

Since 1918



PALMDALE WATER DISTRICT

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Attorneys

July 30, 2015

***Agenda for a Meeting
of the Facilities Committee of the Palmdale Water District
Committee Members: Joe Estes-Chair, Vincent Dino
to be held at the District's office at 2029 East Avenue Q, Palmdale***

Tuesday, August 4, 2015

10:00 a.m.

NOTE: To comply with the Americans with Disabilities Act, to participate in any Board meeting please contact Dawn Deans at 661-947-4111 x1003 at least 48 hours prior to a Board meeting to inform us of your needs and to determine if accommodation is feasible.

Agenda item materials, as well as materials related to agenda items submitted after distribution of the agenda packets, are available for public review at the District's office located at 2029 East Avenue Q, Palmdale (Government Code Section 54957.5). Please call Dawn Deans at 661-947-4111 x1003 for public review of materials.

PUBLIC COMMENT GUIDELINES: The prescribed time limit per speaker is three-minutes. Please refrain from public displays or outbursts such as unsolicited applause, comments, or cheering. Any disruptive activities that substantially interfere with the ability of the District to carry out its meeting will not be permitted and offenders will be requested to leave the meeting. (PWD Rules and Regulations, Appendix DD, Sec. IV.A.)

Each item on the agenda shall be deemed to include any appropriate motion, resolution, or ordinance to take action on any item.

- 1) Roll call.
- 2) Adoption of agenda.
- 3) Public comments.
- 4) Action Items: (The public shall have an opportunity to comment on any action item as each item is considered by the Committee prior to action being taken.)



- 4.1) Consideration and possible action on approval of minutes of regular meeting held July 9, 2015.
- 4.2) Consideration and possible action on Amendment No. 3 to current Consultant Services Agreement with Tripepi Smith & Associates to create Palmdale Water District intranet. (\$14,400.00 – Budgeted – Information Technology Manager Stanton)
- 5) Information Items.
 - 5.1) Status report on all 2015 budgeted projects including timelines, milestones, project manager, and if the project is on schedule. (Chair Estes)
 - 5.2) Status report on wind turbine performance. (Assistant General Manager Knudson)
 - 5.3) Other.
- 6) Board members' requests for future agenda items.
- 7) Adjournment.



DENNIS D. LaMOREAUX,
General Manager

DDL/dd

**PALMDALE WATER DISTRICT
BOARD MEMORANDUM**

DATE: July 27, 2015 **August 4, 2015**
TO: FACILITIES COMMITTEE **Facilities Committee Meeting**
FROM: Jim Stanton, IT Manager
VIA: Mr. Dennis D. LaMoreaux, General Manager
Mr. Matthew Knudson, Assistant General Manager
RE: ***AGENDA ITEM NO. 4.2 – CONSIDERATION AND POSSIBLE ACTION
ON AMENDMENT NO. 3 TO CURRENT CONSULTANT SERVICES
AGREEMENT WITH TRIPEPI SMITH & ASSOCIATES TO CREATE
PALMDALE WATER DISTRICT INTRANET.***

Recommendation:

Staff recommends entering into the attached amendment with Tripepi, Smith & Associates, Inc. (TSA) at a cost not-to-exceed \$14,400.00 to design, implement and train staff on the use of the Palmdale Water District Intranet.

Background:

The District currently has no Intranet. An internal Intranet or portal would allow the District to provide easy access to information, forms, key documents, multimedia and shared calendars in a single, centralized, and easy to navigate location. The Intranet will present a consistent user interface across multiple hardware and software platforms. It will be based upon open standards and must be highly scalable. Intranets can be fun – we can utilize on-line multimedia vs. printed manuals. Intranets are inexpensive to implement and maintain.

The proposed solution will be built on the Office 365 / SharePoint platform which the District currently subscribes to. Steps involved are: 1) business specifications, development and discovery; 2) portal customization and configuration; 3) programming and content insertion; and 4) testing. TSA will provide continued content support and feature additions as part of the existing contract, no additional costs. Site content will be capable of being maintained by PWD staff directly. TSA will train PWD staff to administer and maintain the Intranet site.

Strategic Plan Initiative:

This work is part of the District's Strategic Plan Initiative No. 2, Increased Efficiency & Initiative No. 5, Exceptional Customer Service.

FACILITIES COMMITTEE
PALMDALE WATER DISTRICT

VIA: Mr. Dennis D. LaMoreaux, General Manager
Mr. Matthew Knudson, Assistant General Manager

July 27, 2015

Budget:

This item is currently funded in the 2015 budget, item 1-09-4155-915, budget available \$43,600.

