year depending on seats and features.

Ad Hoc Work (as needed)

If there comes the need for any additional ad hoc services, Tripepi Smith is ready to provide those services and is providing our hourly rates for the full array of our resources to support the Associations communication efforts.

Examples of these ad hoc requests include but are not limited to: photography services; video production services; newsletter development and assembly; graphic design support; writing speeches; presentation preparation; media training sessions; drafting or reviewing policies and procedures; organizing press conferences; writing articles for the Cities Association of Santa Clara County websites or other publications; marketing campaigns; and other strategies, tactics and resources necessary to support your strategic mission.

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



"The Tripepi Smith team has been and continues to be a valuable partner for the CCCA. Tripepi Smith has provided valuable support to our Association for years and continues to be a great asset and partner for the contract cities community. Through their expertise in local government, they understand CCCA's purpose and, before re-building the website, sought to truly understand our vision and goals. We are beyond pleased with our new website and its features."

Marcel Rodarte

Executive Director, California Contract Cities Association

CLIENT WORK & REFERENCES

Upper Salinas-Las Tablas Resource Center

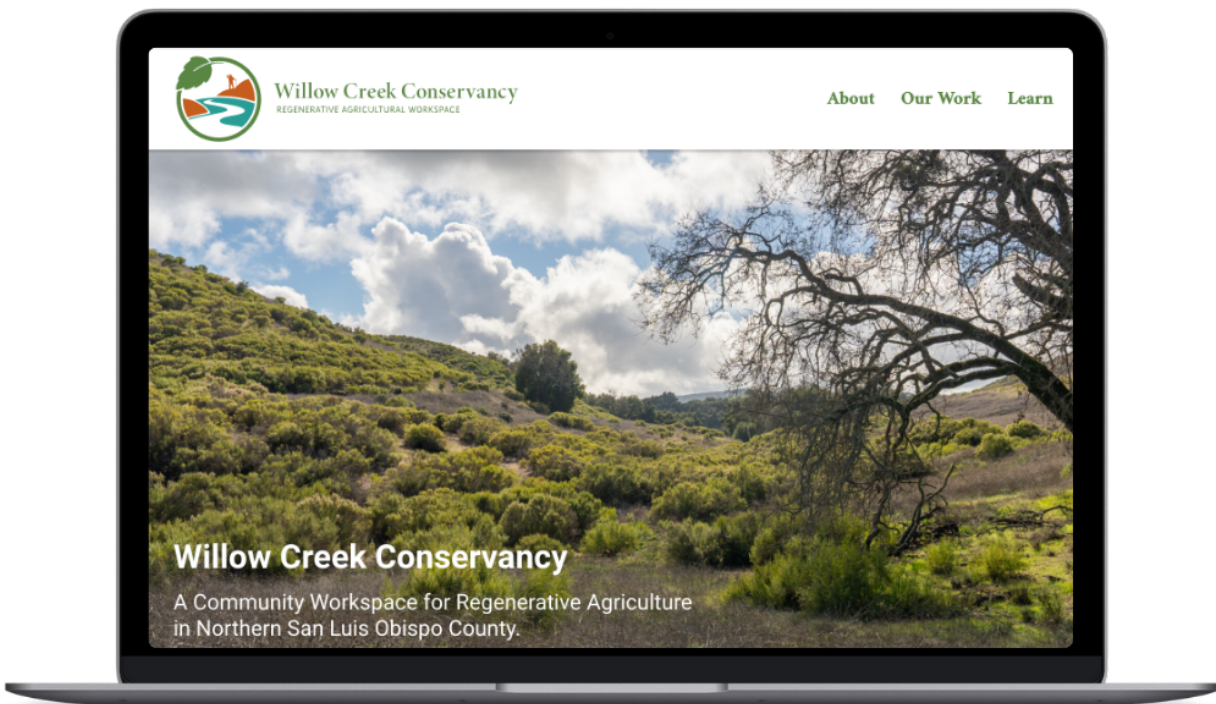
In November 2023, the **Upper Salinas-Las Tablas Resource Conservation District** (US-LT RCD) enlisted Tripepi Smith to create a new website, brochure and branding for the Willow Creek Conservancy project. The Conservancy is a 358-acre ranch promoting sustainable agriculture. Tripepi Smith developed a website and brochure highlighting the property's history, mission, values and ways to get involved. The creative team designed the logo, style and design for the website, incorporating photography and drone videography. **Website:** WillowCreekConservancy.org

