

Exhibit A - Document Index

1. **FPPC Advisory Letter to City of La Palma - May 1, 2024**
Prior FPPC notice concerning campaign-related communications at public expense.
Source pages: 2
2. **Tripepi Smith Consultant Services Agreement - May 8, 2024**
City contract and ballot-measure outreach scope, including communications, content, design, and budget.
Source pages: 28
3. **Tripepi Smith May 2024 Invoice and City Payment Records**
City-paid Measure W project management, content development, website/FAQ, social media, press release, and utility-bill-insert work.
Source pages: 6
4. **Tripepi Smith June and August 2024 Invoices and City Payment Records**
City-paid ballot-measure content, postcard, FAQ, social media, translation, design, and project-management work.
Source pages: 8
5. **Tripepi Smith July 2024 Invoice and City Payment Records**
City-paid ballot-measure website content, video, social-media, mailer, FAQ and utility-bill-insert work.
Source pages: 8
6. **Tripepi Smith September 2024 Invoice #13241**
Continued City-paid ballot-measure work, including final mailer, FAQ, bill insert, translations, PR content and final approval.
Source pages: 2
7. **City/Tripepi Smith Calendar Log**
Meeting and check-in records concerning ballot-measure work and project coordination.
Source pages: 11
8. **City Notice of Ballot Measure Deadlines**
Official timeline for Measure W ballot language, arguments, rebuttals and related election deadlines.
Source pages: 1
9. **Final Ballot Measure Language**
Final Measure W ballot question/language.
Source pages: 1
10. **Draft Argument in Favor of Measure W**
Pro-Measure W argument included in the City/Tripepi Smith records production.
Source pages: 1
11. **Draft Rebuttal to Argument Against Measure W**
Pro-Measure W rebuttal included in the City/Tripepi Smith records production.
Source pages: 1
12. **City News Release - Term Limits / Measure W**
City-issued June 6, 2024 news release regarding the ballot measure.
Source pages: 2
13. **June 2024 FAQ Utility Bill Insert**
City ballot-measure utility-bill insert/outreach material.
Source pages: 2
14. **July 2024 FAQ Sheet - English**
English-language City Measure W FAQ/outreach material.
Source pages: 1

Exhibit A - Document Index (cont.)

15. July 2024 FAQ Sheet - Korean

Korean-language City Measure W FAQ/outreach material.

Source pages: 1

16. July 2024 FAQ Sheet - Spanish

Spanish-language City Measure W FAQ/outreach material.

Source pages: 1

Exhibit A - Document 1

FPPC Advisory Letter to City of La Palma - May 1, 2024

Prior FPPC notice concerning campaign-related communications at public expense.

Original filename: CPRA ENF 2024-051 Advisory Letter(1).pdf



STATE OF CALIFORNIA
FAIR POLITICAL PRACTICES COMMISSION
1102 Q Street • Suite 3050 • Sacramento, CA 95811

May 1, 2024

City of La Palma
Ajit Singh Thind, City Attorney
athind@rutan.com

Advisory Letter Re: FPPC Nos. 2022-00966; City of La Palma

Dear City of La Palma:

The Enforcement Division of the Fair Political Practices Commission (the “Commission”) enforces the provisions of the Political Reform Act (the “Act”).¹ This letter is in response to a non-sworn complaint regarding whether the City of La Palma sent prohibited campaign-related mass mailings and engaged in other campaign activity at public expense regarding Measure P, a local ballot measure on the November 2022 ballot. The Enforcement Division completed its review of the case and will close its file on this matter without prosecution.

The Act prohibits sending a newsletter or other mass mailing at public expense.² Specifically, a mass mailing is prohibited if (1) the item is a tangible item; (2) the item expressly advocates the qualification, passage, or defeat of a clearly identified measure, or unambiguously urges a particular result in an election; (3) public moneys are paid to distribute the item, or to prepare the item, for more than \$50, with the intent of sending the item; and (4) more than 200 substantially similar items are sent during the course of an election.³ This prohibition limits the public subsidy of political campaigns, which would grant an unfair advantage to governmental bodies that desire to use public resources in pursuit of favorable election results.

An item unambiguously urges a particular result in an election in one of two ways: (1) when it clearly is campaign material or campaign activity because it is related to an election and it is an item such as bumper stickers, billboards, door-to-door canvassing, posters, advertising “floats,” or mass media advertising;⁴ or (2) when the style, tenor, and timing of the communication can be reasonably characterized as campaign material and not a fair presentation of facts serving only an informational purpose.⁵

A payment of public moneys by a local governmental agency made in connection with a communication, whether it is a mass mailing or not, that expressly advocates passage of a

¹ The Political Reform Act is contained in Government Code sections 81000 through 91014, and all statutory references are to this code. The regulations of the Fair Political Practices Commission are contained in sections 18104 through 18998 of Title 2 of the California Code of Regulations, and all regulatory references are to this source.

² Section 89001.

³ Regulation 18901.1, subd. (a).

⁴ Regulation 18901.1, subd. (c)(1).

⁵ Regulation 18901.1, subd. (c)(2).

ballot measure, or that taken as a whole and in context, unambiguously urges a particular result in an election is an independent expenditure.⁶ Any person or combination of persons who, in a calendar year, makes independent expenditures totaling \$1,000 or more qualifies as an independent expenditure committee.⁷ An independent expenditure committee must file semi-annual campaign statements each year for the period ending June 30 and December 31 if it made independent expenditures during the 6-month period prior to those dates.⁸ Further, an independent expenditure committee must report its late independent expenditures within 24 hours of the time they are made to the appropriate filing officers.⁹

Our review found that the City of La Palma sent two mass mailings in May and June 2022, published information and FAQs regarding Measure P on the City of La Palma's website, and made available an informational handout to La Palma residents regarding Measure P. The Enforcement Division found that none of these communications contained express words of advocacy. The two mass mailings were informational and were sent before the ballot measure existed. The website, FAQs and informational handout were generally informational, not argumentative, and moderate in tone. However, parts of these communications came close to meeting the standard of unambiguously urging a particular result in an election. For example, the statements and imagery illustrated, stated, and expanded upon the positive impacts of Measure P, generally only presenting the potential positive impacts. However, the statements are not sufficiently inflammatory and argumentative to conclude that the communications constituted campaign activity rather than informational material. Thus, the Enforcement Division cannot conclude that the communications in question violated the Act's prohibition against campaign mass mailings at public expense and undisclosed campaign activity. Therefore, we are closing this matter with this advisory letter.

Although we are closing our file, please be advised of the provisions in the Act and regulations regarding campaign-related communications. If you need additional guidance, you may contact the Commission's Advice team by sending an email to advice@fppc.ca.gov. There is also information pertaining to campaign-related communications and advertisement disclosure requirements available on the Commission's website, www.fppc.ca.gov and www.fppc.ca.gov/learn/campaign-rules/campaign-related-communications-at-public-expense.html.

Should you have any questions regarding this letter, please feel free to contact me at abreron@fppc.ca.gov or (916) 322-5771.

Sincerely,

Angela J. Brereton

Angela J. Brereton
Assistant Chief, Enforcement Division

⁶ Section 82031; Regulation 18420.1, subd. (a).

⁷ Section 82013, subd. (b).

⁸ Section 84200, subd. (b).

⁹ Section 84204.

Exhibit A - Document 2

Tripepi Smith Consultant Services Agreement - May 8, 2024

City contract and ballot-measure outreach scope, including communications, content, design, and budget.

Original filename: Tripepi Smith_Consultant Services 05-08-2024(1).pdf

AGREEMENT FOR CONSULTING SERVICES TRIPEPI SMITH

THIS AGREEMENT FOR CONSULTANT SERVICES (hereinafter, the “Agreement”), is entered into as of Wednesday, May 8, 2024, by and between the CITY OF LA PALMA, a municipal corporation (hereinafter, the “City”), and **TRIPEPI SMITH** (hereinafter, the “Consultant”). The Consultant and the City are hereafter together referred to as the “Parties” and each individually as a “Party.”

RECITALS

A. The City requires the services of, and desires to retain, a consultant to perform the services set forth and described in the Scope of Work attached hereto as Exhibit “A” and incorporated herein by this reference (hereinafter, the “Consultant Services”).

B. By virtue of the Consultant’s expertise, experience, and background, the Consultant is qualified to perform the Consultant Services for and on behalf of the City.

C. The City and the Consultant mutually desire to enter into this Agreement for the provision of the Consultant Services by the Consultant for and on behalf of the City, in accordance with the terms and conditions set forth herein.

EXECUTORY AGREEMENTS

NOW, THEREFORE, in consideration of the facts recited above and the covenants, conditions, and promises contained herein, the City and the Consultant mutually agree as follows:

SECTION 1. RETENTION AND DUTIES OF CONSULTANT

1.1 **Retention of Consultant.** The City hereby retains the Consultant, and the Consultant accepts this retention from the City, to perform the Consultant Services as set forth in the Scope of Work attached hereto as Exhibit “A”.

1.2 **Time.** Time is of the essence for this Agreement. The Consultant shall perform all Consultant Services, and each component thereof, within the time periods set forth in the Scope of Work.

1.3 **Standard of Performance.** The Parties mutually acknowledge that the City has retained the Consultant to perform the Consultant Services based upon the special skills, expertise, and experience of the Consultant. Accordingly, in performing the Consultant Services, the Consultant shall use the skill and care that a highly specialized professional with significant expertise in the field, would use under similar circumstances. To the extent that the Consultant retains sub-consultants or subcontractors to perform any portion of any of the Consultant Services, to the extent permitted hereunder, the Consultant has a duty to the City to ensure that the tasks and services performed by such sub-consultants and subcontractors meet the same highly specialized professional level, skill, and expertise expected of the Consultant.

1.4 Licenses, Permits, Fees, and Approvals. The Consultant shall obtain at its sole cost and expense such licenses, permits, and approvals as may be required by law for the performance of the Consultant Services prior to commencing work. The Consultant and its employees, agents, and sub-consultants or subcontractors shall, at their sole cost and expense, keep in effect at all times during the term of this Agreement any licenses, permits, and approvals that are legally required for the performance of the Consultant Services. The Consultant shall have the sole obligation to pay for any fees, assessments, and taxes, plus applicable penalties and interest, which may be imposed by law and arise from or are necessary for the Consultant's performance of the Consultant Services, and shall indemnify, defend and hold harmless the City and City Personnel against any such fees, assessments, taxes, penalties or interest levied, assessed, or imposed against the City hereunder.

1.5 Personnel. The Consultant shall at all times allocate sufficient qualified personnel as required to perform the Consultant Services. The Consultant represents that the Consultant Services will be performed by the Consultant or under its direct supervision, and that all personnel engaged in such work shall be fully qualified and shall be authorized and permitted under applicable Federal, State and local law to perform such tasks and services. The Consultant shall pay all wages, salaries, and other amounts due to such personnel in connection with their performance of the Consultant Services and as required by law.

1.6 Materials. The Consultant shall equip itself with all necessary goods, materials, equipment and personal property to perform the services specified in this Agreement. The Consultant shall at all times ensure that all goods, materials, equipment and personal property included within the Consultant Services shall be of good quality, fit for the purpose intended.

1.7 Warranty. By executing this Agreement, the Consultant warrants that the Consultant (i) has thoroughly investigated and considered the Consultant Services to be performed, (ii) has carefully considered how the Consultant Services should be performed, and (iii) fully understands the facilities, difficulties, and restrictions attending performance of the Consultant Services.

1.8 Coordination With City. In the performance of the Consultant Services, the Consultant shall report to and receive instructions from the Assistant City Manager of the City or his or her designee ("Contract Administrator"). Tasks or services other than those specifically described in the Scope of Work shall not be performed by the Consultant or any sub-consultant or subcontractor without the prior written approval of the Contract Administrator pursuant to Section 1.11 herein.

1.9 Subcontracting Prohibited. The Consultant shall not subcontract the performance of any of the Consultant Services without the prior written approval of the Contract Administrator.

1.10 Project Manager. The Consultant agrees that the following person shall be the project manager on behalf of the Consultant under this Agreement, and shall be principally responsible for performing the Consultant Services:

Ryder Todd Smith

Notwithstanding the foregoing, the Parties acknowledge that persons other than the above-designated project manager of the Consultant may perform tasks or services under this Agreement if the performance of such tasks or services is under the supervision and control of the Consultant's project manager. The Consultant shall not alter the assignment of the above-designated project manager without the prior written approval of the Contract Administrator.

1.11 Additional Services. If the City changes the scope of the Consultant Services to be performed by the Consultant, or if the Consultant is requested to perform services not specifically described in the Scope of Work ("Additional Services"), the Consultant shall perform such services as are necessary to complete the work, and compensation for the work performed shall be paid by the City in accordance with the Budget and Fee Schedule attached hereto as Exhibit "B" and incorporated herein by this reference, or as otherwise may be agreed in writing by the City and the Consultant. It is expressly understood by the Consultant that the provisions of this Section 1.11 shall not apply to services specifically set forth in the Scope of Work or reasonably contemplated therein. The Consultant hereby acknowledges that it accepts the risk that the services to be provided pursuant to the Scope of Services may be more costly or time consuming than the Consultant anticipates and that the Consultant shall not be entitled to additional compensation therefor. Unless contradictory of this Section 1.11, all provisions in this Agreement applicable to the Consultant's performance of the Consultant Services shall also apply to the Additional Services.

SECTION 2. COMPENSATION TO CONSULTANT

2.1 Payment by the City. The City shall pay to the Consultant for the performance of the Consultant Services compensation in accordance with the Budget and Fee Schedule attached hereto as Exhibit "B".

2.2 Invoices. The Consultant shall invoice the City on a monthly basis for all work performed by the Consultant under this Agreement. Invoices shall include billings for all charges, including authorized direct costs incurred by the Consultant during the month covered by the invoice. All charges for labor or professional services shall describe with specificity the services rendered and shall set forth the number of hours worked and hourly rates in accordance with the Budget and Fee Schedule. Within thirty (30) days of receipt of an invoice, and upon determination by the City that the invoice is in order and that the Consultant has performed all requested or required services in a timely and competent manner, the City shall pay such invoice.

