



TITLE

Annual Communications Services Agreement

RECOMMENDATION

Adopt a Resolution of the City Council of the City of American Canyon authorizing the City Manager to execute an agreement with Tripepi Smith for strategic communications, graphic design, and marketing support services in the amount not to exceed \$233,000 for Fiscal Year 2025/26, contingent on budget adoption for Fiscal Year 2025/26.

CONTACT

Alexandra Ikeda, Parks and Recreation Director

BACKGROUND & ANALYSIS

American Canyon regularly communicates with residents, businesses, community partners, and organizations about a variety of important topics, including emergency preparedness, City policy, traffic, public safety, events, capital improvement program projects, community development, and key areas of interest. These efforts require professional support in graphic design, marketing, and strategic communications.

As the City's communication needs continue to grow, staff have engaged Tripepi Smith, a marketing and communications firm that specializes in serving local governments, to provide strategic support in public affairs, marketing, and communications. With their expertise, the City has enhanced its communication capabilities by introducing quarterly planning meetings, developing a content calendar, and creating a comprehensive Strategic Communications Plan. Tripepi Smith has also provided critical assistance with crisis communications and outreach, which includes the development and distribution of the bi-weekly City Council Recap email that is sent to registered citizens, assistance with daily website updates, and the creation and distribution of social media content.

Tripepi Smith has played a key role in producing high-impact communication materials in FY2024/25, including the State of the City Roadshow and Report, the Annual Communications Report, the Annual Police Report, the Annual Water Quality Report, the City's award winning seasonal Parks and Recreation Activity Guides, as well as the Budget Book and Budget In-Brief. These resources help promote transparency, build community trust, and ensure that residents are well-

informed about City services and priorities.

As the City continues to prioritize clear and consistent communication about its programs and services, Tripepi Smith remains a valuable partner. Authorizing the City Manager to enter into a formal agreement with Tripepi Smith will ensure that the City can continue using their expertise to support our communication efforts and meet the community's expectations for staying informed and having transparent, accessible government services.

COUNCIL PRIORITY PROGRAMS AND PROJECTS

Organizational Effectiveness: "Deliver exemplary government services."

FISCAL IMPACT

Funding to implement the recommended action is included in the proposed Fiscal Year 2025/26 budget from the following line items:

Communications	100-10-760-42190	\$194,000
Water	510-50-560-42160	\$ 10,000
Wastewater	540-50-570-42160	\$ 10,000
Recycled Water	580-50-590-42160	\$ 4,000
Wastewater Environmental	540-50-585-42160	\$ 15,000

ENVIRONMENTAL REVIEW

Not applicable

ATTACHMENTS:

- [1. Tripepi Smith Scope of Work and Estimate](#)
- [2. Resolution: Tripepi Smith](#)