Devin Best, Executive Director

805-460-7272 Ext 5

Devin@Us-Ltcrd.org

5855 Capistrano Ave., Atascadero, CA 93422



Rowland Water District

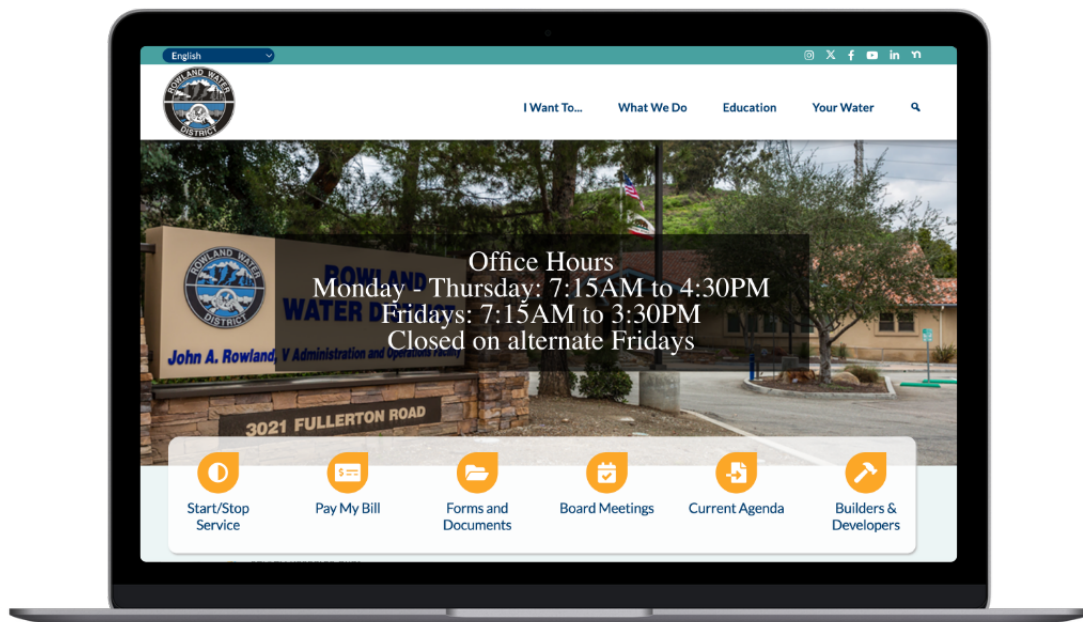
Rowland Water District first tapped Tripepi Smith in 2013 for website and communications support. In 2019, the District enlisted Tripepi Smith once again for a website redesign. The project was completed in seven months and delivered a brand-new website design with an updated backend built on the WordPress platform. The Tripepi Smith team collaborated closely with Rowland Water District staff to outline a plan focused on enhancing color schemes and creating a simple, user-friendly experience for site visitors. Several new features were introduced, including a tool to calculate water bills, rates and fees. The redesigned site also includes SSL certification, SEO optimization, custom forms, language translation, social media integration and more.

In 2024, the District once again turned to Tripepi Smith for another website refresh, this time with a brand new look with elements of the new branding used throughout the website and other communication materials. During the refresh, the sitemap was improved and refined to enhance the user experience and help customers find what they are looking for in three clicks or less. The website featured a dedicated forms and documents page, improved navigation, new chatbot functionality to make it easy for customers to pay a bill or find information, and a brand new intranet for internal staff to easily manage documents and calendars. The redesign included the standard SSL, SEO, ADA compliance, mobile optimization and ongoing tech support. **Website:** RWD.org

Tom Coleman, General Manager

562-690-7148

TColeman@RowlandWater.com



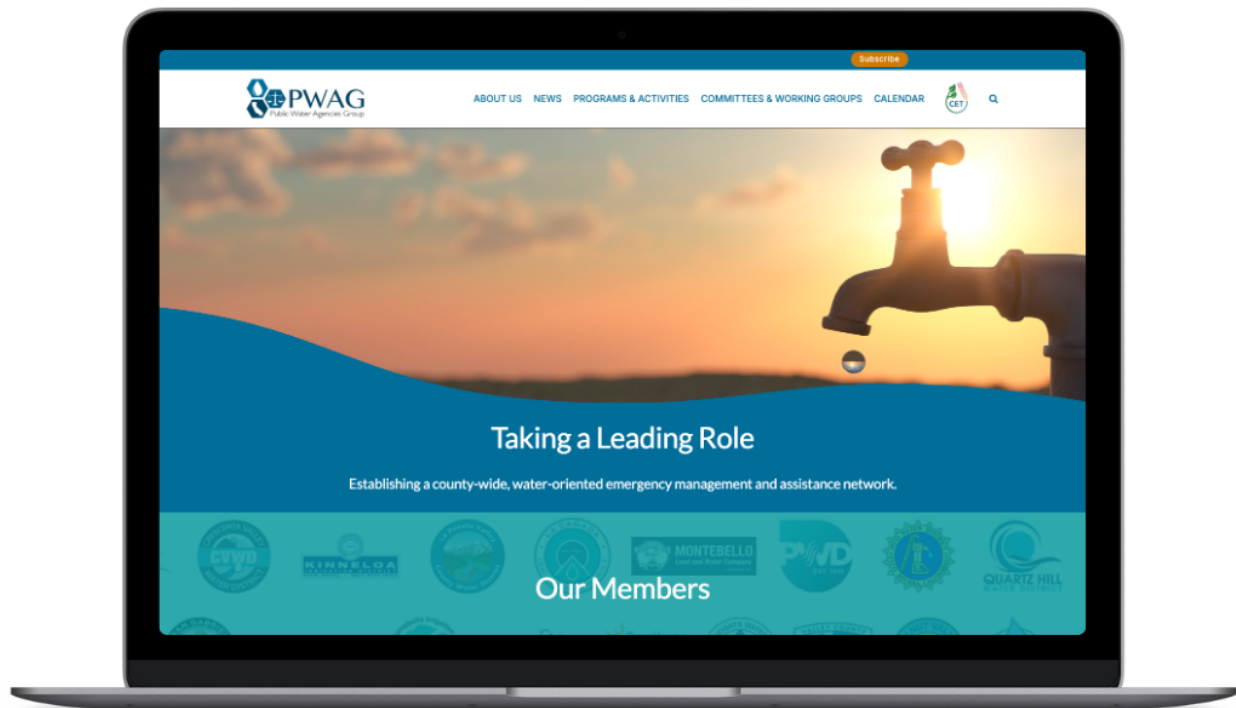
Public Water Agencies Group

Public Water Agencies Group (PWAG) contracted with Tripepi Smith in 2017 to develop a logo, brand assets and website for their newly formed group who provide various types of water service throughout Los Angeles County. The website incorporated the newly developed branding and served as a informative platform as the group continued to grow. In 2023, the PWAG tapped Tripepi Smith once again to transform its digital presence with a refreshed comprehensive website redesign, featuring a new document library system that strengthens collaboration among member agencies. The redesign is complemented by new graphic assets, and empowers users with a new mobile-responsive design that ensures all users can access critical information from any device, whether in the office or in the field. The website redesign reflects PWAG's commitment to leveraging technology to better serve its member agencies and their communities.. **Website:** [PWAG.org](https://www.pwag.org)

Tom Coleman, Board Chair, Public Water Agencies Group (PWAG)

562-690-7148

TColeman@RowlandWater.com



COST PROPOSAL

Tripepi Smith proposes a fixed fee for this website redesign, which means there will be no surprise costs with our work. Some technologies require a license fee and Tripepi Smith will communicate that fee to the Cities Association of Santa Clara County for approval.