2.3 Record of Payment. The Consultant shall maintain records on all services for and charges to the City under this Agreement for a period of not less than twenty-four (24) months, or for any longer period required by law, after the termination of this Agreement, and make such records available for review and audit if requested by the City at any time during the term, or within twenty-four (24) months, or for any longer period required by law, after the termination of this Agreement. All such records shall be maintained in accordance with generally accepted accounting principles and shall be clearly identified and readily accessible.

SECTION 3. LEGAL RESPONSIBILITIES

3.1 **Compliance with Law.** The Consultant shall keep fully informed of all Federal and State laws and regional, county, and municipal ordinances and regulations which may in any manner affect those employed by the Consultant or the performance by the Consultant of any tasks or services for or on behalf of the City. The Consultant shall at all times observe and comply with all such laws, ordinances, and regulations, and shall be responsible for the compliance therewith of all work and services performed by the Consultant by or on behalf of the City.

3.2 **Independent Contractor.** The Consultant is retained as an independent contractor only, for the sole purpose of rendering the Consultant Services, and is not an employee of the City. The City shall have the right to control the Consultant only as to results of the Consultant's services rendered pursuant to this Agreement, and the City shall not have the right to control the means by which the Consultant accomplishes the services performed under this Agreement.

3.3 **Non-Discrimination.** The Consultant shall not discriminate against any employee or applicant for employment because of any impermissible classification pursuant to Federal or State law, including, but not limited to, race, color, religion, national origin, gender, physical or mental disability, age, military status, sexual orientation, gender identity, gender expression, or marital or familial status. The Consultant shall incorporate the foregoing provisions in all subcontracts.

3.4 **Proprietary Information.** All proprietary information developed by the Consultant in connection with, or resulting from, this Agreement, including but not limited to inventions, discoveries, improvements, copyrights, patents, maps, reports, textual material, or software programs, shall be the sole and exclusive property of the City, without restriction or limitation upon their use. The Consultant agrees that the compensation to be paid pursuant to this Agreement includes adequate and sufficient compensation for any proprietary information developed in connection with or resulting from the performance of the Consultant Services under this Agreement. The Consultant further understands and agrees that full disclosure of all proprietary information developed in connection with, or resulting from, the performance of services by the Consultant under this Agreement shall be made to the City, and that the Consultant shall do all things necessary and proper to perfect and maintain ownership of such proprietary information by the City. The Consultant hereby agrees to deliver such proprietary information to the City upon the expiration or termination of this Agreement. It is understood and agreed that the proprietary information prepared pursuant to this Agreement is prepared specifically for the City and is not necessarily suitable for any future or other use. The Parties agree that, until final approval by the City, all data, plans, specifications, reports, and other documents are confidential and will not be released to third parties without prior written consent of both Parties unless required by law.

3.5 **Patented and Copyright Materials.** The Consultant shall assume all costs arising from the use of patented or copyrighted materials, including but not limited to equipment, devices, processes, and software programs, used or incorporated in the services or work performed by the Consultant under this Agreement. Pursuant to Section 3.7 herein, the Consultant shall indemnify, defend (with legal counsel acceptable to the City), and hold the City and its elected and appointed boards, members, officials, officers, agents, representatives, employees, and volunteers ("City

Personnel”) harmless from any and all suits, actions, or proceedings of every nature for or on account of the use of any patented or copyrighted materials.

3.6 Prevailing Wages. The Parties have determined that prevailing wage laws do not apply to this Agreement because the Consultant Services do not include construction, alteration, demolition, installation, or repair work or other otherwise exempt under California’s prevailing wage laws (Lab. Code, § 1720 *et seq.*). Notwithstanding the foregoing, it is agreed by the Parties that, in connection with performance of the Consultant Services, including, without limitation, any and all public works (as defined by applicable law), the Consultant shall bear all risks of payment or non-payment of prevailing wages under California law and/or the implementation of Labor Code Section 1781, as the same may be amended from time to time, and/or any other similar law. Pursuant to Section 3.7 herein, the Consultant shall indemnify, defend (with legal counsel acceptable to the City), and hold the City and City Personnel harmless from and against any liability, loss, damage, cost or expenses (including but not limited to reasonable attorneys’ fees, expert witness fees, court costs, and costs incurred related to any inquiries or proceedings) arising from or related to (i) the noncompliance by the Consultant or any party performing the Consultant Services of any applicable local, state, and/or federal law, including, without limitation, any applicable federal and/or state labor laws (including, without limitation, the requirement to pay state prevailing wages and hire apprentices); (ii) the implementation of Section 1781 of the Labor Code, as the same may be amended from time to time, or any other similar law; and/or (iii) failure by the Consultant or any party performing the Consultant Services on the Consultant’s behalf to provide any required disclosure or identification as required by Labor Code Section 1781, as the same may be amended from time to time, or any other similar law.

3.7 Indemnification.

3.7.1 Indemnification of the City. Except as set forth in subdivision 3.7.2, the Consultant shall indemnify, defend (with legal counsel acceptable to the City), and hold harmless the City and City Personnel from and against any and all actions, suits, claims, demands, judgments, attorneys fees, costs, damages to persons or property, losses penalties, obligations, expenses, or liabilities (“Claims”) that may be asserted or claimed by any person or entity arising out of the Consultant’s performance of any tasks or services for or on behalf of the City, whether or not there is concurrent active or passive negligence on the part of the City and/or any City Personnel, but excluding any Claims arising from the sole negligence or willful misconduct of the City or any City Personnel. The Consultant shall defend any action or actions filed in connection with any such claims or liabilities, and shall pay all costs and expenses, including attorney’s fees incurred in connection therewith. The Consultant shall promptly pay any judgment rendered against the City or any City Personnel for any such claims or liabilities. In the event the City and/or any City Personnel is made a party to any action or proceeding filed or prosecuted for any such Claims arising out of or in connection with the work being performed or services being provided under this Agreement, the Consultant shall pay to the City any and all costs and expenses incurred by the City or City Personnel in such action or proceeding, together with reasonable attorney’s fees and expert witness fees.

3.7.2 Design Professionals. The provisions of this subdivision 3.7.2 apply only in the event that the Consultant is a “design professional” within the meaning of the California Civil Code Section 2782.8(c). If the Consultant is a “design professional” within the meaning of Section 2782.8(c), then notwithstanding subdivision 3.7.1 above, to the fullest extent permitted by law (including, without limitation, Civil Code Sections 2782 and 2782.6), the Consultant shall defend (with legal counsel reasonably acceptable to the City), indemnify, and hold harmless the City and City Personnel from and against any Claim that arises out of, pertains to, or relates to, directly or indirectly, in whole or in part, the negligence, recklessness, or willful misconduct of the Consultant, any sub-consultant, subcontractor, or any other person directly or indirectly employed by them, or any person that any of them control, arising out of the Consultant’s performance of any task or service for or on behalf of the City under this Agreement. Such obligations to defend, hold harmless, and indemnify the City or any City Personnel, shall not apply to the extent that such Claims are caused in part by the sole negligence or willful misconduct of the City or such City Personnel. The Consultant’s cost to defend the City and/or City Personnel against any such Claim shall not exceed the Consultant’s proportionate percentage of fault with respect to that Claim; however, pursuant to Civil Code section 2782.8(a), in the event that one or more defendants is unable to pay its share of defense costs due to bankruptcy or dissolution of the business, the Consultant shall meet and confer with the City (and, if applicable, other parties) regarding any unpaid defense costs. To the extent the Consultant has a duty to indemnify the City or any City Personnel under this subdivision (b), the Consultant shall be responsible for all incidental and consequential damages resulting directly or indirectly, in whole or in part, from the Consultant’s negligence, recklessness, or willful misconduct.

3.8 Retention of Funds. The Consultant hereby authorizes the City to deduct from any amount payable to the Consultant (whether arising out of this Agreement or otherwise) any amounts the payment of which may be in dispute hereunder or which are necessary to compensate the City for any losses, costs, liabilities, or damages suffered by the City, and all amounts for which the City may be liable to third parties, by reason of the Consultant's negligent acts, errors, or omissions, or willful misconduct, in performing or failing to perform the Consultant's obligations under this Agreement. The City in its sole and absolute discretion, may withhold from any payment due to the Consultant, without liability for interest, an amount sufficient to cover such claim. The failure of the City to exercise such right to deduct or withhold shall not act as a waiver of the Consultant's obligation to pay the City any sums the Consultant owes the City.

3.9 Insurance. The Consultant shall not commence the performance of any work or services under this Agreement until the Consultant has obtained all insurance required hereunder, nor shall the Consultant allow any sub-consultant or subcontractor to commence services until all such insurance has been obtained by the sub-consultant or subcontractor. Current certification of insurance shall be kept on file with the City at all times during the term of this Agreement. The City reserves the right to require complete, certified copies of all required insurance policies, at any time. All insurance policies shall be issued by an insurance company currently authorized by the California Department of Insurance to transact business of insurance or is on the List of

Approved Surplus Line Insurers in the State of California, with an assigned policyholders' Rating of A- (or higher) and Financial Size Category Class VI (or larger) in accordance with the latest edition of Best's Key Rating Guide, unless otherwise approved by the City's Risk Manager. The Consultant shall take out and maintain at all times during the performance of this Agreement the following policies of insurance:

3.9.1 Workers Compensation Insurance to cover the Consultant's employees as required by law; and the Consultant shall require all subcontractors to provide such compensation insurance for all of the latter's employees. Each such policy of worker compensation insurance shall carry the following endorsements: (a) "The insurer waives all rights of subrogation against THE CITY OF LA PALMA, its officers, officials, agents, employees, and representatives." (b) "This insurance policy shall not be canceled, limited or nonrenewed by the insurer until thirty (30) days after receipt by THE CITY OF LA PALMA of a written notice of such cancellation, limitation, or reduction of coverage."

3.9.2 Comprehensive General Liability Insurance for bodily injury, death, and property damage which may arise from the negligent performance of the Consultant, its employees, agents representatives, successors, and assigns while performing work or services under this Agreement, in an amount not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate. Each such policy of insurance shall be in a form satisfactory to the City and shall contain the following endorsements:

(a) "THE CITY OF LA PALMA, its officers, officials, employees, and representatives, are hereby declared to be additional insureds under the terms of this policy with respect to the operations and activities of the named insured at or from the premises of THE CITY OF LA PALMA described above."

(b) "This insurance policy shall not be canceled, limited, or not renewed until thirty (30) days after receipt by THE CITY OF LA PALMA of a written notice of such cancellation, limitation, or reduction of coverage."

(c) "This insurance policy is primary insurance and no insurance held or owned by the designated additional insureds shall be called upon or looked to cover a loss under said policy; THE CITY OF LA PALMA shall not be liable for the payment of premiums or assessments on this policy."

3.9.3 Professional Liability Insurance to protect the City from the Consultant's negligent acts, errors, and omissions of a professional nature, with coverage in a minimum amount of \$1,000,000 per claim and in the aggregate. Any policy inception date, continuity date, or retroactive date must be before the effective date of this Agreement and the Consultant agrees to maintain continuous coverage through a period no less than three (3) years after completion of the services required by this Agreement.

3.9.4 Renewal of Insurance. At least thirty (30) days prior to the expiration of any policy of insurance required under Paragraph 3.9.1, 3.9.2, or 3.9.3, a signed complete certificate of insurance, with all endorsements provided herein, showing that such insurance coverage has been renewed or extended, shall be filed with the City.

3.9.5 Prohibited Insurance Provisions. Insurance policies required under Paragraph 3.9.1, 3.9.2, or 3.9.3, shall not include any limiting provision or endorsement that has not been submitted to the City for approval. By way of example, additional insured endorsements shall not be limited to “ongoing operations,” exclude contractual liability, restrict coverage to the “sole” liability of the Consultant, or contain any other limitation contrary to this Agreement.

3.9.6 Variations to Insurance Requirements. The City may, but is not required to, approve in writing a variation in the foregoing insurance requirements, upon a determination that the coverage, scope, limits, and forms of such insurance are either not commercially available, or that the City’s interests are otherwise fully protected.

3.10 Conflicts of Interest.

3.10.1 City Personnel. No City Personnel shall have any financial interest, direct or indirect, in this Agreement, or participate in any decision relating to this Agreement that affects his or her financial interest or the financial interest of any corporation, partnership, association or other entity in which he or she is interested, in violation of any federal, state or city statute, ordinance or regulation. The Consultant shall not employ any such person while this Agreement is in effect.

3.10.2 Consultant. The Consultant represents, warrants and covenants that he, she or it presently has no interest, direct or indirect, which would interfere with or impair in any manner or degree the performance of the Consultant’s obligations and responsibilities under this Agreement. The Consultant further agrees that while this Agreement is in effect, the Consultant shall not acquire or otherwise obtain any interest, direct or indirect, that would interfere with or impair in any manner or degree the performance of the Consultant’s obligations and responsibilities under this Agreement. The Consultant acknowledges that pursuant to the provisions of the Political Reform Act (Government Code section 87100 *et seq.*), the City may determine the Consultant to be a “consultant” as that term is defined by the Act. In the event the City makes such a determination, the Consultant agrees to complete and file a “Statement of Economic Interest” with the City Clerk to disclose such financial interests as required by the City. In such event, the Consultant further agrees to require any other person doing work under this Agreement to complete and file a “Statement of Economic Interest” to disclose such other person’s financial interests as required by the City.