Supporting Documents:

- TSA proposal
- Third Amendment to Contract Services Agreement

Palmdale Water District

Intranet Development Proposal

March 2015

Submitted by Ryder Todd Smith

Version 2.0



TRIPEPI SMITH & ASSOCIATES

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Executive Summary

Thank you for this opportunity to propose services for Palmdale Water District related to creating the District's Intranet site. We have enjoyed partnering with the District on the Strategic Plan collateral and the District's public facing website. It is my hope that asking us back to propose on the Intranet site reflects a belief in the quality of the work we have produced for the District to date.

Tripepi Smith is a provider of technology, marketing and public affairs services. The firm has evolved to meet our clients' needs to better integrate technology into their day-to-day marketing and constituent engagement efforts.

We are growing! Our fulltime staff is now up to seven people, and we hope a couple more before the year is over. Clients, particularly public agencies, continue to engage Tripepi Smith as their partner in navigating the vast world of complications, innovation and revolutionary change brought on by the Internet.

Thank you for making us a partner with Palmdale Water District

Regards,

A handwritten signature in black ink that reads "Ryder Todd Smith". The signature is written in a cursive, flowing style. It is positioned below a horizontal line that spans the width of the signature.

Ryder Todd Smith, President

About the Firm

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

The firm was founded in 2001 and is directed by Ryder Todd Smith. Ryder has a strong background in technology, and has applied that background and knowledge to his passion for communications and local government. Ryder regularly attends regional meetings of local government to stay current on issues affecting cities and to offer his insights on the impact of technologies on communications, particularly in the local governments space. He is a frequent speaker on social media use, particularly by local government.

Tripepi Smith currently employs seven full-time employees and five consultants. Details of the team are as follows:

Ryder Todd Smith – Principal

Nicole Smith, CPA – Principal

Karalee Watson, MPP – Senior Business Analyst

Jon Barilone – Senior Business Analyst

Shannon O'Hare, MPP – Business Analyst

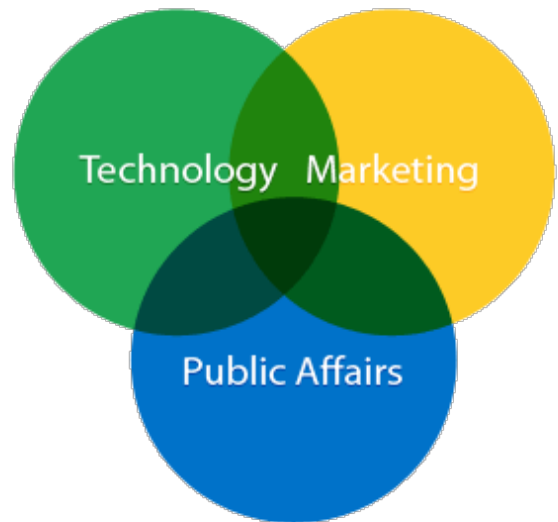
Sara Appel – Junior Business Analyst

Kjerstin Nichter – Graphic Designer

Satyen Aghor – Graphic and Website Designer [Contractor]

Cory Sparkuhl – Videographer and Media Production Specialist [Contractor]

Eric Hood – Videographer and Media Production Specialist [Contractor]



The firm operates primarily with cloud technologies, connecting the skills of the people in the firm via Google Apps and cell phones. A couple times a week we huddle together in an office in Irvine, CA.

Firm Capabilities

Tripepi Smith recognizes the important interplay of technology, marketing and public affairs. Local government is about developing good policy ideas that advance communities. Our role is to help cities effectively communicate those ideas to residents. Tripepi Smith understands the nuances of disseminating messages on behalf of public organizations and excels in utilizing the technologies available to do so.

The firm has capabilities that span the technology and marketing world, including:

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

Tripepi Smith has been operating for over ten years in both the public and private sector delivering on the marketing, technology, and communication needs of our clients. We have an appreciation and understanding for the balanced role between elected officials and city staff. Our work with the California City Management Foundation and the California Contract Cities Association has informed our viewpoint that cooperation and open communication with all staff is critical to serving as a partner to the team at city hall. This is all the more important when city funds are being used to promote the city and must not be used to promote an individual elected official. Open communications with staff and reliance on city attorney guidance will help ensure a proper balance is maintained between administrative and political realities.