Website Redesign/WordPress Site

Deliverable	Scope	Estimate
TS Built WordPress Website	Includes kickoff call, design, programming, content migration and QA. Tripepi Smith will also provide one year of content and technical support.	\$12,575
Annual Hosting Fee	Yearly fee for Hosting, SSL, 1 domain name and DNS management will be billed on the launch of the website. Each additional hosting instance after that is \$400 per site plus domain fees.	\$630 / year
Unlimited Tech Support	Available on Tripepi Smith-developed website	\$310/ month
Unlimited Content Management	TS provides content management, changes, and updates with merely an email request of phone call from authorized person.	\$350 / month

Website Payment Schedule

The payment schedule for the website work will be in increments of the \$12,575 with 50% to initiate work and 50% at the end upon launch of the website. The fixed annual hosting fee will be billed separately.

Alternatively, we can amortize the cost of the website design into a multi-year schedule to spread those one-time costs out with hosting and support fees included. The annual fee, upon launch for five years would be: \$6865/year.

Suggested Arrangements for Hosting

Tripepi Smith suggests the following:

Use the amortization of \$6,865 for the main site to get a new site with tech support.

Host the two other noted sites on separate instances of WPENGINE so as to not break them or comingle them given the likely difference in themes and programming. All this, not including legislative tracking or premium plugin licensing fees about \$7665 a year in hosting fees. Alternatively for the SC Roundtable, we can create a subset of pages that are focused on just archiving that content and create those pages within the new site we build, then archive off that site.

Migrating the SC Roundtable site to TS to host on WP Engine presumes that we have a method to download and migrate that site from Proud City without it breaking the site. We are unclear if Proud City has proprietary hosting requirements for WP Engine that we are not aware of.

Other Fees

Site Hosting, Security and Maintenance

Tripepi Smith requires hosting websites for its clients so we can control the WordPress environment and security. This ensures we run a pristine WordPress environment to support the core content management system. This does not prevent the Cities Association of Santa Clara County from migrating the website to a different hosting provider at some point after launch.

Tripepi Smith hosts sites on the WPEngine platform (www.wpengine.com). WPEngine operates out of a cloud infrastructure built on the Google Cloud platform. Backups of the environment are performed daily and both the files and the MYSQL database are backed up. Restoration can usually happen with 20 minutes, and 30 days of backups are retained.

Please note the website hosting package is limited to 10 Gigabytes of total storage. Additional storage for the site is available for a fee of \$1.50 per gig per month of 10 Gigabytes of storage.

Tripepi Smith receives 7-days-prior email notification when updating is going to happen on the server. For details on the SLA with WPEngine, see this link: <http://wpengine.com/sla/> The datacenter in which WPEngine runs their servers recently completed a SSAE 16 report—that document is available upon request.

The annual fee for hosting is \$600/year. We provide 12 months' notice should the annual hosting rate increase.

SSL Certification

Tripepi Smith implements an SSL Certificate on the website to ensure encryption of data moving to and from the website. This added layer of security is important when implementing e-commerce and third-party payment features. It is also critical to search engine optimization as Google Chrome now flags websites that do not have this encryption and discriminates against them.

The annual fee for SSL certification is included with hosting.

DNS Services

Tripepi Smith charges \$30/year per domain name for DNS registration and DNS hosting services on our AWS infrastructure.

SUPPORT OPTIONS

Tripepi Smith offers support options to make it easier for our clients to manage their websites. This can include items such as performing maintenance on the site, upgrading to the latest software for better security, adding content and much more.

TECHNICAL AND MAINTENANCE SUPPORT (OPTIONAL)

Once the site is built, and following the first year of Tripepi Smith support, the Cities Association of Santa Clara County can engage Tripepi Smith to provide continued support, answer questions and keep the website infrastructure updated. The WordPress content management system goes through routine updates to add features, fix bugs and plug security holes. Tripepi Smith will work to ensure those updates happen and resolve issues with the updates when they arise. We will also fix bugs that surface after implementation.

The content management system will enable the Cities Association of Santa Clara County Staff to update the site without assistance from Tripepi Smith. However, if the Cities Association of Santa Clara County Staff hit a snag, have trouble with an update or need general help with how to make a change on the site, Tripepi Smith will provide assistance.

The scope of support does not include: adding new functionality, changing the design of the site, adding graphics or other material changes to the site. Such services will be provided on a time and materials basis or on a project quote basis.

The monthly fee for technical and maintenance support is \$310 a month.

UNLIMITED WEBSITE CONTENT MANAGEMENT SUPPORT (OPTIONAL)

Sometimes our clients prefer to have the ease of working with one of Tripepi Smith's WordPress experts to make changes to the content on their website. Tripepi Smith provides an affordable option which allows the client to simply call or email content changes on the site to Tripepi Smith, and we will execute those changes on their behalf. Our experience with public and private agencies has allowed us to assess the common needs and frequency of changes requested by agencies, and we have been able to price our services to offer an unlimited support option. the Cities Association of Santa Clara County staff is still responsible for content development. This option simply makes content changes extremely simple.

The monthly fee for an unlimited number of website content changes is \$350 per month.

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	\$120

2025-26 Hourly Rates	Standard	Reduced Retainer
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	

Please note that A/V equipment fees are based on the amount and type of equipment required, with pricing tailored to the specifics of each event.