3.11 No Undue Influence. The Consultant declares and warrants that no undue influence or pressure is used against or in concert with any officer or employee of the City in connection with the award, terms or implementation of this Agreement,

including any method of coercion, confidential financial arrangement, or financial inducement. No officer or employee of the City shall receive compensation, directly or indirectly, from the Consultant, or from any officer, employee, or agent of the Consultant, in connection with the award of this Agreement or any work to be conducted as a result of this Agreement. The Consultant further warrants that it has not employed or retained any company or person other than a bona fide employee working for the Consultant, to solicit or secure this Agreement and that it has not paid or agreed to pay any company or person any fee, commission, percentage, brokerage fee, gift, or any other consideration contingent upon, or resulting from, the award or making of this Agreement. For breach or violation of this warranty, the City shall have the right to annul this Agreement without liability or, in its discretion, to deduct from the Agreement price or consideration, or otherwise recover, the full amount of such fee, commission, percentage, brokerage fee, gift or contingent fee.

3.12 No Benefit to Arise to City Employees. No member, officer, or employee of the City, or their designees or agents, and no public official who exercises authority over or has responsibilities with respect to this Agreement during his/her tenure or for one (1) year thereafter, shall have any interest, direct or indirect, in any agreement or sub-agreement, or the proceeds thereof, for the Consultant Services to be performed under this Agreement.

SECTION 4. RIGHTS AND REMEDIES

4.1 Termination By the City. The City reserves and has the right and privileges, at its sole discretion and with or without cause at any time during the term of this Agreement, of suspending, canceling or terminating this Agreement or any work in connection with this Agreement with or without any breach or failure to perform of the Consultant. Upon receipt of any notice of termination from the City, the Consultant shall immediately cease all services hereunder except such as may be specifically approved in writing by the Contract Administrator. In the event of termination under this Section 4.1, all finished or unfinished data, studies, maps, reports, and other items prepared by the Consultant shall become the property of the City, and the Consultant shall promptly deliver such items to the City. In the event of termination under this Section 4.1, the City shall pay the Consultant for all authorized services performed and for all authorized and invoiced expenses incurred up to the date of termination of this Agreement, on a time and materials basis in accordance with the Budget and Fee Schedule attached hereto as Exhibit "B".

4.2 Performance to the City's Satisfaction. The Consultant agrees to perform all work to the reasonable satisfaction of the City. If the services performed under this Agreement are not satisfactory, the City has the right to take appropriate action, including but not limited to: (i) meeting with the Consultant, its agents or subcontractors to review the quality of the work and resolve matters of concern; (ii) requiring the Consultant to have the work repeated at no additional fee until it is satisfactory; (iii) withholding payment of the City's compensation to the

Consultant for any unsatisfactory work performed; (iv) suspending delivery of work to the Consultant for an indefinite time; and/or (v) terminating this Agreement.

4.3 Default, Remedies.

4.3.1 Default of Insurance Requirements. In addition to any other remedies at law or equity the City may have if the Consultant fails to provide or maintain any insurance policies or policy endorsements to the extent and within the time required by Section 3.9 herein, the City may, at its sole option, exercise any of the following remedies, which are alternatives to other remedies the City may have and are not the exclusive remedy for the Consultant's breach:

- (a) Obtain such insurance and deduct and retain the amount of the premiums for such insurance from any sums due under this Agreement;
- (b) Order the Consultant to stop work under this Agreement or withhold any payment that becomes due to the Consultant hereunder, or both, until the Consultant demonstrates compliance with the insurance requirements herein; and/or
- (c) Immediately terminate this Agreement.

4.3.2 Other Defaults. In addition to any other remedies at law or equity the City may have, if the Consultant materially breaches any of the terms of this Agreement, the City's remedies shall include, but not be limited to, any or all of the following:

- (a) Immediately terminate this Agreement; and/or
- (b) Take over the work and prosecute the same to completion by contract with another consultant or otherwise, and the Consultant shall be liable to the extent that the total cost for completion of the services required hereunder, including costs incurred by the City in retaining a replacement consultant and similar expenses, exceeds the Budget contained in Exhibit "B".

4.4 Force Majeure. Any time period specified in this Agreement for performance of services shall be extended because of any delays due to unforeseeable causes beyond the control and without the fault or negligence of the City or the Consultant, including, but not restricted to, acts of God or of the public enemy, unusually severe weather, fires, earthquakes, floods, epidemics, quarantine restrictions, riots, strikes, freight embargoes, wars, litigation, and/or acts of any governmental agency, including the City, if the delaying Party shall within ten (10) days of the commencement of such delay notify the other Party in writing of the causes of the delay ("Force Majeure Event"). If the Consultant is the delaying Party, the City shall ascertain the facts and the extent of delay, and extend the time for performing the services for the period of the enforced delay when and if in the judgment of the City such delay is justified. The City's determination shall be final and conclusive upon the parties to this Agreement. In no event shall the Consultant be entitled to recover damages against the City for any delay in the performance of this Agreement, however caused. The Consultant's sole remedy shall be extension of this Agreement pursuant to this section. For the avoidance of doubt, Force Majeure shall not include (a) financial distress nor the

inability of either party to make a profit or avoid a financial loss, (b) changes in the market prices or conditions, or (c) a party's financial inability to perform its obligations hereunder. The current events related to the COVID-19 pandemic are known and shall not constitute Force Majeure Event, future impacts of the COVID-19 pandemic may be considered a Force Majeure Event to the extent that they prevent the performance of a Party's obligations under this Agreement.

SECTION 5. MISCELLANEOUS

5.1 Notices. All notices, invoices or other instruments required or permitted to be given under this Agreement shall be served by personal delivery or deposited in a United States mail depository, postage prepaid, and addressed as follows:

If to the City:

CITY OF LA PALMA
7822 Walker Street
La Palma, CA 90623
Attn: Assistant City Manager

If to the Consultant:

Tripepi Smith
PO Box 52152
Irvine, CA 92619

or such other address or person as either Party may indicate to the other in writing. Service of any instrument by mail shall be deemed effective forty-eight (48) hours after deposit in a United States mail depository, postage prepaid, and addressed as set forth above.

5.2 Integration. This Agreement represents the entire understanding of the City and the Consultant as to those matters contained herein, and no prior oral or written understanding shall be of any force or effect with regard to those matters covered by this Agreement. This Agreement may not be modified, altered, or amended except in writing signed by both the City and the Consultant. The Contract Administrator is hereby authorized to approve and effectuate amendments to this Agreement to the extent permitted by applicable law. The Recitals and Exhibits hereto are hereby incorporated by reference as though fully set out in this Agreement.

5.3 Construction, Venue. This Agreement shall be construed in accordance with the laws of the State of California and as if drafted by both parties hereto. The terms of this Agreement shall be construed in accordance with the meaning of the language used and shall not be construed for or against either Party by reason of the authorship of this Agreement or any other rule of construction which might otherwise apply. Legal actions concerning any dispute, claim, or matter arising out of or in relation to this Agreement shall be instituted and maintained in the Superior Courts of the State of California in the County of Orange, or in any other appropriate court with

jurisdiction in such County, and the Consultant agrees to submit to the personal jurisdiction of such court.

5.4 Rights and Remedies are Cumulative. Except as may be expressly set forth in this Agreement, the rights and remedies of the Parties are cumulative and the exercise by either Party of one or more of such rights or remedies or other rights or remedies as may be permitted by law or in equity shall not preclude the exercise by such Party, at the same or different times, of any other rights or remedies to which such Party may be entitled.

5.5 Severability. If any term or provision of this Agreement is found by a court of competent jurisdiction to be invalid, illegal or unenforceable in any jurisdiction, the invalidity, illegality or unenforceability shall not affect any other term or provision of this Agreement or invalidate or render unenforceable term or provision in any other jurisdiction. Upon a determination that any term or provision is invalid, illegal or unenforceable, the Parties shall negotiate in good faith to modify this Agreement to effect the original intent of the Parties as closely as possible in order that the transactions contemplated hereby be consummated as originally contemplated to the greatest extent possible.

5.6 Assignment. The Consultant shall not assign or otherwise transfer any of its rights or obligations under this Agreement without the prior written consent of the City; and any such assignment or other transfer without such consent shall be void.

5.7 Consultant not a City Agent. Except as the City may specify in writing, the Consultant shall have no authority, express or implied, to act on behalf of the City in any capacity whatsoever as an agent. This Agreement does not grant to the Consultant any authority, express or implied, to bind the City to any obligation whatsoever.

5.8 Attorney's Fees. In the event any action is commenced by one Party to this Agreement against the other to enforce any of the rights or obligations arising from this Agreement, the prevailing Party in such action, in addition to any other relief and recovery ordered by the court, shall be entitled to recover all statutory costs, together with reasonable attorney's fees.

5.9 Successors and Assigns. Subject to the provisions of Paragraphs 1.9 and 5.6 hereinabove, this Agreement, and all of the covenants, terms, and conditions hereof, shall be binding upon, and inure to the benefit of, the City, the Consultant, and their respective successors and assigns.

5.10 Authority of Signatories. The persons executing this Agreement on behalf of the Parties hereto warrant that they are duly authorized to execute this Agreement on behalf of said Parties and that by so executing this Agreement the Parties are formally bound to the provisions of this Agreement.

5.11 No Waiver. No waiver by either Party of any of the provisions of this Agreement shall be effective unless explicitly set forth in writing and signed by the Party so waiving. Except as otherwise set forth in this Agreement, no failure to exercise, or delay in exercising, any right, remedy, power or privilege arising from this Agreement shall operate or be construed as a waiver thereof, nor shall any single or partial exercise of any right, remedy, power or privilege hereunder

preclude any other or further exercise thereof or the exercise of any other right, remedy, power or privilege.

5.12 No Third-Party Beneficiaries. This Agreement benefits solely the Parties to this Agreement and their respective permitted successors and assigns and nothing in this Agreement, express or implied, confers on any other person any legal or equitable right, benefit or remedy of any nature whatsoever under or by reason of this Agreement.

5.13 Non-Liability of City Personnel. No City Personnel shall be personally liable to the Consultant, or any successor in interest, in the event of any default or breach by the City, or for any amount which may become due to the Consultant or its successor, or for breach of any obligation of the terms of this Agreement.

5.14 Execution. The persons executing this Agreement on behalf of each of the Parties hereto represent and warrant that (i) such Party is duly organized and existing, (ii) they are duly authorized to execute and deliver this Agreement on behalf of said Party, (iii) by so executing this Agreement, such Party is formally bound to the provisions of this Agreement, and (iv) that entering into this Agreement does not violate any provision of any other Agreement to which said Party is bound. This Agreement shall be binding upon the heirs, executors, administrators, successors, and assigns of the Parties.

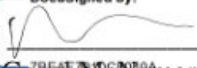
5.15 Survival. The terms, provisions, representations and certification contained in this Agreement, or inferable therefrom, shall survive the termination of this Agreement and the payment of the compensation hereinabove provided.

5.16 Section Headings and Subheadings. The section headings and subheadings contained in this Agreement are included for convenience only and shall not limit or otherwise affect the terms of this Agreement.

5.17 Counterparts. This Agreement may be executed in counterparts, each of which shall be deemed to be an original, and such counterparts shall constitute one and the same instrument.

IN WITNESS WHEREOF, this Agreement has been executed as of the date first written above.

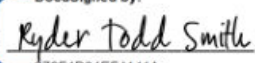
CITY OF LA PALMA

DocuSigned by:
By: 
Conal McNamara
City Manager

ATTEST:


Kimberly Kenney, CMC
City Clerk

Tripepi Smith

DocuSigned by:
By: 
Ryder Todd Smith
Co-Founder & President

APPROVED AS TO FORM:
RUTAN & TUCKER

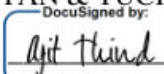
DocuSigned by:
By: 
Ajit Thind
City Attorney

EXHIBIT A

Scope of Work

EXHIBIT A

-1-



Proposal for:
Outreach Services

CITY OF LA PALMA



Submitted:
May 1, 2024

By:
Ryder Todd Smith, Co-Founder & President





TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	2
FIRM QUALIFICATIONS AND EXPERIENCE	4
PAST BALLOT MEASURES	8
TRIEPEI SMITH OUTREACH & EDUCATION APPROACH TO SCOPE.....	8
BUDGET PROPOSAL	9

Tripepi Smith Testimonial

“

We look forward to another year of partnership. **Tripepi Smith has helped us strengthen our engagement and communication with residents.**

From the development of sophisticated annual reports to consistent social media support, our team in American Canyon has reaped numerous benefits from collaborating with Tripepi Smith on important City initiatives.

”

Jen Kansanback

Communications Manager, City of American Canyon





EXECUTIVE SUMMARY

Thank you for this opportunity to partner with the City of La Palma to provide Outreach Services on a potential ballot measure to adjust term limits. In alignment with the City's objectives and goals, we propose a Time & Materials approach that offers flexibility to meet the needs of the City.

Triepi Smith provides marketing, outreach and communication services to over 200 public agencies throughout California. Our experience spans numerous successful campaigns and initiatives, where we have consistently achieved tangible, impactful results. We boast an excellent track record in providing comprehensive public education & outreach services to municipalities.

The team consists of nearly 60 communication experts — robust enough to support your goals, yet small enough to be nimble and responsive. We offer a spectrum of skills that allows us to match the appropriate resource to the task at hand, letting us execute faster at reduced engagement costs. These resources vary by both years of experience and core hard skills (graphic design versus videography versus writing versus social media, for example). Independent of skill set, each team member is active in the world of local government. The result: we can tell impactful, localized stories across communication mediums, all within our one team. The City will need only one marketing and communications partner.

We are providing a quote for services related to the City's ask for support services for outreach.

Regards,

Ryder Todd Smith

Co-Founder & President, Triepi Smith

Ryder@TriepiSmith.com • (626) 536-2173 • P.O. Box 52152, Irvine, CA 92619



FIRM QUALIFICATIONS AND EXPERIENCE

Brief History of Triepi Smith

The Co-Founders: Nicole Smith & Ryder Todd Smith

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

The Team

Our firm operates in a virtual office environment. Being virtual allows us to engage the right talent at the right time, and it enables us to operate more efficiently to save money for our clients. That said, the team — composed of policy wonks, creative message developers, technology gurus and graphic and fine artists — is located throughout California, Arizona, New Mexico, Texas and Utah.