Tripepi Smith is actively involved with several local government associations with the goal of staying close to trends in local government, learning quickly about best practices and ensuring that we are an effective partner with local government. Staff of the firm can routinely be found at industry conferences organized by the League of California Cities, the California Contract Cities Association, the Municipal Management Association of Northern California, the Municipal Management Association of Southern California, the Association of California Cities, the Municipal Information Systems Association of California, and the California Utility Executive Management Association. Tripepi Smith is also a sponsor of many of these organizations.

Award-Winning Services

Tripepi Smith has been recognized for our partnership and support of local government.

The California City Management Foundation awarded Tripepi Smith the industry partner of the year for our support on behalf of the city management profession.

The Municipal Management Association of Northern California has awarded Tripepi Smith the Booster Award for our support of the Association and its membership.

Current Intranet Situation

Palmdale Water District currently has no intranet website. The organization believes its ability to provide an employee portal with easy access to information, forms, key documents and shared calendars, among other possible information sources, is important to the efficiency of the organization.

Intranet Options

The District is an Office 365 customer and is currently paying for each member of the team to have access to an array of Microsoft hosted service, and this includes hosted SharePoint.

Tripepi Smith has discussed this situation with Jim Stanton and offered the following thoughts:

1. There are an array of frameworks that can be developed for providing Intranet solutions.
2. WordPress was used for the District Website and it is possible it could be used on the Intranet website.
3. Access to the Intranet website will be restricted to employees. That can be accomplished by putting the webserver inside the network or by using some form of authentication to enable access to the Intranet Site from any location.
4. The SharePoint site option that is available through Office 365 is available through an authenticated experience. Indeed, that authentication is already happening through the current Office 365 integration.

5. The District is already paying for SharePoint through an Office 365 Subscription
6. SharePoint provides a full array of tools oriented around internal collaboration and file sharing and is a natural fit for this project.
7. Tripepi Smith would find it difficult to recommend going with another Intranet solution given these factors.

Therefore, this proposal is written with the assumption that Tripepi Smith will be creating the Intranet site using SharePoint.

Intranet Site Creation Process

Tripepi Smith will build the Palmdale Water District intranet site in SharePoint. The steps involved in redoing the site are: business specifications development and discovery, portal customization and configuration, programming and content insertion, and testing. With the caveat that the technical requirements and other specification for the site have not been fully vetted, Tripepi Smith estimates it will cost \$13,600 to create the Intranet site.

Once the site is built, Tripepi Smith will remain available to provide ongoing content support and feature additions on demand.. The site content will be capable of being maintained by the client directly, but should assistance be required, we will provide that assistance. Tripepi Smith will train the client on how to update the site as part of the implementation process while we are migrating content to the new site.

During the specification development process, we may identify various buckets of content that must be written to fill in the new site. It is Palmdale Water District's responsibility to write any new content. Tripepi Smith writers are available to write content at the rates described below. With this site, the vast majority of the content is expected simply be migrated from the existing website.

Any costs incurred for travel or other activities are to be pre-approved and reimbursed by Palmdale Water District.

Payment terms for invoicing will be Net 30 days. Tripepi Smith will invoice once a month for the time and materials for the engagement.

The following is the breakdown on the costs associated with the website development project:

Phase	Deliverable	Price
Requirements Generation	Meetings on site with team members and review of features and benefits	\$5810
Design Process	Customize Look of SharePoint Portal	\$505
Development Phase	Execute content design and configuration of the site. Setup of menu structures	\$4310
Staff Training	Train staff on how to use the backend of SharePoint to edit their areas	\$2060
Quality Assurance Testing	Site Working as Specified	\$1430
Travel and Lodging Budget		\$325
		TOTAL \$14,440

Note: Advanced features in SharePoint may require a SharePoint developer resource at \$180/hour. Pending identification of the need, that resource is not included in the estimate.

Additionally, two user level admin accounts for Office 365 will need to be provided to Tripepi Smith to support this effort.

Website Development Process

Tripepi Smith's development process focuses first on understanding the business deliverable and intent of the new site. We then work through a specification document to detail expectations and objectives of the website.

We develop a punch list as we near the last third of the Development Phase, and that punch list is reviewable by the project manager, the developer and the client. The objective is total transparency of the development process.

Usability Standards and Testing

Tripepi Smith specification documentation will identify the platforms and browser compatibility requirements. Because we are using the SharePoint platform, there are limitation to which browsers will be supported and how responsive the site is to mobile platforms. All of these are subject to Microsoft's service.

Technologies

This site will be built entirely within the SharePoint platform and framework.

Support

Support on SharePoint is already included from Microsoft on technical matters. Tripepi Smith will be available to provide on demand support for content or new features as requested by the District.