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.

Partner 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 – 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 – 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 – Digital interest stories on the people, companies and solutions that make local government in California more effective.



FlashVote: 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 – 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 – An enterprise-class, comprehensive media monitoring solution that is best combined with Tripepi Smith's analytics team.

APPENDIX: RESUMES

MELANIE JAMES

TRIPEPI SMITH – DIRECTOR

08/24 – PRESENT

- Lead account support for numerous clients and execute project management tasks, strategy and support
- 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 strategy, development and maintenance

TRIPEPI SMITH – SENIOR BUSINESS ANALYST

01/22 – 08/24

TRIPEPI SMITH – BUSINESS ANALYST

07/16 – 01/22

TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

07/15 – 07/16

SVA ARCHITECTS – EXECUTIVE ASSISTANT

06/14 – 07/16

- Scheduled and managed 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

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

PROFESSIONAL DEVELOPMENT

- UC Irvine Extension Public Policy Making Academy II03/18
- USC Executive Education Forum for Policy and Administration.....03/17

CERTIFICATIONS

- Constant Contact Certified Solutions Provider.....10/19
- Hootsuite Social Marketing12/16

SOFTWARE

- | | | |
|------------------------|----------------|--------------------------|
| • Adobe Creative Suite | • Hootsuite | • Microsoft Office Suite |
| • Canva | • HTML and CSS | • WordPress |
| • Constant Contact | | |

MAX WEIRAUCH

TRIPEPI SMITH – WEBSITE DEVELOPER

09/25 – PRESENT

- Develop best-in-class WordPress website
- Conduct SEO/Google Analytics 4 awareness
- Manage requests, update content, upkeep sites and provide data insights
- Create web experiences that meet accessibility standards

TRIPEPI SMITH – JUNIOR WEBSITE DEVELOPER

06/23 – 09/25

TRUE SEARCH – BUSINESS ANALYST

06/22 – 02/23

- Recruited top-tier executive leadership for VC-and PE-backed companies
- Helped to place VP of Business Development at a publicly traded B2B high-tech SaaS organization
- Maintained knowledge management projects

CLAREMONT MARKETING GROUP – VP MARKETING

08/19 – 05/22

- Coordinated student-run marketing club that is open to students from the Claremont Colleges
- Provided members with pathways into marketing networks

LOGIMOVE CHECKMOBILE GLOBAL – BRAND STRATEGIST

01/19 – 02/20

- Rebranded an international no-code/low-code software company
- Updated the logo and public brand messaging
- Built WordPress websites

EDUCATION

CLAREMONT MCKENNA COLLEGE – CLAREMONT, CA

- Dual Major: Bachelor of Arts in Economics and German Studies

CERTIFICATIONS

- Google Analytics 4 Certification07/23
- Hootsuite Social Marketing06/23

SOFTWARE

- | | | |
|------------------------|---------------------|-----------------------|
| • Adobe Creative Suite | • HTML / CSS | • SEO, Data Analytics |
| • Google Suite | • JavaScript, React | • WordPress |
| • CivicPlus | • Granicus | • Webflow |
| • Monsido | | |

**Cities Association of Santa Clara County
Joint Powers Agency**

Audited Financial Statements

For the Period February 1, 2024 through June 30, 2024

**Cities Association of Santa Clara County
Joint Powers Agency**

Table of Contents

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INDEPENDENT AUDITORS' REPORT

The Board of Directors
Cities Association of Santa Clara County
Joint Powers Agency

Report on the Financial Statements

We have audited the accompanying financial statements of the governmental activities and the major fund of the Cities Association of Santa Clara County Joint Powers Agency (the Agency) as of and for the period from February 1, 2024 through June 30, 2024, and the related notes to the financial statements, which collectively comprise the District's basic financial statements as listed in the table of contents.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express opinions on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

Opinions

In our opinion, the financial statements referred to above present fairly, in all material respects, the respective financial position of the governmental activities and the major fund of the Cities Association of Santa Clara County Joint Powers Agency, as of June 30, 2024, and the respective changes in financial position thereof, for the period then ended June 30, 2024, in accordance with accounting principles generally accepted in the United States of America.

Other Reporting Required by *Government Auditing Standards*

In accordance with *Government Auditing Standards*, we have also issued our report dated June 30, 2025, on our consideration of the Cities Association of Santa Clara County's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Agency's internal control over financial reporting and compliance.

Moss, Leng & Hartgeim LLP

Santa Maria, CA
June 30, 2025

Cities Association of Santa Clara County Joint Powers Agency

Statement of Financial Position

June 30, 2024

	Without Donor Restrictions	With Donor Restrictions	Total
Assets			
Current assets			
Cash and cash equivalents	\$ 168,093	\$ -	\$ 168,093
Investments	26,244		26,244
Accounts receivable	21,415		21,415
Total cash and cash equivalents	215,752	-	215,752
 Total assets	<u>\$ 215,752</u>	<u>\$ -</u>	<u>\$ 215,752</u>
Liabilities and Net Assets			
Current liabilities			
Accounts payable	\$ 102,403	\$ -	\$ 102,403
Line of credit	389		389
Total current liabilities	102,792	-	102,792
 Net assets			
Without donor restrictions	112,960		112,960
Total net assets	112,960	-	112,960
 Total liabilities and net assets	<u>\$ 215,752</u>	<u>\$ -</u>	<u>\$ 215,752</u>

The accompanying notes are an integral part of these financial statements.