Triepi Smith's growing team of 60+ communications experts offers the right professionals for any job — and ensures we are nimble, responsive and cost-effective. Experienced principals, directors and analysts drive strategy and mold messaging. Public affairs experts and policy wonks manage communication solutions for a large list of clients. Creative professionals fashion compelling branding, websites, print and digital design, social media, photography and video.

THE RESULT:

We have an ability to tell a complete story across mediums all within our one team.

Single-Source Communications

Most important: we understand local government. Triepi Smith combines creative thinking with a deep awareness of how communications drive positive impact on communities. As a firm, we are committed **#ABL — “always be learning.”** This means that we never stop adding ways we support the local government sector and sharing that knowledge amongst our team. Since our founding in 2000, we have expanded what we do, becoming a single source for various communication and creative needs. Triepi Smith fosters an atmosphere of cross-pollination in which civic insight, creative thinking and practical expertise all combine to make us who we are.

Triepi Smith Testimonial

“We’ve turned to Triepi Smith for support on a number of communications projects over the past four years, and Ryder and his team have always delivered high-quality work.”

Triepi Smith's graphic design skills are excellent and reflect a familiarity with local government that is important to the design process.

”

Brian Babcock

Communications Officer
City of Cupertino (as of 2022: City of Mountain View)



to

To learn more about all our services, visit www.TriepiSmith.com/Services



How We Work

Triepi Smith primarily uses the following tools to manage projects and adhere to milestones:

-  Google Workspace: Real-time collaborative documents in which Triepi Smith and clients collaborate (e.g. Shared Project Agenda, Shared Content Workspaces)
-  Dropbox File Management: Full cross-team file access, client file review and/or transfer
-  Virtual Meetings: Zoom and Google Meet
-  Social Media Management & Monitoring: Sprout Social and Hootsuite
-  Media Intelligence: Meltwater

Services Offered

Strategy, Marketing, Communications

-  Strategic development, research, surveys, messaging
-  Social media management
-  Web and social media strategy, optimization (SEO), metrics
-  Web hosting and support
-  Email campaigns
-  Relations (media, stakeholders, public, government)
-  Support and training for events, presentations and virtual gatherings
-  Google AdWords, LinkedIn, YouTube and Meta advertising

Creative Services

-  Full-service graphic design for digital, print and outdoor
-  Brand and logo development
-  Content generation, writing and editorial
-  Output services (digital distribution, print management, mail management)
-  Photography, illustration and information graphics
-  Video and animation
-  Web design and implementation

Partner Services

When it comes to high-end printing, mailing to thousands of mailboxes, language translation/interpretation or professional voiceover work for videos, we may use subcontractors to execute the work. These are often determined at the time of the need, so it is difficult to predict who that will be. However, here is a list of potential firms or people we routinely subcontract with:

-  InfoSend – Print and Mail House Services
-  FlashVote – Scientific Surveying
-  DLS Printer Services – High-end Printing for Collateral
-  Fairbank, Maslin, Maullin, Metz & Associates (FM3 or FM3 Research) – Voter Survey Research, Polling And Surveys
-  Emily Baker – Voiceover Work



Team Triepi Smith

Ryder Todd Smith Co-founder & President		Nicole Smith Co-founder & CFO	
Creative Services	Katherine Griffiths, APR Principal, Editorial Lead	Jennifer Nentwig, APR Principal	Jennifer Vaughn Principal
	Kevin Bostwick Creative Director	Cameron Grimm Director, Video, Animation	Mike Egan Director
	Kjerstin Wingert Sr. Designer, Sr. Photographer	Melanie James Sr. Business Analyst, Sr. Designer, Sr. Web Developer	Saara Lampwalla Sr. Business Analyst
	Sara Madsen Sr. Business Analyst, Sr. Designer	Nolan Voge Bus. Analyst, Video, Photo	Sydni Overly Sr. Business Analyst
	Ethan De La Peña Jr. Analyst, Video	Jenni Wechsler Jr. Analyst, Design	Sienna Boyd Sr. Business Analyst
	Alexis Mendez Jr. Analyst, Design	Daniel Ceruti Jr. Analyst, Video	Kylie Sun Business Analyst
	Josh Hernandez Jr. Analyst, Video	Audrin Baghaie Jr. Analyst, Video	Cailyn Thompson Business Analyst
	Jenna Haubruge Jr. Analyst	Christina Haverilla Jr. Videographer	Charlie Mounts Business Analyst
	Skyler Addison Business Analyst	Alyson Nichols Business Analyst	Peter Johnson Business Analyst
	Jacob Lyle Business Analyst	Amy Gallagher Jr. Business Analyst	Morgan Mock Jr. Business Analyst
	Kendall Lowery Jr. Business Analyst	Madeline Wilson Jr. Business Analyst	Mackenna Morrice Jr. Business Analyst
	Devin Antonio Jr. Business Analyst	Mia Valenzuela Jr. Business Analyst	Olivia Rizzuto Jr. Business Analyst
	Sarah Klem Jr. Business Analyst	Sydney Fitch Jr. Business Analyst	Kiran Kruse Jr. Business Analyst
	Dominick Beaudine Jr. Business Analyst	Hannah Wedepohl Jr. Business Analyst	Avi Vemuri Jr. Business Analyst
	Laurel Yocum Jr. Business Analyst		Karen Villaseñor Sr. Business Analyst
			Kaitlyn Wu Sr. Business Analyst
			Devyn Fisher Sr. Business Analyst
			Kaetlyn Hernandez Business Analyst
			Melanie Moore Business Analyst
			Kalee Cummings Business Analyst
			Valerie Nevarez Business Analyst
			Kayla Cao Jr. Business Analyst
			Maximilian Weirach Jr. Website Developer
			Abigail Wolf Jr. Business Analyst
			Kara Cato Jr. Business Analyst
			Claire Blodget Jr. Business Analyst



Clients

Tripepi Smith has been selected to work with nearly 200 local government agencies to help with their communications. We can provide you with contacts at any of these clients and are confident you will find them to be quite happy with our services.

California Joint Powers Insurance Authority	City of La Puente	City of Santa Cruz
City of Aliso Viejo	City of Lake Forest	City of Santa Paula
City of American Canyon	City of Laguna Hills	City of Saratoga
City of Anaheim	City of Laguna Niguel	City of Tracy
City of Azusa	City of Lancaster	City of Tustin
City of Bellflower	City of Livermore	City of Twentynine Palms
City of Claremont	City of Lomita	City of Vallejo
City of Coronado	City of Lynwood	City of Vista
City of Covina	City of Manhattan Beach	City of Westlake Village
(City of) Culver City	City of Manteca	(City of) Yuba City
City of Cupertino	City of Martinez	Town of Yucca Valley
City of Cypress	City of Millbrae	Town of Windsor
(City of) Daly City	City of Morgan Hill	California Choice Energy Authority
City of Danville	City of Murrieta	Citrus Heights Water District
City of Downey	City of Napa	Costa Mesa Sanitary District
City of Duarte	City of Newport Beach	El Toro Water District
City of El Cerrito	City of Norwalk	Municipal Management Association of
City of Fountain Valley	City of Orange	Northern California
City of Fullerton	City of Orinda	Orange County City Manager Associations
City of Grover Beach	City of Palm Desert	Rowland Water District
City of Hawaiian Gardens	City of Palmdale	San Gabriel Valley City Manager Association
City of Hercules	City of Paramount	South Orange County Wastewater Authority
City of Huntington Beach	City of Pico Rivera	
City of Indian Wells	City of Rancho Palos Verdes	
City of Industry	City of Rancho Mirage	
City of Irvine	City of Renton, WA	
City of La Cañada Flintridge	City of Riverbank	
City of La Palma	City of Rolling Hills Estates	
	City of Santa Clarita	

Work Samples

We encourage you to see more of our work at www.TripepiSmith.com/Work.

PAST BALLOT MEASURES

Below is a sampling of various Ballot Outreach engagements Tripepi Smith has been engaged on

- Culver City – Nov. 2018 – Measure C: a 0.25% sales tax
- Culver City – Mar. 2020 – Measure CC: continuation of a 0.5% sales tax
- Hawaiian Gardens – Mar. 2020 – Measure HG: a 0.75% sales tax
- Carson – Nov. 2020 – Measure K: a 0.75% sales
- Culver City – Nov. 2020 – Measure RE: a revision of the City's real estate transfer tax
- Grover Beach – Nov. 2020 – Measure F-20: a 1.0% sales
- Manteca – Nov. 2020 – Measure Z: a 1.0% sales tax
- Carson – Nov. 2022 – Measure R: continuation of a 2% UUT
- Culver City – Nov. 2022 – Measure BL: a revision of the City's business license tax rates and business classifications
- Arroyo Grande – Nov. 2022 – Measure D22: a 1.0% sales tax
- Hercules – Nov. 2022 – Measure N: UUT rate extension
- Lynwood – Nov. 2022 – Measure TR: 5% Cannabis Retailer Business License Tax
- Benicia – Nov. 2022 – Measure R: a 0.75% sales tax
- Bell – March 2024 – Measure I: A 0.75% sales tax

TRIEPI SMITH OUTREACH & EDUCATION APPROACH TO SCOPE

Tripepi Smith has a solid track record of supporting education and outreach efforts around City ballot measures. Our first step at the beginning of the engagement will be a kickoff meeting with all parties to accomplish several goals:

1. Introduce stakeholders and project leads and develop an outreach strategy
2. Review our content collaboration process for ballot language
3. Identify requirements for ballot materials

Tripepi Smith's typical approach to crafting language for ballot measure education & outreach is to "measure twice, cut once": we work with key stakeholders (especially legal counsel) to produce approved written language upfront. Any external-facing content, whatever the medium, will only use that language. This allows us to streamline the design of various deliverables so the only new information for stakeholders to review is the look and feel, versus also having to re-evaluate the written text. This gives us the most flexibility to speed up the outreach/education process as necessary, ensuring voters have all the facts they need well before an election.

EXHIBIT B

Budget and Fee Schedule

EXHIBIT B

-1-

BUDGET PROPOSAL

Tripepi Smith is proposing a time and material engagement that can flex with the needs of the City. The following details our rates and terms for engagement on those rates. We propose an amount not to exceed \$20,000 for this engagement.

2024-25 Hourly Rates

Tripepi Smith would apply the following rates and related fees for services for any As-Needed (Time & Materials).

	Hourly - Standard	Hourly - Retainer
Principal	\$370	\$295
Director	\$255	\$215
Art/Creative Director	\$255	\$215
Senior Business Analyst	\$195	\$165
Business Analyst	\$140	\$115
Junior Business Analyst	\$110	\$95
Senior Videographer/Animator	\$195	\$165
Senior Photographer	\$170	\$145
Videographer/Photographer	\$130	\$110
Junior Videographer/Photographer	\$110	\$95
Senior Graphic Designer	\$185	\$155
Graphic Designer	\$130	\$110
Junior Graphic Designer	\$110	\$95
Web Developer	\$195	\$175
Junior Web Developer	\$110	\$95
Drone Operator	\$195	\$170
Council Chamber A/V Operator	\$110	\$95

Retainer Discount

When client monthly retainers exceed seven-thousand-one-hundred-fifty dollars (\$7,150) per month, they gain access to our Reduced Retainer Rates. Otherwise, ad hoc work done outside of a defined retainer scope is billed at our Standard Rates.

Payment Terms

Billing & Invoices

At Tripepi Smith, we bill on either a Retainer, Fixed Bid or Time & Materials basis, with each billing type following its own payment schedule:

-  Fixed Bid 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.

Regardless of billing type, terms are Net 30 days.

Annual Increase

Tripepi Smith will increase the hourly rates and retainer fees for all resources by five percent (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 renewal period.

Other Costs

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

Travel Costs

Our team will seek client authorization and reimbursement for travel necessary 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, Tripepi Smith invoices for travel time at half the resource's hourly rate.

Equipment Costs

Tripepi Smith applies the following equipment fees, as applicable, when providing video services. We will seek client authorization prior to assessing any such expenses. Equipment fees are not inclusive of operator (staff) time, which is billed on an hourly basis.

	Half Day	Full Day
Video Equipment	\$400	\$600
Drone Equipment	\$500 – Flat Fee	
MEVO Equipment	\$400 – Flat Fee	



Definitions

-  Half Day: Anything under four hours of video production
-  Full Day: A shoot lasting four or more hours

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.

Tripepi Smith Testimonial

“

We look forward to another year of partnership. **Tripepi Smith has helped us strengthen our engagement and communication with residents.**

From the development of sophisticated annual reports to consistent social media support, our team in American Canyon has reaped numerous benefits from collaborating with Tripepi Smith on important City initiatives.

”

Jen Kansanback

Communications Manager, City of American Canyon



Example Pricing

Tripepi Smith is providing estimated pricing for our work using our hourly rates.

ELEMENT	PRICE	NOTES
Radio/Spotify Advertising – 30 second Spot	\$545 / Spot	Includes of up to three (3) drafts per audio snippet: two (2) drafts, final.
Newspaper Advertising	\$850 / Spot	Creation of a simple ad placement in standard newspaper quarter page.
Digital Advertising	Starts at \$850: Creation \$500 / month: Monitoring	Creation of digital ad campaign with five different ad elements and ongoing monitoring
Graphic Design	Print/Digital Short Format Infographics - \$3,120 Key Art - \$1,920 Print Flyer - \$1,225 Print Poster - \$1,925 Print Brochure / Newsletter - \$6,565 Mailer - \$1,090	Design projects range in drafts and intricacy. Exact cost will be determined based on request.
Video Production	\$9,175 / Video	Assumes 60-90 second video; inclusive of travel costs. Costs can vary based on exact needs.
Animated Education Video	\$4,750	60 second long animated video in two languages with subtitles burned in for use on website and social media

Exhibit A - Document 3

Tripepi Smith May 2024 Invoice and City Payment Records

City-paid Measure W project management, content development, website/FAQ, social media, press release, and utility-bill-insert work.