Content Creation Responsibilities

During the specification development process, we may identify various buckets of content that must be written to fill in the new intranet site. It is Palmdale Water District's responsibility to write any new content. Tripepi Smith writers are available to write content at the rates described below. With this site, it is expected the majority of the content will be new.

Conflict of Interest Disclosure and Principles

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

Tripepi Smith takes a strong public stand on ethics. Please review our ethics page on our website: <http://www.tripepismith.com/about-us/ethics/>

Tripepi Smith Rate Schedule

The following hours rates have been used throughout this RFP response to estimate the cost of the communication options presented below.

TSA Principal - \$190 / Hour

TSA SharePoint Programmer - \$180 / Hour

TSA Senior Business Analyst - \$105 / Hour

TSA Business Analyst - \$85 / Hour

TSA Junior Business Analyst - \$55 / Hour

TSA Photographer/Cameraman/Editor - \$85 / Hour (Not including equipment fees)

Graphic Artist - \$85 / Hour

All rates are subject to a 5% annual cost increase upon the one-year anniversary of any engagement.

Travel time is billed at half rates if prior approval is received from client.

THIRD AMENDMENT TO CONSULTANT SERVICES AGREEMENT WITH TRIPEPI SMITH & ASSOCIATES, INC. FOR WEBSITE CREATION, SUPPORT, HOSTING & RELATED SERVICES

This THIRD AMENDMENT to that certain CONSULTANT SERVICES AGREEMENT, hereinafter referred to as “THIRD Amendment,” is made and entered into this XXth of May, 2015 by and between PALMDALE WATER DISTRICT, a public corporation organized and existing under the provisions of the California Water Code, hereinafter referred to as “District,” and TRIPEPI SMITH & ASSOCIATES, INC., a California Corporation, hereinafter referred to as “Consultant.”

Whereas, District and Consultant have previously entered into that certain “CONSULTANT SERVICES AGREEMENT FOR WEBSITE CREATION, SUPPORT, HOSTING & RELATED SERVICES, dated on or about April 9th, 2014, hereinafter, referred to as the “Agreement,” which requires certain professional website design, programming, hosting and support services; and

Whereas, District and Consultant have previously entered into that certain “FIRST AMENDMENT to that certain CONSULTANT SERVICES AGREEMENT FOR WEBSITE CREATION, SUPPORT, HOSTING & RELATED SERVICES, dated on or about May 15th, 2014, hereinafter, referred to as the “First Amendment,” which requires certain additional professional website design, programming, hosting and support services; and

Whereas, District and Consultant have previously entered into that certain “SECOND AMENDMENT to that certain CONSULTANT SERVICES AGREEMENT FOR WEBSITE CREATION, SUPPORT, HOSTING & RELATED SERVICES, dated on or about August 15th, 2014, hereinafter, referred to as the “First Amendment,” which requires certain additional professional website design, programming, hosting and support services; and

Whereas, District and Consultant desire to amend that Agreement, as amended by the First and Second Amendments, to provide certain additional professional services for Intranet-related communication platforms as delineated in the amended Scope of Work set forth below, and subject to the terms and conditions of the First and Second Amendments.

NOW THEREFORE, in consideration of the promises and covenants hereinafter contained, it is mutually agreed as follows:

SECTION 1. AMENDMENT TO SCOPE OF SERVICES.

Section 1.1, Scope of Services, of the First and Second Amendments are hereby amended to add the following additional task to the scope of services:

“A-7. Tripepi Smith will build the Palmdale Water District intranet site in SharePoint. The steps involved in redoing the site are: business specifications development and discovery, portal customization and configuration, programming and content insertion, and testing. (See Appendix A)

SECTION 2. AMENDMENT TO COMPENSATION.

Section 2.1, Contract Sum, of the Agreement, as amended, is again amended to increase the total contract sum by an amount not to exceed Fourteen Thousand Four Hundred Forty Dollars (\$14,400.00).

SECTION 3. TERMS & CONDITIONS OF UNDERLYING AGREEMENT REMAIN UNCHANGED.

Except as expressly amended by this THIRD Amendment, all other terms and conditions of the Agreement, as amended, shall remain in full force and effect.

PALMDALE WATER DISTRICT,

Dennis D. LaMoreaux, General Manager

APPROVED AS TO FORM:
ALESHIRE & WYNDER, LLP

General Counsel

CONSULTANT:
Tripepi Smith & Associates, Inc.

By: _____
Name: Ryder Todd Smith
Title: President

By: _____
Name:
Title:

Address: P.O. Box 52152, Irvine, CA
Irvine, CA 9261

[END OF SIGNATURES]