Cities Association of Santa Clara County Joint Powers Agency

Statement of Activities

For the Period February 1, 2024 through June 30, 2024

	Without Donor Restrictions	With Donor Restrictions	Total
Revenues			
Special item — Government combination	\$ 173,368	\$ -	\$ 173,368
Planning collaborative	75,763		75,763
Investment income	765		765
Miscellaneous	8,701		8,701
Total revenue	258,597	-	258,597
Expenses			
Contracted services	59,300		59,300
Professional fees	38,169		38,169
SCSC refunds	36,706		36,706
Bank service charges	304		304
Insurance	3,976		3,976
Dues and subscriptions	1,200		1,200
Postage and delivery	246		246
Software licenses	1,670		1,670
Charitable contributions	300		300
Depreciation	277		277
Hospitality	607		607
Miscellaneous	2,882		2,882
Total operating expenses	145,637	-	145,637
Increase (decrease) in net assets	112,960		112,960
Net assets at February 1, 2024	-	-	-
Net assets at June 30, 2024	\$ 112,960	\$ -	\$ 112,960

The accompanying notes are an integral part of these financial statements.

Cities Association of Santa Clara County Joint Powers Agency

Statement of Cash Flows

For the Period February 1, 2024 through June 30, 2024

	Without Donor Restrictions	With Donor Restrictions	Total
Cash flows from operating activities			
Increase (decrease) in net assets	\$ 112,960	\$ -	\$ 112,960
Adjustments to reconcile increase in net assets to net cash provided by operating activities:			
Depreciation	(277)		(277)
Investment income	(765)		(765)
Changes in operating assets and liabilities:			
(Increase) decrease in:			
Accounts Receivable	(21,415)		(21,415)
Increase (decrease) in:			
Accounts payable	102,403		102,403
Net cash provided (used) by operating activities	192,906	-	192,906
Cash flows from investing activities:			
Transfer to LAIF investments	(25,202)		(25,202)
Net cash (used) by investing activities	(25,202)		(25,202)
Cash flows from financing activities:			
Proceeds from line of credit	1,903		1,903
Repayment on line of credit	(1,514)		(1,514)
Net cash provided by investing activities	389		389
Net increase in cash and equivalents	168,093	-	168,093
Cash and cash equivalents at February 1, 2024	-	-	-
Cash and cash equivalents at June 30, 2024	\$ 168,093	\$ -	\$ 168,093

The accompanying notes are an integral part of these financial statements.

CITIES ASSOCIATION OF SANTA CLARA COUNTY JOINT POWERS AGENCY

NOTES TO BASIC FINANCIAL STATEMENTS

For the Period February 1, 2024 through June 30, 2024

Note 1: Summary of Significant Accounting Policies

A. Organization

The Cities Association of Santa Clara County Joint Powers Agency is an association of all 15 cities within the county of Santa Clara. The Agency was organized February 1, 2024 pursuant to the provisions of California Government Code Section 6500 et seq. through a Joint Powers Agreement entered into by the cities within Santa Clara County. The Agency was formed to facilitate inter-city collaboration on regional matters affecting cities in Santa Clara County. Each participating city is a voting member of the Agency.

B. Governance

The Agency is governed by a Board of Directors composed of one representative from each member city. The board is responsible for approving the annual budget, setting member contributions, establishing organizational policies, and coordinating inter-city collaboration.

C. Reporting Entity

Cities Association of Santa Clara County Joint Powers Agency is a separate legal entity from its member cities. It does not meet the criteria to be reported as a component unit of any individual city under the standards established by GASB Statement No. 14, as amended by GASB Statements No. 39 and No. 61. The Agency has its own governing board, maintains independent operations and financial records, is not financially accountable to, or controlled by any single city and is therefore fiscally independent.

The period ended June 30, 2024 represents the initial reporting period for Cities Association of Santa Clara County following its formation on February 1, 2024. These financial statements cover the partial period from February 1, 2024 through June 30, 2024, and as such, do not represent a full fiscal year of operations.

Future financial statements will reflect a full twelve-month fiscal year beginning July 1 and ending June 30.

D. Basis of Accounting

The financial statements of Cities Association of Santa Clara County have been prepared on the accrual basis of accounting and accordingly reflect all significant receivables, payables and other liabilities for its governmental fund statements.

E. Measurement Focus

The governmental fund is reported using the current financial resources measurement focus. Revenues are recognized when they become measurable and available. Expenditures are recognized when the related fund liability is incurred.

F. Budgets and Budgetary Accounting

The Agency adopts an annual budget on or before June 30. From the effective date of the budget, the amounts stated as proposed expenditures become appropriations.

G. Fund Structure

The Agency uses a single General Fund to account for all of its financial activities.

H. Use of Estimates

The process of preparing financial statements in conformity with accounting principles generally accepted in the United States of America requires the use of estimates and assumptions regarding certain types of assets, liabilities, revenues and expenses. Such estimates primarily relate to unsettled transactions and events as of the date of the financial statements. Accordingly, upon settlement, actual results may differ from those estimated amounts.

CITIES ASSOCIATION OF SANTA CLARA COUNTY JOINT POWERS AGENCY

NOTES TO BASIC FINANCIAL STATEMENTS

For the Period February 1, 2024 through June 30, 2024

Note 1: Summary of Significant Accounting Policies (Continued)

I. Revenue Recognition

The Cities Association of Santa Clara County Joint Powers Agency is funded primarily through annual membership contributions from its member cities. These contributions are assessed according to a formula determined by the Board of Directors. Membership dues for the period ending June 30, 2024, were collected by a predecessor entity prior to the formation of the Agency and are not included in these financial statements.

J. Cash and Cash Equivalents

Cash and cash equivalents include all monies in banks and temporary investments which are readily convertible into cash within ninety (90) days of purchase.

K. Investments

Local Agency Investment Fund:

LAIF is regulated by California Government Code (Code) Section 16429 and is under the management of the State of California Treasurer's Office with oversight provided by the Local Agency Investment Advisory Board.

LAIF is carried at fair value based on the value of each participating dollar as provided by LAIF. The fair value of the Agency's position in LAIF is the same as the value of its pooled share. Investments in securities of the U.S. government or its agencies are carried at fair value based on quoted market prices.