Original filename: TRIPEPI SMITH - MAY 2024 INVOICES(2).pdf

**PAID** with AP Automation

	Paid	Vendor
City of La Palma,	06/13/2024	TRIPEPI SMITH AND ASSOCIATES INC
CA	Payment Reference	Invoice Count
	APA000863	1 invoice
		Amount
		\$4,893.75

THIS IS A CONFIRMATION OF A PrintCheck PAYMENT

Invoices

Invoice Number	Description	PO Number	Date	Net Amount
12490	MAY'24 BALLOT MEASURE ...	22959	06/18/2024	\$4,893.75

DISBURSEMENT REQUEST

2023-2024

[illegible]



TRIEPEI SMITH AND ASSOCIATES, INC.

PO Box 52152

Irvine, CA 92619 US

nicole@tripepismith.com

INVOICE

BILL TO

City of La Palma
7822 Walker St
La Palma, CA 90623
United States

INVOICE # 12490

DATE 05/31/2024

DUE DATE 06/30/2024

TERMS Net 30

DATE	ACTIVITY	QTY	RATE	AMOUNT
05/09/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Created Doodle poll, sent out email for weekly check in - Sienna Boyd	0:15	195.00	48.75
05/15/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Prep agenda, reviewed peer best practices and setup ongoing agenda document, - Sienna Boyd	0:15	195.00	48.75
05/15/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Review of measure and info send info - Valerie Nevarez	0:15	140.00	35.00
05/16/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Coordination with La Palma and questions - Valerie Nevarez	0:15	140.00	35.00
05/20/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Checked in on deliverables, followed up on comms, set tasks for week - Sienna Boyd	0:30	195.00	97.50
05/22/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Prep for LaPalma check in call - Sienna Boyd	0:15	195.00	48.75
05/23/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Call w/clerk and county to specify ballot	0:15	195.00	48.75

DATE	ACTIVITY	QTY	RATE	AMOUNT
	measure questions - Sienna Boyd			
05/29/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Prepared agenda for today's check in call - Sienna Boyd	0:30	195.00	97.50
05/29/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Recap email and post call agenda updates - Sienna Boyd	0:15	195.00	48.75
05/30/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Finalized FAQ and website copy, sent email to City for final review - Sienna Boyd	0:30	195.00	97.50
05/30/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Went through county election timeline and adopted dates based on city council, created mastersheet. Created key date timeline. - Sienna Boyd	0:30	195.00	97.50
05/30/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Begin drafting social media posts for La Palma. - Valerie Nevarez	0:15	140.00	35.00
05/31/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Coordinated and gathered quotes from infosend to have reviewed by client. Coordinate FB boost psot - Valerie Nevarez	0:15	140.00	35.00
				Subtotal: 773.75
05/08/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: call with La Palma team. - Mr. Ryder T Smith	1:00	370.00	370.00
05/08/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: Check in call - Sienna Boyd	1:00	195.00	195.00
05/15/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: call with La Palma and review of timeline and work. - Mr. Ryder T Smith	1:00	370.00	370.00
05/15/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: Check in call - Sienna Boyd	1:00	195.00	195.00

DATE	ACTIVITY	QTY	RATE	AMOUNT
05/15/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: client call - Valerie Nevarez	1:00	140.00	140.00
05/22/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: call with La Palma team - Mr. Ryder T Smith	0:45	370.00	277.50
05/22/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: Check in call and debrief - Sienna Boyd	1:00	195.00	195.00
05/22/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: Check in call w/ client - Valerie Nevarez	1:00	140.00	140.00
05/29/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: call with client - Mr. Ryder T Smith	1:00	370.00	370.00
05/29/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: Check in call and short debrief with Valerie - Sienna Boyd	1:00	195.00	195.00
05/29/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: Check in call with clients - Valerie Nevarez	1:00	140.00	140.00
				Subtotal: 2,587.50
05/08/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: drafting ballot language options and reviewing content background. - Mr. Ryder T Smith	0:30	370.00	185.00
05/08/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: start in on website content - Mr. Ryder T Smith	0:30	370.00	185.00
05/10/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Edited website copy and researched and created a FAQ section - Sienna Boyd	1:00	195.00	195.00
05/24/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development;	1:00	370.00	370.00

DATE	ACTIVITY	QTY	RATE	AMOUNT
	NOTES: work on content for city - Mr. Ryder T Smith			
05/29/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: edits on content and meeting - Mr. Ryder T Smith	0:30	370.00	185.00
05/30/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: draft ballot measure resolution vote release - Mr. Ryder T Smith	0:30	350.00	175.00
05/30/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Draft PR on resolution to declare ballot - Valerie Nevarez	1:00	140.00	140.00
05/31/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Started on utility bill insert content - Sienna Boyd	0:30	195.00	97.50
				Subtotal: 1,532.50

BALANCE DUE

\$4,893.75

Exhibit A - Document 4

Tripepi Smith June and August 2024 Invoices and City Payment Records

City-paid ballot-measure content, postcard, FAQ, social media, translation, design, and project-management work.

Original filename: TRIPEPI SMITH - JUN 2024 AND AUG 2024 INVOICES(2).pdf

**PAID** with AP Automation

City of La Palma,
 CA

Paid	Vendor
09/12/2024	TRIPEPI SMITH AND ASSOCIATES INC

Payment Reference	Invoice Count	Amount
APA001624	2 invoices	\$8,485.25

THIS IS A CONFIRMATION OF A PrintCheck PAYMENT

Invoices

Invoice Number	Description	PO Number	Date	Net Amount
13013	AUG'24 Ballot Measure Ser...	22959	08/31/2024	\$1,368.75
12654	JUN'24 Ballot Measure Serv...	22959	09/11/2024	\$7,116.50



TRIPEPI SMITH AND ASSOCIATES, INC.

PO Box 52152

Irvine, CA 92619 US

nicole@tripepismith.com

INVOICE

BILL TO

City of La Palma
7822 Walker St
La Palma, CA 90623
United States

INVOICE # 12654

DATE 06/30/2024

DUE DATE 07/30/2024

TERMS Net 30

DATE	ACTIVITY	QTY	RATE	AMOUNT
06/03/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: e-blast write up - Valerie Nevarez	0:30	140.00	70.00
06/05/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Creation of SM post for news release - Valerie Nevarez	0:30	140.00	70.00
06/07/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Postcard content write up based of web language. - Valerie Nevarez	0:45	140.00	105.00
06/11/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: content review + suggested edits - Sienna Boyd	0:30	195.00	97.50
06/11/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Created FAQ sheet 8.5x11 content and language - Valerie Nevarez	1:00	140.00	140.00
06/12/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Edited content to reflect changes from check-in call + KT design updates - Sienna Boyd	0:45	195.00	146.25
06/12/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Edits implemented from AM on postcard and flier - Valerie Nevarez	0:15	140.00	35.00

DATE	ACTIVITY	QTY	RATE	AMOUNT
06/13/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Worked on edits for the La Palma content - Sienna Boyd	1:00	195.00	195.00
06/17/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Translation of utility bill insert - Valerie Nevarez	1:30	140.00	210.00
06/18/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: edits on FAQ items - Mr. Ryder T Smith	0:30	370.00	185.00
06/18/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Edits to FAQ sheet + website content - Sienna Boyd	0:30	195.00	97.50
06/18/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Edits on postcard - Valerie Nevarez	0:15	140.00	35.00
06/19/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Finished translating FAQ sheet - Valerie Nevarez	1:30	140.00	210.00
06/24/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Began translation of the FAQ sheet - Valerie Nevarez	0:30	140.00	70.00
06/24/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: implement edits on postcard and add final round of touches - Valerie Nevarez	0:15	140.00	35.00
06/25/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Finished FAQ sheet - Valerie Nevarez	0:15	140.00	35.00
06/26/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: content review and edits on utility insert and postcard content. - Mr. Ryder T Smith	1:30	370.00	555.00
06/26/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Updated spanish utility insert - Valerie Nevarez	0:15	140.00	35.00
06/27/2024	Content Development	1:30	140.00	210.00

DATE	ACTIVITY	QTY	RATE	AMOUNT
	PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Creation. of graphics and captions for three post - Valerie Nevarez			
06/28/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Post edits - Valerie Nevarez	0:15	140.00	35.00
				Subtotal: 2,571.25
06/03/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Went through agenda, made sure we are on track for the week - Sienna Boyd	0:15	195.00	48.75
06/05/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Went through agenda and prepared for check in call, set tasks for TS and CITY - Sienna Boyd	1:00	195.00	195.00
06/05/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Went through agenda and sent recap email of TS/CITY to-dos - Sienna Boyd	0:15	195.00	48.75
06/06/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Comms, scheduling, and deliverables - Sienna Boyd	0:30	195.00	97.50
06/07/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Internal call w/Valerie making sure we're on track on all deliverables - Sienna Boyd	0:15	195.00	48.75
06/07/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Check in on postcard content and FAQ - Valerie Nevarez	0:15	140.00	35.00
06/10/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Updated agenda, made sure all on track - Sienna Boyd	0:15	195.00	48.75
06/11/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Comms and scheduling, getting clarity on deliverables, update to content - Sienna Boyd	0:45	195.00	146.25
06/11/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management;	0:15	195.00	48.75

DATE	ACTIVITY	QTY	RATE	AMOUNT
06/12/2024	NOTES: Content request - Sienna Boyd General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Prepped for check-in call, updated agenda, uploaded docs into dropbox - Sienna Boyd	0:30	195.00	97.50
06/13/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Content edits, KT updates + communications - Sienna Boyd	0:30	195.00	97.50
06/18/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Design request for FAQ sheet + translation requests - Sienna Boyd	0:15	195.00	48.75
06/18/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Follow up on content communication - Sienna Boyd	0:30	195.00	97.50
06/18/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Go over agenda after check-in call and send recap email - Sienna Boyd	0:30	195.00	97.50
06/21/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Edited postcard copy - Sienna Boyd	0:30	195.00	97.50
06/24/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: created deliverables timeline worksheet - Sienna Boyd	0:30	195.00	97.50
06/24/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Placed content in secure space to send off for Korean translation - Valerie Nevarez	0:15	140.00	35.00
06/25/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Content edits + communication with design team - Sienna Boyd	0:30	195.00	97.50
06/26/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Content edits + creation - Sienna Boyd	1:00	195.00	195.00
06/27/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management;	1:00	195.00	195.00

DATE	ACTIVITY	QTY	RATE	AMOUNT
	NOTES: Edits to all content, send back to design for revisions, sent call recap from yesterday's meeting - Sienna Boyd			
06/27/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Internal call to plan out social media posts - Sienna Boyd	0:15	195.00	48.75
06/27/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: internal TS call for layout of SM post - Valerie Nevarez	0:15	140.00	35.00
06/28/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Expensing + content edits + comms with city - Sienna Boyd	0:45	195.00	146.25
06/28/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Social copy edits - Sienna Boyd	0:30	195.00	97.50
				Subtotal: 2,201.25
06/05/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: call with La Palma - Mr. Ryder T Smith	0:30	370.00	185.00
06/05/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: Call w/Joe about FB disclaimer and press release - Sienna Boyd	0:15	195.00	48.75
06/05/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: Call w/La Palma + debrief - Sienna Boyd	0:45	195.00	146.25
06/05/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: Debrief and discuss FB - Valerie Nevarez	0:30	140.00	70.00
06/05/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: FB disclaimer call with client step by step - Valerie Nevarez	0:15	140.00	35.00
06/12/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: call with La Palma team - Mr. Ryder T Smith	1:00	370.00	370.00

DATE	ACTIVITY	QTY	RATE	AMOUNT
06/12/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: La Palma check in call/debrief - Sienna Boyd	1:00	195.00	195.00
06/12/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: TS/ La Palma check in call - Valerie Nevarez	1:00	140.00	140.00
06/26/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: call with Joe on La Palma updates and content. - Mr. Ryder T Smith	0:15	370.00	92.50
06/26/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: Check in call + debrief - Sienna Boyd	0:30	195.00	97.50
06/26/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: Client/TS check in call - Valerie Nevarez	0:30	140.00	70.00
				Subtotal: 1,450.00
06/21/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: Utility Bill Insert - draft-01a - Jenna Haubruge	1:45	115.00	201.25
06/24/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: Utility Bill Insert - draft-01a - Jenna Haubruge	1:30	115.00	172.50
06/25/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: Utility Bill Insert - draft-01b - Jenna Haubruge	0:45	115.00	86.25
06/25/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: Utility Bill Insert - draft-01c - Jenna Haubruge	0:45	115.00	86.25
06/28/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: Utility Bill Insert - draft-01d - Jenna Haubruge	0:45	115.00	86.25
06/28/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: Utility Bill Insert - draft-01e - Jenna Haubruge	0:30	115.00	57.50
				Subtotal: 690.00
06/28/2024	Korean translations for Utility Bill and FAQ's			185.50

DATE	ACTIVITY	QTY	RATE	AMOUNT
06/30/2024	Agency Fee 10% agency fee on reimbursable expenses	1	18.50	18.50
				Subtotal: 204.00
BALANCE DUE				\$7,116.50

Exhibit A - Document 5

Tripepi Smith July 2024 Invoice and City Payment Records

City-paid ballot-measure website content, video, social-media, mailer, FAQ and utility-bill-insert work.

Original filename: TRIPEPI SMITH - JULY 2024 INVOICE(2).pdf

**PAID** with AP Automation

City of La Palma, CA	Paid	Vendor	
	08/15/2024	TRIPEPI SMITH AND ASSOCIATES INC	
	Payment Reference	Invoice Count	Amount
	APA001330	1 invoice	\$3,345.00

THIS IS A CONFIRMATION OF A PrintCheck PAYMENT

Invoices

Invoice Number	Description	PO Number	Date	Net Amount
12816	JUL'24 BALLOT MEASURE S...	22959	08/20/2024	\$3,345.00





TRIEPEI SMITH AND ASSOCIATES, INC.