L. Concentration of Credit Risk

Credit risk is the failure of another party to perform in accordance with the contract terms. Financial instruments which potentially subject Cities Association of Santa Clara County Joint Powers Agency to concentrations of credit risk consist primarily of cash and cash equivalents, investments, and receivables.

Amounts held in financial institutions occasionally are in excess of the Federal Deposit Insurance Corporation and Securities Investor Protection Corporation limits. The Agency deposits its cash with high quality financial institutions, and management believes the Agency is not exposed to significant credit risk on these amounts. The Agency is required by ASC 825-50, *Financial Instruments, Concentrations of Credit Risk of All Financial Instruments*, to disclose significant concentrations of credit risk regardless of the degree of risk.

With respect to receivables, the Agency routinely assesses the financial strength of its debtors and believes that the receivables credit risk exposure is limited.

Note 2: Membership and Contributions

As of June 30, 2024, Cities Association of Santa Clara County Joint Powers Agency consisted of 14 member cities. Each member contributes annual dues, which are the primary revenue source for the Agency. The dues are assessed based on a Board-approved formula. Members may withdraw from the Agency with 180 days written notice of withdrawal to the Agency, but remain liable for their proportionate share of obligations incurred during their period of participation.

During the initial reporting period from February 1, 2024 through June 30, 2024, the Agency did not receive any member contributions. Membership dues for the period were collected prior to the Agency's formal formation date and are not included as revenue in this financial report.

Future financial statements will reflect membership contributions as revenue in the fiscal year in which they are assessed and earned.

CITIES ASSOCIATION OF SANTA CLARA COUNTY JOINT POWERS AGENCY**NOTES TO BASIC FINANCIAL STATEMENTS**

For the Period February 1, 2024 through June 30, 2024

Note 3: Cash and Investments

As of June 30, 2024, the Cities Association of Santa Clara County Joint Powers Agency had the following cash and investments on hand:

Financial Assets	
Cash and cash equivalents	\$ 168,093
Investments	26,244
Amounts available for expenditure within one year	<u>194,337</u>

The Agency maintains a checking account with a U.S. Bank, a financial institution insured by the Federal Deposit Insurance Corporation (FDIC). As of June 30, 2024, none of the Agency's cash balances exceeded the FDIC threshold of \$250,000 at U.S. Bank.

The Agency categorizes its fair value measurements within the fair value hierarchy established by generally accepted accounting principles. The hierarchy is based on the valuation inputs used to measure the fair value of the asset. These principles recognize a three-tiered fair value hierarchy. Level 1 inputs are quoted prices in active markets for identical assets; Level 2 inputs are significant other observable inputs; Level 3 inputs are significant unobservable inputs. The Agency did not have investments that are measured under Level 1, Level 2, or Level 3.

Disclosures Relating to Interest Rate Risk

Interest rate risk is the risk that changes in market interest rates will adversely affect the fair value of an investment. Generally, the longer the maturity of an investment, the greater the sensitivity of its fair value to changes in market interest rates. One of the ways that the Agency manages its exposure to interest rate risk is by purchasing a combination of shorter-term and longer-term investments and by timing cash flows from maturities so that a portion of the portfolio is maturing or coming close to maturity evenly over time as necessary to provide the cash flow and liquidity needed for operations.

Information about the sensitivity of the fair values of the Agency's investments (including investments held by bond trustees) to market interest rate fluctuations is provided by the following table that shows the distribution of the Agency's investments by maturity:

<u>Investments Type</u>	<u>Carrying Amount</u>	<u>Remaining Maturity (in Months)</u>			
		<u>12 Months or Less</u>	<u>13-24 Months</u>	<u>25-60 Months</u>	<u>More than 60 Months</u>
LAIF	\$ 26,244	\$ 26,244	\$ -	\$ -	\$ -
Total	\$ 26,244	\$ 26,244	\$ -	\$ -	\$ -

Disclosures Relating to Credit Risk

Generally, credit risk is the risk that an issuer of an investment will not fulfill its obligation to the holder of the investment. This is measured by the assignment of rating by a nationally recognized statistical rating organization. Presented on the following page is the minimum rating required by the California Government Code, and the actual rating as of fiscal year end for each investment type.

<u>Investment Type</u>	<u>Carrying Amount</u>	<u>Minimum Legal Rating</u>	<u>Exempt from Disclosure</u>	<u>Rating as of Fiscal Year End</u>		
				<u>AAA</u>	<u>Aa</u>	<u>Not Rated</u>
LAIF	\$ 26,244	N/A	\$ -	\$ -	\$ -	\$ 26,244

CITIES ASSOCIATION OF SANTA CLARA COUNTY JOINT POWERS AGENCY

NOTES TO BASIC FINANCIAL STATEMENTS

For the Period February 1, 2024 through June 30, 2024

Note 3: Cash and Investments (Continued)

Concentration of Credit Risk

The investment policy of the Agency contains no limitations on the amount that can be invested in any one issuer beyond that stipulated by the California Government Code. There are no investments in any one issuer that represent 5% or more of total Agency investments.

Note 4: Line of Credit

The Agency has a line of credit with First National Bank of Omaha. The line carries a variable rate of interest. As of June 30, 2024, the Agency had a balance in the line of credit in the amount of \$389.

Note 5: Risk Management

The Agency maintains liability coverage provided through Special District Risk Management Authority, and the Agency has not experienced any settlements exceeding coverage since its formation and as of June 30, 2024.

Note 6: Special item – Government Contribution

On February 1, 2024, the Cities Association of Santa Clara County Joint Powers Agency was formed, assuming the operations and certain assets and liabilities of the Cities Association of Santa Clara County, an unincorporated association, as part of a governmental restructuring approved by the governing bodies. This transfer was completed without consideration and resulted in a one-time contribution to the JPA.

The contribution is reported as a special item in accordance with Governmental Accounting Standards Board Statement No. 34, as the transaction is both unusual in nature and infrequent in occurrence.

The total net value of assets and liabilities assumed was \$176,368, and included:

Assets		
Cash and investments	\$	153,578
Accounts receivable		39,631
Liabilities		
Accounts payable		(19,459)
Line of credit		(382)
Total:	\$	<u>173,368</u>

This governmental contribution represents a non-exchange transaction and is reported separately on the Statement of Activities to highlight its nature as a one-time event.

Note 7: Commitments and Contingencies

As of June 30, 2024, the Organization has no outstanding contracts, commitments, or litigation.

Note 8: Subsequent Events

Management has evaluated subsequent events through the date the financial statements were available for issuance which is June 30, 2025.

To the Board of Directors
Cities Association of Santa Clara County
Joint Powers Agency

In planning and performing our audit of the financial statements of the governmental activities, the business-type activities, the aggregate discretely presented component units, each major fund, and the aggregate remaining fund information of Cities Association of Santa Clara County (the Agency) as of and for the period February 1, 2024 through June 30, 2024, in accordance with auditing standards generally accepted in the United States of America, we considered the Agency's system of internal control over financial reporting (internal control) as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinions on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Agency's internal control. Accordingly, we do not express an opinion on the effectiveness of the Agency's internal control.

Our consideration of internal control was for the limited purpose described in the preceding paragraph and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies and therefore material weaknesses or significant deficiencies may exist that were not identified. However, as discussed below, we identified certain deficiencies in internal control that we consider to be material weaknesses and other deficiencies that we consider to be significant deficiencies.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. A material weakness is a deficiency, or a combination of deficiencies in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected, on a timely basis. We consider the following deficiencies in internal control to be material weaknesses:

1. *Services Rendered for the Period Ended June 30, 2024 not Properly Accrued to Accounts Payable* – For the period ended June 30, 2024, we identified a material expense related to services received before period-end that was not recorded in the general ledger as of June 30, 2024. Specifically, two invoices totaling \$59,300 were not accrued in accounts payable, resulting in a material understatement of both expenditures and liabilities in the Agency's financial statements. The misstatement was corrected as part of the audit through a proposed audit adjustment.

A significant deficiency is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance. We consider the following deficiencies in internal control to be significant deficiencies:

1. *Lack of Appropriate Backup for Credit Card Statements* – The Agency provided all credit card statements requested for the period ended June 30, 2024. While the charges on these statements were recurring in nature, supporting documentation such as itemized receipts or invoices were not available for review. To promote transparency and ensure appropriate spending, internal controls over disbursements should include procedures to ensure all credit card transactions are supported by adequate documentation for all charges.

This communication is intended solely for the information and use of the Board of Directors, and others within the Agency, and is not intended to be, and should not be, used by anyone other than these specified parties.

Moss, Levy & Hartzheim LLP

Santa Maria, California
June 30, 2025



Moss, Levy & Hartzheim LLP
Certified Public Accountants

**COMMUNICATION WITH THOSE CHARGED WITH GOVERNANCE
AT THE CONCLUSION OF THE AUDIT**

June 30, 2025

To the Board of Directors
Cities Association of Santa Clara County
Joint Powers Agency

We have audited the financial statements of the governmental activities, the business-type activities, the aggregate discretely presented component units and the aggregate remaining fund information of the Cities Association of Santa Clara County Joint Powers Agency (the Agency) for the period from February 1, 2024 through June 30, 2024. Professional standards require that we provide you with information about our responsibilities under generally accepted auditing standards (and, if applicable, *Government Auditing Standards* and the Uniform Guidance), as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our letter to you dated June 30, 2025. Professional standards also require that we communicate to you the following information related to our audit.

Significant Audit Matters

Qualitative Aspects of Accounting Practices

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by the Agency are described in Note 1 to the financial statements. No new accounting policies were adopted and the application of existing policies was not changed during the Period. We noted no transactions entered into by the Agency during the period for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period.

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected. The most sensitive estimates affecting the financial statements was:

Investments -- Management's estimate of the LAIF Investments is carried at fair value based on the value of each participating dollar of its pooled share. We evaluated the methods, assumptions, and data used to develop this estimate in determining that it is reasonable in relation to the financial statements taken as a whole.

The financial statement disclosures are neutral, consistent, and clear.

Difficulties Encountered in Performing the Audit

We encountered no significant difficulties in dealing with management in performing and completing our audit.

Corrected and Uncorrected Misstatements

Professional standards require us to accumulate all known and likely misstatements identified during the audit, other than those that are clearly trivial, and communicate them to the appropriate level of management. Management has corrected all such misstatements. The following material misstatements detected as a result of audit procedures were corrected by management:

<i>AJE #1 - To recognize expense incurred for the period February 1 through June 30, 2024 and paid in FY 24-25</i>			
Account	Description	Debit	Credit
6153	OFFICE PERSONNEL _CONSULTANTS: Contractors	59,300	-
2000	Accounts Payable	-	59,300
		\$ 59,300	\$ 59,300

<i>AJE #2 - To remove Reserve for Operations account</i>			
Account	Description	Debit	Credit
3014	Reserves: Reserve for Operations	35,000	-
1110	Unrestricted Fund Balance	-	35,000
		\$ 35,000	\$ 35,000

<i>AJE #3 - To record depreciation expense for the period February 1, 2024 through June 30, 2024</i>			
Account	Description	Debit	Credit
MLH #1	Depreciation Expense	276.82	-
1700	Accumulated Depreciation	-	276.82
		\$ 276.82	\$ 276.82

GRAND TOTAL

\$ 94,576.82 \$ 94,576.82

Disagreements with Management

For purposes of this letter, a disagreement with management is a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

Management Representations

We have requested certain representations from management that are included in the management representation letter dated June 24, 2025.