PO Box 52152

Irvine, CA 92619 US

nicole@tripepismith.com

INVOICE

BILL TO

City of La Palma
7822 Walker St
La Palma, CA 90623
United States

INVOICE # 12816

DATE 07/31/2024

DUE DATE 08/30/2024

TERMS Net 30

DATE	ACTIVITY	QTY	RATE	AMOUNT
07/19/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: editing and content review for web site on ballot measure. - Mr. Ryder T Smith	1:00	370.00	370.00
07/22/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Script for animated video - Valerie Nevarez	0:45	140.00	105.00
07/25/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Edits - Valerie Nevarez	0:15	140.00	35.00
07/26/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Edits to Script - Valerie Nevarez	0:15	140.00	35.00
07/30/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Translation of bill insert - Valerie Nevarez	0:30	140.00	70.00
07/31/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Review City edits to animated video script - Valerie Nevarez	0:15	140.00	35.00
				Subtotal: 650.00
07/01/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Gather captions and graphics sent for review - Valerie Nevarez	0:15	140.00	35.00
07/03/2024	General Account Support	0:45	195.00	146.25

DATE	ACTIVITY	QTY	RATE	AMOUNT
	PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: Call w/Joe about change to deliverables - Sienna Boyd			
07/03/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Design requests in KT - Sienna Boyd	0:15	195.00	48.75
07/03/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Internal call to chat about design work - Sienna Boyd	0:15	195.00	48.75
07/03/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Update on La Palma content and changes - Valerie Nevarez	0:15	140.00	35.00
07/08/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Design direction/edits - Sienna Boyd	0:45	195.00	146.25
07/10/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: call with LP team and follow up chat with Sienna and Valerie - Mr. Ryder T Smith	0:30	370.00	185.00
07/10/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: Check in call + debrief + recap email - Sienna Boyd	0:45	195.00	146.25
07/10/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Prep for check-in call - Sienna Boyd	0:30	195.00	97.50
07/10/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Updated deliverables - Sienna Boyd	0:15	195.00	48.75
07/10/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: Client/TS call and debrief - Valerie Nevarez	0:30	140.00	70.00
07/11/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Translations/Deliverables update - Sienna Boyd	0:15	195.00	48.75
07/15/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management;	0:45	195.00	146.25

DATE	ACTIVITY	QTY	RATE	AMOUNT
	NOTES: Follow up with utility bill insert, and content creation - Sienna Boyd			
07/16/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Followed up with mailer and FAQ sheet, sent them to Joe for final review - Sienna Boyd	0:45	195.00	146.25
07/23/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Call w/Joe to discuss deliverables, update to agenda, content workspace and KT to reflect - Sienna Boyd	1:00	195.00	195.00
07/26/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Edited La Palma animated video script - Sienna Boyd	0:30	195.00	97.50
07/29/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: Mailer - draft-03a - Jenna Haubruge	0:30	110.00	55.00
07/29/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Updates to content, KT + translations - Sienna Boyd	0:45	195.00	146.25
				Subtotal: 1,842.50
07/02/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: FAQ Sheet - draft-01a - Jenna Haubruge	2:00	110.00	220.00
07/03/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: Check-in call with Sienna and Val - Jenna Haubruge	0:15	110.00	27.50
07/08/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: Mailer - draft-02a - Jenna Haubruge	1:00	110.00	110.00
07/08/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: Mailer - draft-02b - Jenna Haubruge	0:30	110.00	55.00
07/08/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: Utility Bill Insert - draft-02a - Jenna Haubruge	1:00	110.00	110.00
07/08/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES:	0:30	110.00	55.00

DATE	ACTIVITY	QTY	RATE	AMOUNT
07/11/2024	Utility Bill Insert - draft-02b - Jenna Haubruge Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: FAQ Bill Insert - draft-02c - Jenna Haubruge	0:30	110.00	55.00
07/15/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: Utility Bill Insert - draft-02c - Jenna Haubruge	0:30	110.00	55.00
07/15/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: Utility Bill Insert - Final files - Jenna Haubruge	0:30	110.00	55.00
07/16/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: FAQ Sheet - Final files - Jenna Haubruge	0:45	110.00	82.50
07/16/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: Mailer - draft-02d - Jenna Haubruge	0:15	110.00	27.50
				Subtotal: 852.50
BALANCE DUE				\$3,345.00

**CITY OF LA PALMA**

7822 Walker St
La Palma, CA 90623
PH: (714) 690-3300
FAX: (714) 523-2141

PURCHASE ORDER**PO Number:** 22959**Date:** 06/12/2024**Requisition #:** 22959**Vendor #:** 04233**Department Head Approval:** RH**Budgeted:** ☒ YES☐ NO

ISSUED TO: TRIPEPI SMITH AND ASSOCIATES INC
PO BOX 52152
IRVINE, CA 92619-

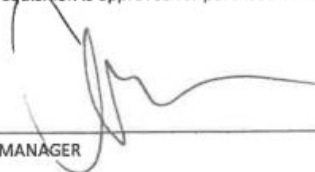
SHIP TO: City of La Palma
Attn: Administrative Services Dept
7822 Walker St
La Palma, CA 90623

ITEM	UNITS DESCRIPTION	GL ACCT #	PROJ ACCT #	PRICE	AMOUNT
1	0 Ballot Measure Services	001-120-6000-00000		0.00	25,000.00

SUBTOTAL:	25,000.00
TOTAL TAX:	0.00
SHIPPING:	0.00
TOTAL	25,000.00

APPROVAL FOR PURCHASE

This requisition is approved for purchase of the above order.


CITY MANAGER

6/12/24
DATE


ASSISTANT CITY MANAGER/ADMIN. SVCS. DIR.

6/12/24
DATE

Original

Purchasing Department

Vendor Copy

Accounting 

Exhibit A - Document 6

Tripepi Smith September 2024 Invoice #13241

Continued City-paid ballot-measure work, including final mailer, FAQ, bill insert, translations, PR content and final approval.

Original filename: Invoice_13241_from_TRIPEPI_SMITH(1).pdf



TRIPEPI SMITH
PO Box 52152
Irvine, CA 92619 US
nicole@tripepismith.com

INVOICE

BILL TO

City of La Palma
7822 Walker St
La Palma, CA 90623
United States

INVOICE # 13241

DATE 09/30/2024

DUE DATE 10/30/2024

TERMS Net 30

DATE	ACTIVITY	QTY	RATE	AMOUNT
09/03/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: TS/City check in - Valerie Nevarez	0:30	140.00	70.00
09/04/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: project check in call with team. - Mr. Ryder T Smith	0:15	370.00	92.50
09/04/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: Check in call + debrief - Sienna Boyd	0:30	195.00	97.50
09/04/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management / Calls; NOTES: TS/LP Check in call - Valerie Nevarez	0:30	140.00	70.00
09/05/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Made sure all deliverables were in the correct format and sent to City for final approval - Sienna Boyd	0:30	195.00	97.50
09/17/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Final files organization and comms - Sienna Boyd	0:30	195.00	97.50
09/19/2024	General Account Support PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Project Management; NOTES: Monitored post from yesterday - Valerie Nevarez	0:15	140.00	35.00

DATE	ACTIVITY	QTY	RATE	AMOUNT
				Subtotal: 560.00
09/04/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: Spanish translation of mailer - Valerie Nevarez	1:30	140.00	210.00
09/05/2024	Content Development PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Content Development; NOTES: PR content edits - Valerie Nevarez	1:00	140.00	140.00
09/16/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: FAQ Sheet - final files - Jenna Haubruge	1:00	110.00	110.00
09/16/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: Mailer - final files - Jenna Haubruge	1:00	110.00	110.00
09/16/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: Utility Bill Insert - final files - Jenna Haubruge	1:00	110.00	110.00
09/16/2024	Graphic Arts Services PROJECT: City of La Palma - Term Limit 2024 Ballot Measure; TASK: Graphic Design; NOTES: FINAL preflight QA print and digital releases for Mailer, FAQ Sheet (3 languages), Bill Insert — for Jenna - Kevin Bostwick	0:30	255.00	127.50
				Subtotal: 807.50
BALANCE DUE				\$1,367.50

Exhibit A - Document 7

City/Tripepi Smith Calendar Log

Meeting and check-in records concerning ballot-measure work and project coordination.

Original filename: Calendar log(1).pdf

Cisneros, Joseph

Subject: Updated invitation: La Palma/TS Check In Call @ Weekly from 10am to 11am on Wednesday from Wed May 29 to Tue Jun 11 (PDT) (jcisneros@cityoflapalma.org)

Start: Wed 5/29/2024 10:00 AM
End: Wed 5/29/2024 11:00 AM

Recurrence: (none)

Meeting Status: Accepted

Organizer: Sienna Boyd

This event has been updated

Changed: time

https://docs.google.com/document/d/1XmD70N2MdcTCuyq-31iLIPe_MmsVfxJat3P-lmsYP6g/edit

[Join with Google Meet](#)

When **CHANGED**

Weekly from 10am to 11am on Wednesday from Wednesday May 29 to Tuesday Jun 11 (Pacific Time - Los Angeles)

~~Weekly from 10am to 11am on Wednesday (Pacific Time - Los Angeles)~~

Meeting link

meet.google.com/vkk-sgdi-zrr

Join by phone

(US) [+1 413-438-5158](tel:+14134385158)

PIN: 590387792

[More phone numbers](#)

Guests

Sienna Boyd - organizer
cmcnamara@cityoflapalma.org
jcisneros@cityoflapalma.org
rhallett@cityoflapalma.org
Ryder Todd Smith
Valerie Nevarez

[View all guest info](#)

RSVP for jcisneros@cityoflapalma.org for all events in this series

Yes	No	Maybe
More options		

Invitation from [Google Calendar](#)

You are receiving this email because you are an attendee on the event. To stop receiving future updates for this event, decline this event.

Forwarding this invitation could allow any recipient to send a response to the organizer, be added to the guest list, invite others regardless of their own invitation status, or modify your RSVP. [Learn more](#)

Cisneros, Joseph

Subject: FW: Updated invitation: Chat on ballot next steps in la Palma @ Wed May 8, 2024 3pm - 3:30pm (PDT) (rhallett@cityoflapalma.org)

Start: Wed 5/8/2024 3:00 PM
End: Wed 5/8/2024 3:30 PM

Recurrence: (none)

Meeting Status: Accepted

Organizer: Ryder Todd Smith

Importance: Low

From: Ryder Todd Smith <ryder@tripepismith.com>
Sent: Wednesday, May 8, 2024 5:36:32 AM UTC
To: Hallett, Ryan <rhallett@cityoflapalma.org>; Sienna Boyd <sienna@tripepismith.com>
Subject: Updated invitation: Chat on ballot next steps in la Palma @ Wed May 8, 2024 3pm - 3:30pm (PDT) (rhallett@cityoflapalma.org)
When: Wednesday, May 8, 2024 10:00 PM-10:30 PM.
Where:

Chat on ballot next steps in la Palma

Join with Google Meet – You have been invited by Ryder Todd Smith to attend an event named Chat on ballot next steps in la Palma on Wednesday May 8, 2024 · 3pm – 3:30pm (Pacific Time - Los Angeles).

This event has been updated
Changed: conferencing

<<https://meet.google.com/gqx-mkcz-rvh?hs=224>>

Join with Google Meet

Meeting link

meet.google.com/gqx-mkcz-rvh<<https://meet.google.com/gqx-mkcz-rvh?hs=224>>

Join by phone

(US) +1 925-587-6890<tel:+1-925-587-6890%3B229524942%23>
PIN: 229524942

More phone numbers<https://linkprotect.cudasvc.com/url?a=https%3a%2f%2ftel.meet%2fgqx-mkcz-rvh%3fpin%3d3003114775173%26hs%3d0&c=E,1.3NjibS5p-Z3Hk0ifCwLtLPA5rt5mMmOX_SmgVmG-2XXu5duKo1PLZhCceC7IVq38-HTHq7DKz925Oa2V4yyloRU7AsjN2S4wMFUQFVr5A5mvp6M7G6mvuzQ,&typo=1>

When

Wednesday May 8, 2024 · 3pm – 3:30pm (Pacific Time - Los Angeles)

Guests

Ryder Todd Smith<<mailto:ryder@tripepismith.com>> - organizer
rhallett@cityoflapalma.org<<mailto:rhallett@cityoflapalma.org>>
Sienna Boyd<<mailto:sienna@tripepismith.com>>

View all guest

info<https://calendar.google.com/calendar/event?action=VIEW&eid=NnVrdDRoY2I5Z200ZTYzcmNvbWN1czRmaTggcmhbbGxldHRAY2I0eW9mbGFwYWxtYS5vcmc&tok=MjljcnlkZXJAdHJpcGVwaXNtaXRoLmNvbTFkNjRkMTQwMDMzNDViZGNIIMDY1M2YwY2M1YWZiZjk3NDQ1ZWFiZmQ&ctz=America%2FLos_Angeles&hl=en&es=0>

Reply for rhallett@cityoflapalma.org<<mailto:rhallett@cityoflapalma.org>>

<https://calendar.google.com/calendar/event?action=RESPOND&eid=NnVrdDRoY2I5Z200ZTYzcmNvbWN1czRmaTggcmhbbGxldHRAY2I0eW9mbGFwYWxtYS5vcmc&rst=1&tok=MjljcnlkZXJAdHJpcGVwaXNtaXRoLmNvbTFkNjRkMTQwMDMzNDViZGNIIMDY1M2YwY2M1YWZiZjk3NDQ1ZWFiZmQ&ctz=America%2FLos_Angeles&hl=en&es=0>

Yes

<https://calendar.google.com/calendar/event?action=RESPOND&eid=NnVrdDRoY2I5Z200ZTYzcmNvbWN1czRmaTggcmhbbGxldHRAY2I0eW9mbGFwYWxtYS5vcmc&rst=2&tok=MjljcnlkZXJAdHJpcGVwaXNtaXRoLmNvbTFkNjRkMTQwMDMzNDViZGNIIMDY1M2YwY2M1YWZiZjk3NDQ1ZWFiZmQ&ctz=America%2FLos_Ang eles&hl=en&es=0>

No

<https://calendar.google.com/calendar/event?action=RESPOND&eid=NnVrdDRoY2I5Z200ZTYzcmNvbWN1czRmaTggcmhbbGxldHRAY2I0eW9mbGFwYWxtYS5vcmc&rst=3&tok=MjljcnlkZXJAdHJpcGVwaXNtaXRoLmNvbTFkNjRkMTQwMDMzNDViZGNIIMDY1M2YwY2M1YWZiZjk3NDQ1ZWFiZmQ&ctz=America%2FLos_Ang eles&hl=en&es=0>

Maybe

<https://calendar.google.com/calendar/event?action=VIEW&eid=NnVrdDRoY2I5Z200ZTYzcmNvbWN1czRmaTggcmhbbGxldHRAY2I0eW9mbGFwYWxtYS5vcmc&tok=MjljcnlkZXJAdHJpcGVwaXNtaXRoLmNvbTFkNjRkMTQwMDMzNDViZGNIIMDY1M2YwY2M1YWZiZjk3NDQ1ZWFiZmQ&ctz=America%2FLos_Ang eles&hl=en&es=0>

More options

Invitation from Google Calendar<<https://calendar.google.com/calendar/>>

You are receiving this email because you are an attendee on the event. To stop receiving future updates for this event, decline this event.