Management Consultations with Other Independent Accountants

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the Agency's financial statements or a determination of the type of auditor's opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

Other Audit Findings or Issues

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the Agency's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

Very truly yours,

Moss, Levy & Hartzheim LLP

Moss, Levy & Hartzheim, LLP



REGULAR MEETING LEGISLATIVE ACTION COMMITTEE

North Bay Conference Room (Room 145)
Sunnyvale City Hall
456 W. Olive Avenue
Sunnyvale, CA 94086

**August 14, 2025
5:30 PM**

Meeting Information:

- *Legislative Action Committee meetings are open to the public at the location shown above.*
- *Members of the public may use the information below to join the webinar:*

Webinar ID: 823 1430 2917

Passcode: 254352

- *Meeting also livestreamed on YouTube: <https://www.youtube.com/@citiesassoc>*
- *More information on public comment and accessibility is given at the end of the agenda.*

Hon. George Casey will attend via teleconference from 200 E. Santa Clara Street, Floor 18, Conference Room 1853, San Jose, CA 95113. This teleconference location is open to the public and any member of the public may address the Board of Directors members from the teleconference location.

[REMOTE ATTENDANCE NOTICE AS PER BROWN ACT: [NAME w/ HONORIFIC] will attend via teleconference from [ADDRESS OF REMOTE LOCATION]. This teleconference location is open to the public and any member of the public may address the Board of Directors members from the teleconference location. [MULTIPLE PEOPLE AT SINGLE LOCATION CAN BE LISTED TOGETHER]]

WELCOME & CALL TO ORDER – (Fruen)

ROLL CALL (Sirkay)

ORAL COMMUNICATIONS FROM THE PUBLIC ON NONAGENDIZED ITEMS

This portion of the meeting is reserved for persons wishing to address the Legislative Action Committee on any matter not on the agenda but within the Committee's jurisdiction. State law prohibits the Legislative Action Committee from discussing and/or acting on nonagendized items.

AGENDA

1. Consent Agenda (Fruen)

- a. Approve Minutes from Legislative Action Committee meeting on May 8, 2025

2. Chair Update (Fruen)

- a. Update on Tracked Bills

3. Consideration of Bill Positions (Fruen)

ADJOURN (Fruen)

PUBLIC PARTICIPATION OPTIONS

Online Participation:

Members of the public may also attend online. However, the Cities Association of Santa Clara County cannot guarantee uninterrupted access to online technology. Technical difficulties may occur from time to time. The meeting will continue even if technical difficulties prevent online participation.

Members of the public wishing to comment on an item on the agenda may do so in the following ways:

1. Email comments to shali@citiesassociation.org
 - IMPORTANT: identify the Agenda Item number in the subject line of your email.
 - Emails must be received at least 72 hours before meeting start day/time to be entered into the record for the meeting.
2. Provide oral public comments in-person during the meeting
3. Provide oral public comments virtually during the meeting
 - When the Chair announces the item on which you wish to speak, click the “raise hand” feature in Zoom. Speakers will be notified shortly before they are called to speak.
 - When called to speak, please limit your comments to the time allotted (up to 3 minutes, at the discretion of the Chair).
 - Phone participants:
 - *6 - Toggle mute/unmute
 - *9 - Raise hand

ACCESSIBILITY

We strive for our meetings and materials to be accessible to all members of the public, and welcome feedback and requests for accommodations. Please submit requests for accommodations to shali@citiesassociation.org at least 72 hours in advance of the meeting to allow us to best meet your request.

**REGULAR MEETING
BOARD OF DIRECTORS**



North Bay Conference Room (Room 145)
Sunnyvale City Hall
456 W. Olive Avenue
Sunnyvale, CA 94086

**AUGUST 14, 2025
7:00 PM**

Meeting Information:

- *Board meetings are open to the public at the location shown above.*
- *Members of the public may use the information below to join the webinar:*
Webinar ID: 835 1075 6481
Passcode: 519682
- *Meeting also livestreamed on YouTube: <https://www.youtube.com/@citiesassoc>*
- *More information on public comment and accessibility is given at the end of the agenda.*

[REMOTE ATTENDANCE NOTICE AS PER BROWN ACT: [NAME w/ HONORIFIC] will attend via teleconference from [ADDRESS OF REMOTE LOCATION]. This teleconference location is open to the public and any member of the public may address the Board of Directors members from the teleconference location. [MULTIPLE PEOPLE AT SINGLE LOCATION CAN BE LISTED TOGETHER]]

WELCOME & CALL TO ORDER – (Klein)

ROLL CALL (Sirkay)

ORAL COMMUNICATIONS FROM THE PUBLIC ON NONAGENDIZED ITEMS

This portion of the meeting is reserved for persons wishing to address the Board on any matter not on the agenda. State law prohibits the Board from discussing and/or acting on nonagendized items.

AGENDA

1. Consent Agenda (Klein)
 - a. Approve minutes from Board of Directors meeting on May 8, 2025
 - b. Approve minutes from Board of Directors special meeting on June 12, 2025
 - c. Amendment to Cities Association Conflict of Interest Code
2. President Update(Klein)
3. Website Committee Update: Discussion and Possible Action (Klein)
4. Fiscal Year 2024 Audit: Discussion and Possible Action (Scozzola & Sirkay)
5. Budget Update For The Period January through June 2025: Discussion and Possible Action (Scozzola & Sirkay)
6. Reports from Regional Appointed Representatives
7. Santa Clara County Update (Preminger)
8. Legislative Action Committee Update (Fruen)
9. Santa Clara County City Managers Association Update (Kirby)
10. Executive Director Update (Sirkay)
11. Joys and Challenges (All)

ADJOURN (Klein)

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