Forwarding this invitation could allow any recipient to send a response to the organizer, be added to the guest list, invite others regardless of their own invitation status, or modify your RSVP. Learn more<<https://support.google.com/calendar/answer/37135#forwarding>>

From: Ryder Todd Smith
Sent: Wednesday, 08 May 2024 04:44:30 UTC

To: Ryder Todd Smith; Hallett, Ryan; Sienna Boyd

Subject: Updated invitation: Chat on ballot next steps in la Palma @ Wed May 8, 2024 3pm - 3:30pm (PDT)
(rhallett@cityoflapalma.org)

When: Wednesday, May 8, 2024 10:00 PM-10:30 PM.

Where:

This event has been updated

Changed: conferencing

[Join with Google Meet](#)

Meeting link

meet.google.com/gqx-mkcz-rvh

Join by phone

(US) [+1 925-587-6890](#)

PIN: 229524942

[More phone numbers](#)

When

Wednesday May 8, 2024 · 3pm – 3:30pm (Pacific Time - Los Angeles)

Guests

Ryder Todd Smith - organizer

rhallett@cityoflapalma.org

Sienna Boyd

[View all guest info](#)

Reply for rhallett@cityoflapalma.org

Yes No Maybe

[More options](#)

Invitation from [Google Calendar](#)

You are receiving this email because you are an attendee on the event. To stop receiving future updates for this event, decline this event.

Forwarding this invitation could allow any recipient to send a response to the organizer, be added to the guest list, invite others regardless of their own invitation status, or modify your RSVP. [Learn more](#)

Cisneros, Joseph

Subject: Updated invitation with note: La Palma/TS Check In Call @ Every 2 weeks from 9am to 10am on Wednesday from Wed Jun 12 to Tue Sep 17 (PDT) (jcisneros@cityoflapalma.org)

Start: Wed 6/12/2024 9:00 AM
End: Wed 6/12/2024 10:00 AM
Show Time As: Tentative

Recurrence: (none)

Meeting Status: Not yet responded

Organizer: Sienna Boyd

This event has been updated with a note:

"Hi All, As the ballot measure winds down, we'll set up check-in calls on an as needed basis. Feel free to reach out for anything you need!"

Changed: time

https://docs.google.com/document/d/1XmD70N2MdcTCuyq-31iLiPe_MmsVfxJat3P-lmsYP6g/edit

Join with Google Meet

When **CHANGED**

Every 2 weeks from 9am to 10am on Wednesday from Wednesday Jun 12 to Tuesday Sep 17 (Pacific Time - Los Angeles)

~~Every 2 weeks from 9am to 10am on Wednesday (Pacific Time - Los Angeles)~~

Meeting link

meet.google.com/vkk-sgdi-zrr

Join by phone

(US) [+1 413-438-5158](tel:+14134385158)
PIN: 590387792

[More phone numbers](#)

Guests

Sienna Boyd - organizer
cmcnamara@cityoflapalma.org
jcisneros@cityoflapalma.org
rhallett@cityoflapalma.org
Ryder Todd Smith
Valerie Nevarez
mgoodman@cityoflapalma.org
npatel@cityoflapalma.org

[View all guest info](#)

You are receiving this email because you are an attendee on the event. To stop receiving future updates for this event, decline this event.

Forwarding this invitation could allow any recipient to send a response to the organizer, be added to the guest list, invite others regardless of their own invitation status, or modify your RSVP. [Learn more](#)

Cisneros, Joseph

Subject: Invitation: La Palma/TS Check In Call @ Wed May 22, 2024 8am - 9am (PDT)
(jcisneros@cityoflapalma.org)

Start: Wed 5/22/2024 8:00 AM
End: Wed 5/22/2024 9:00 AM

Recurrence: (none)

Meeting Status: Accepted

Organizer: Sienna Boyd

https://docs.google.com/document/d/1XmD70N2MdcTCuyq-31iLIPe_MmsVfxJat3P-lmsYP6g/edit

Join with Google Meet

When

Wednesday May 22, 2024 · 8am – 9am (Pacific Time - Los Angeles)

Meeting link

meet.google.com/ruo-fdon-giq

Guests

Sienna Boyd - organizer
rhallett@cityoflapalma.org
jcisneros@cityoflapalma.org
Ryder Todd Smith
Valerie Nevarez
cmcnamara@cityoflapalma.org

[View all guest info](#)

Join by phone

(US) [+1 678-905-3601](tel:+16789053601)
PIN: 605848813

[More phone numbers](#)

Reply for jcisneros@cityoflapalma.org

Yes No Maybe

More options

Invitation from [Google Calendar](#)

You are receiving this email because you are an attendee on the event. To stop receiving future updates for this event, decline this event.

Forwarding this invitation could allow any recipient to send a response to the organizer, be added to the guest list, invite others regardless of their own invitation status, or modify your RSVP. [Learn more](#)

Cisneros, Joseph

Subject: Invitation: La Palma/TS Check In Call @ Wed May 15, 2024 10am - 11am (PDT)
(jcisneros@cityoflapalma.org)

Start: Wed 5/15/2024 10:00 AM
End: Wed 5/15/2024 11:00 AM

Recurrence: (none)

Meeting Status: Accepted

Organizer: Sienna Boyd

Call

Agenda: https://docs.google.com/document/d/1XmD70N2MdcTCuyq-31iLIPe_MmsVfxJat3P-lmsYP6g/edit#heading=h.u6hvgvgq7ivf

Join with
Google Meet

When

Wednesday May 15, 2024 · 10am – 11am (Pacific Time - Los Angeles)

Meeting link

meet.google.com/aum-pceg-rjm

Guests

Sienna Boyd - organizer
rhallett@cityoflapalma.org
jcisneros@cityoflapalma.org
Ryder Todd Smith
Valerie Nevarez
cmcnamara@cityoflapalma.org
[View all guest info](#)

Join by phone

(US) [+1 567-297-2164](tel:+15672972164)
PIN: 498722425

[More phone numbers](#)

Reply for jcisneros@cityoflapalma.org

Yes No Maybe

More options

Invitation from [Google Calendar](#)

You are receiving this email because you are an attendee on the event. To stop receiving future updates for this event, decline this event.

Exhibit A - Document 8

City Notice of Ballot Measure Deadlines

Official timeline for Measure W ballot language, arguments, rebuttals and related election deadlines.

Original filename: Ballot Measure Deadlines_Revised (002)(1).pdf



**CITY OF LA PALMA
NOTICE OF BALLOT MEASURE SUBMITTAL TO VOTERS
AND BALLOT MEASURE DEADLINES**

NOTICE IS HEREBY GIVEN that on June 4, 2024, at 6:30 P.M., the City Council of the City of La Palma adopted Resolution 2024-26 proposing and submitting to the voters at the General Municipal Election to be held on November 5, 2024, a Ballot Measure proposing to adopt an Ordinance to Revise City Council Term Limits to three terms, subject to a four-year cooling off period and a sunset revision if the City returns to at-large elections; directing the City Attorney to prepare an impartial analysis; and authorized and set deadlines for the filing of arguments for and against the ballot measure. The filing deadlines are detailed below:

Event	Scheduled Date
1. Ballot Measure resolution adoption to include: a. Ballot question b. Proposed ordinance c. Direct City Attorney to prepare an impartial analysis d. Authorize City Manager to prepare fiscal analysis e. Establish deadlines to receive arguments for and against as well as rebuttal arguments f. Authorize City Council member(s) to author arguments 2. Calling and Consolidating election resolutions 3. City Council to direct staff to process all documents required for a proposed ballot measure	June 4, 2024
City Clerk to post notice of deadlines for filling for, against, and rebuttal arguments	June 5, 2024
Last day to submit City Attorney's impartial analysis & City Manager's fiscal analysis to City Clerk	June 17, 2024
Last day to submit ballot and counter-arguments to City Clerk	June 18, 2024
Public Review Period of Arguments	June 19-June 28, 2024
Last day to submit rebuttal arguments to City Clerk	June 28, 2024

A copy of the Resolution 2024-26 is included with this Notice. This agenda item and all related materials are available on the City's website at www.cityoflapalma.org.

Please submit your arguments by the deadline to Kimberly Kenney, the La Palma City Clerk, at City Hall. On June 28, 2024, the last day to submit rebuttal arguments, the City Clerk will be at City Hall to receive the arguments from 9:00 a.m. – 4:30 p.m. A notice will be posted on the door with instructions.

June 5, 2024

/S/

Kimberly Kenney, CMC, City Clerk

Exhibit A - Document 9

Final Ballot Measure Language

Final Measure W ballot question/language.

Original filename: BallotMeasureFINAL(1).pdf

La Palma Election Reform and Voter Choice Measure

To expand the ability of La Palma voters to choose who is elected to city council; provide the opportunity for more consistent community leadership; and broaden the candidate pool for newly created district elections; shall voters limit city council members to three consecutive terms in office with a mandatory four year out of office period, which will expire if council elections return to at-large elections?

Exhibit A - Document 10

Draft Argument in Favor of Measure W

Pro-Measure W argument included in the City/Tripepi Smith records production.

Original filename: BallotMeasureTermLimits_ArgumentFOR_Redacted (1)(1).pdf

Argument in Favor of La Palma Election Reform and Voter Choice Measure

La Palma elections have changed a lot with the shift to district elections and more reforms are needed. A yes vote will limit the terms of council members to three terms or even shorter if we the people vote out the incumbent.

Sacramento is constantly fighting our efforts for local control, and as a small town, we can fight back by having consistent, voter-approved leadership advocating for our community. Three terms will help us elect residents who can think long-term, establish enduring relationships, and challenge Sacramento's mandates to protect La Palma.

Because State law imposed small council districts on La Palma, we have a smaller pool of residents to pull from for elections. This means fewer choices on the ballot. Restricting term limits to three terms will increase choices on the ballot for voters. Don't we like having a choice?

Voters always have the right to remove incumbents, but if a council member is doing a good job, the community will benefit from their service and their ability to help fulfill the big hopes we have for La Palma. We need council members who think about the future to ensure our community remains clean, safe and financially stable.

Three terms will balance the benefits of term limits with the benefits of council member experience, taming city hall while ensuring that our elected leaders have the time to advance policies supported by the community.

Small business owners, good government leaders and community leaders agree that balanced term limits results in better government and puts La Palma in a strong position to defend against Sacramento politicians. A yes vote strengthens La Palma and gives voters more choices.

For Choice.

For Local Control.

For La Palma.

Vote Yes For Measure ____

Exhibit A - Document 11

Draft Rebuttal to Argument Against Measure W

Pro-Measure W rebuttal included in the City/Tripepi Smith records production.

Original filename: Rebuttal to Argument Against_LP Election Reform and Voter Choice Measure(2).pdf

REBUTTAL TO ARGUMENT AGAINST

This decision is not about any one person or councilmember. This is about La Palma's future and position our community for success. Solid civic leadership and working for regional influence are important to our futures.

Every election is a term limit. If we don't like our leaders, we vote them out. La Palma voters have done that before, and can continue to do this in all future elections. Limiting voters to only picking a good person for council twice is extreme and actually harms La Palma's bigger needs and interests.

Restricting council members to three terms is the right balance between cycling in new blood to council and benefiting from the work of majority elected civic leaders. Let's choose the pathway of moderation and balance to best serve our shared future.

We deserve more choice and a brighter future.

Exhibit A - Document 12

City News Release - Term Limits / Measure W

City-issued June 6, 2024 news release regarding the ballot measure.

Original filename: Term Limits(1).pdf



NEWS RELEASE

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FOR IMMEDIATE RELEASE

La Palma Residents to Consider Election Reforms in November



LA PALMA, Calif. – At the June 4, 2024, regular City Council meeting, the City Council voted to place a reform-oriented ballot measure on the November 2024 ballot for La Palma voter consideration. The measure, if enacted, would limit City Council members to three consecutive terms in office with a four-year out-of-office period required to reset the term limit period.

“This is a matter for the voters to decide, but it is my opinion these reforms will help our council better fight for La Palma in the broader Southern California struggles so we can address housing

policy, homelessness and public safety with a stronger voice,” said Mayor Marshall Goodman. “The reality is, every four years, the voters can limit the term of the incumbent to only one term. Now voters will get more say on how long people can serve on Council.”

The City of La Palma prides itself on a responsive municipal government with a strong sense of community. The La Palma City Council has seen the impact of regional governance and how small cities get lost among big organizations like Los Angeles, Riverside and Santa Ana. “Voters will have an opportunity to help the City gain a stronger regional voice, but of course under the voter’s terms and still requiring incumbents to return to the voters every four years,” said Council Member Nitesh Patel.

As La Palma has recently transitioned to district elections in compliance with State laws, the City is seeking voter reconsideration of term limits to broaden the pool of candidates. Having reduced the pool of potential candidates by 80% in each district, setting a three-term limit to council service could ultimately mean more names are on the ballot for voters to consider. This change is partly driven by the need for effective representation in regional organizations that influence local quality of life through policies on public safety, homelessness, housing development, and the reinvestment of regional funds into local projects.

Residents will have an opportunity to vote on this reform at the ballot box in November 2024 during the General Election.

To learn more visit www.cityoflapalma.org/termlimits.

About the City of La Palma

Ranked by Money Magazine in 2007, 2011, 2013, and 2015 as one of America's Best Places to Live, the City of La Palma is a 1.9 square mile general law city in northwest Orange County, consisting of 15,568 residents and approximately 300 commercial and industrial businesses. The City was incorporated in 1955 under the name of Dairyland and has 53 full-time and 35 part-time employees.

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Exhibit A - Document 13

June 2024 FAQ Utility Bill Insert

City ballot-measure utility-bill insert/outreach material.

Original filename: 2024-06_La Palma_FAQ Bill Insert_Final-02c(1).pdf

All About the La Palma Election Reform and Voter Choice Measure

Term limits in La Palma were initially adopted over 30 years ago. The City has evolved over the past three decades and is now looking for its term limit policy to evolve as well. The City Council has placed a measure on the November 2024 General Election ballot to seek additional reforms to how council members represent residents. The reforms seek to update the term limits to be three consecutive terms on the city council with a four-year out-of-office period. The measure will appear on the ballot as the La Palma Election Reform and Voter Choice Measure.



For more information, visit
www.CityofLaPalma.org/TermLimits



Todo sobre la reforma electoral de La Palma y la medida de elección de los votantes

라 팔마 선거 개혁 및 유권자 선택 법안에 관한 모든 것

Los límites de los plazos en La Palma fueron adoptados hace más de 30 años. La ciudad ha evolucionado en los últimos tres decenios y ahora está buscando su política de límites de términos para evolucionar también. El Ayuntamiento ha puesto una medida en la votación electoral general de noviembre de 2024 para buscar reformas adicionales a la forma en que los miembros del consejo representan a los residentes. Las reformas buscan actualizar los límites de mandato para que sean tres mandatos consecutivos en el concejo municipal con un período de ausencia de cuatro años. La medida aparecerá en la boleta electoral como la Medida de Reforma Electoral y Elección del Votante de La Palma.

라팔마의 임기 제한은 30년 전에 처음 도입되었습니다. 라팔마시는 지난 30년 동안 발전해 왔으며 이제 임기 제한 정책도 발전할 수 있는 방안을 모색하고 있습니다. 시의회는 2024년 11월 총선 투표에 시의원들이 주민을 대표하는 방식에 대한 추가적인 개혁을 모색하는 법안을 상정했습니다. 이 개혁안은 시의회 의원 임기 제한을 3선 연임과 4년의 공석 기간으로 변경하는 것을 골자로 합니다. 이 법안은 '라 팔마 선거 개혁 및 유권자 선택 법안'이라는 이름으로 투표용지에 게재될 예정입니다.

Exhibit A - Document 14

July 2024 FAQ Sheet - English

English-language City Measure W FAQ/outreach material.

Original filename: 2024-07_La Palma_FAQSheet_Final-02a_WEB_English(1).pdf

La Palma Election Reform and Voter Choice Measure W



The City Council has placed a local measure on the November 2024 General Election ballot for voter consideration. If adopted, Measure W would limit City Council Members to three consecutive terms on the City Council with a four-year out-of-office period before the clock resets on serving on the City Council. If Measure W is not adopted, term limits for City Council Members will remain at two consecutive terms in office with a four-year out-of-office period required to reset the term limit period.

TERM LIMITS ♦ FREQUENTLY ASKED QUESTIONS

♦ FAQ #1 — What exactly are term limits for city council members?

Term limits for city council members are specific regulations designed to restrict the duration that individuals can hold office. In the City of La Palma, these rules currently stipulate that city council members are allowed to serve two consecutive terms. Following this period of service, there is a mandated four-year cooling-off period during which, these members are ineligible to run for re-election.

♦ FAQ #2 — Why is a change in term limits being considered?

The La Palma city council has asked voters to consider adjustments to the term limits with an eye toward the change to by-district elections. The shift to by-district elections has created new concerns about ensuring robust and competitive elections. Updating the term limits could help ensure voters have more candidate choices on the ballot. Additionally, the impact of regional government and State mandates has created new pressure to represent La Palma beyond the city limits of La Palma. Some have expressed that having council members who have longer periods of service may raise La Palma's regional influence and help the City Council work to better protect La Palma's interests from external threats.

♦ FAQ #3 — Why did the City shift to "by-district" elections?

Cities in California have been shifting to "by-district" elections primarily to address concerns about fair representation and compliance with the California Voting Rights Act (CRVA). Starting in the November 2024 election, voters will now elect council members from one of five different districts, each representing a similar proportion of the population. La Palma shifted to district elections to enhance representation, reduce legal challenges, and promote localized governance.

♦ FAQ #4 — How will residents get to vote on this item?

La Palma has placed a measure on the November 2024 ballot called the La Palma Election Reform and Voter Choice Measure. The Measure will appear on the November 2024 General Election ballot along with city council seat elections, numerous state and federal elected offices and statewide initiatives.

♦ FAQ #5 — Where can I learn more about La Palma Election Reform and Voter Choice Measure?

For more information about term limits and the ballot measure visit, <https://CityofLaPalma.org/TermLimits>

Exhibit A - Document 15

July 2024 FAQ Sheet - Korean

Korean-language City Measure W FAQ/outreach material.

Original filename: 2024-07_La Palma_FAQSheet_Final-02a_WEB_Korean(1).pdf

라팔마 선거 개혁(La Palma Election Reform) 과 유권자 선택 법안(Voter Choice Measure W) 에 대한 모든 것



라팔마(La Palma)의 임기 제한은 30년 이상 전에 처음에 채택되었습니다. 시는 지난 30년 동안 발전해 왔으며 이제 임기 제한 정책도 발전하려 하고 있습니다. 시의회는 2024년 11월 총선 투표에서 의원이 주민을 대표하는 방식에 대한 추가적인 개혁을 모색하기 위해 조치를 했습니다. 개혁은 임기 제한을 4년 재직하지 않는 기간과, 시의회에서 3연임 기간으로 업데이트하는 것을 추구합니다.

자주 묻는 질문:

◆ 시의원의 임기 제한은 정확히 무엇입니까?

시의원의 임기 제한은 개인이 재임할 수 있는 기간을 제한하기 위해 고안된 구체적인 규정입니다. 라팔마 시에서 이 규칙은 현재 시의원들이 각 4년 동안 가는 임기의 두 번의 연임을 허용해서, 총 8년 연속 재임 허용을 규정하고 있습니다. 이 재임 기간 이후에는 의무적으로 4년의 냉각 기간이 있으며, 이 기간 동안 이들 의원은 재선에 출마할 자격이 없습니다.

◆ 이 법안이 통과되면 시의원의 임기 제한을 어떻게 바꿀까요?

라팔마의 기존 규정은 시의원들이 최대 8년까지 연임할 수 있도록 허용하고 있습니다. 이 법안이 승인되면 시의원들의 허용되는 연임 기간을 8년에서 12년으로 늘리고, 현재의 "냉각 기간"인 4년은 유지됩니다.

◆ "냉각 기간"이란 무엇입니까?

"냉각 기간"은 시의원들이 다시 선거에 출마할 수 있기 전에 최대 허용된 연임 기간을 채운 후 의무적으로 쉬어야 하는 휴식 기간을 말합니다. 이 투표 법안은 현재의 "냉각 기간"인 4년을 줄이는 것을 추구하지 않습니다.

◆ 임기 기간 제한 변경이 고려되는 이유는 무엇입니까?

라팔마 시의회는 지역구에 의한 선거의 변화 목적을 위해 유권자들에게 기간 제한에 대한 조정을 고려하도록 요청했습니다. 지역구에 의한 선거로의 전환은 강력하고 경쟁적인 선거를 보장하는 것에 대한 새로운 우려를

낳았습니다. 임기 기간 제한을 업데이트하는 것은 유권자들이 투표용지에서 더 많은 후보자 선택을 할 수 있도록 보장하는 데 도움이 될 수 있습니다. 게다가, 지역 정부와 주의 권한의 영향은 라팔마 시의 한계를 넘어 라팔마를 대표해야 하는 새로운 압력을 만들었습니다. 더 긴 기간 재직하는 의원들을 두는 것이 라팔마의 지역적 영향력을 높이고 외부의 위협으로부터 라팔마의 이익을 더 잘 보호하기 위해 시의회가 노력하도록 도울 수 있다고 어떤 사람들은 표현했습니다.

◆ 시는 왜 "지역구에 의한" 선거로 바뀌었습니까?

캘리포니아의 도시들은 주로 공정한 대변과 캘리포니아 투표권법(CRVA) 준수에 대한 우려를 해결하기 위해 "지역구에 의한" 선거로 전환하고 있습니다. 라팔마는 대변을 향상하고, 법적 도전을 줄이며, 지역화된 통치 방식을 홍보하기 위해 지역 선거로 전환했습니다.

◆ 주민들은 이 항목에 대해 어떻게 투표합니까?

라팔마는 2024년 11월 투표에 라팔마 선거 개혁(La Palma Election Reform) 및 유권자 선택 법안(Voter Choice Measure)라고 불리는 법안을 내렸습니다. 이 법안은 시의회 의석 선거, 수많은 주 및 연방 선출직 및 주 전역의 발의 법안과 함께 2024년 11월 총선 투표에 나타날 것입니다.

자세한 내용은

www.CityofLaPalma.org/TermLimits를 참조하십시오

Exhibit A - Document 16

July 2024 FAQ Sheet - Spanish

Spanish-language City Measure W FAQ/outreach material.

Original filename: 2024-07_La Palma_FAQSheet_Final-02a_WEB_Spanish(1).pdf

La Reforma Electoral de La Palma y la Medida de Elección de Votantes W

Ayuntamiento ha incluido una medida local en la boleta de las Elecciones Generales de noviembre de 2024 para la consideración de los votantes. Si se aprueba, la Medida W limitaría a los miembros del Ayuntamiento a tres mandatos consecutivos en el Ayuntamiento, con un período de cuatro años fuera del cargo antes de que se reinicie el conteo para servir en el Ayuntamiento. Si la medida no es adoptada, los límites de mandato para los miembros del Ayuntamiento se mantendrán en dos mandatos consecutivos en el cargo, con un período de cuatro años fuera del cargo requerido para reiniciar el período de límite de mandato.

LÍMITES DE PLAZOS ♦ PREGUNTAS FRECUENTES

♦ PF #1 — ¿Cuáles son los límites de término para los miembros del ayuntamiento?

Los límites de mandato para los miembros del consejo de la ciudad son regulaciones específicas diseñadas para restringir el tiempo que las personas pueden ocupar un cargo. En el Ayuntamiento de La Palma, estas normas estipulan actualmente que los concejales están autorizados a cumplir dos mandatos consecutivos, cada uno de cuatro años de duración, lo que equivale a un total de ocho años consecutivos en el cargo. Después de este período de servicio, hay un período de reflexión obligatorio de cuatro años durante el cual estos miembros no son elegibles para postularse para la reelección.

♦ PF #2 — ¿Por qué se está considerando un cambio en los límites de los mandatos?

El ayuntamiento de La Palma ha pedido a los votantes que consideren ajustes en los límites de los mandatos con miras al cambio a elecciones por distrito. El cambio a elecciones por distritos ha creado nuevas preocupaciones sobre cómo garantizar elecciones sólidas y competitivas. La actualización de los límites de mandato podría ayudar a garantizar que los votantes tengan más opciones de candidatos en la boleta electoral. Además, el impacto de los mandatos del gobierno regional y del Estado ha creado una nueva presión para representar a La Palma más allá de los límites de la ciudad de La Palma. Algunos han expresado que tener miembros del concejo que tienen períodos de servicio más largos

puede aumentar la influencia regional de La Palma y ayudar al Concejo Municipal a trabajar para proteger mejor los intereses de La Palma de las amenazas externas.

♦ PF #3 — ¿Por qué la ciudad cambió a elecciones “por distrito”?

Las ciudades de California han estado cambiando a elecciones “por distrito” principalmente para abordar las preocupaciones sobre la representación justa y el cumplimiento de la Ley de California Voting Rights Act (CVRA). La Palma pasó a las elecciones de distrito para mejorar la representación, abordar los riesgos legales y promover la gobernanza local.

♦ PF #4 — ¿Cómo podrán votar los residentes sobre este tema?

La Palma ha puesto una medida en la boleta electoral de noviembre de 2024 llamada Medida de Reforma Electoral y Elección de los Votantes de La Palma. La medida aparecerá en la boleta electoral de las elecciones generales de noviembre de 2024 junto con las elecciones de escaños en el concejo municipal, numerosos cargos electos estatales y federales e iniciativas estatales.

♦ PF #5 — ¿Dónde puedo obtener más información sobre la Reforma Electoral de La Palma y la Medida de Elección de los Votantes?

Para obtener más información sobre los límites de mandato y la medida electoral, visite, <https://CityofLaPalma.org/TermLimits>