



Dear Julie,

Thank you for the opportunity to submit a proposal to continue to provide communications services for Pomona Choice Energy. This statement identifies Tripepi Smith's qualifications to be Pomona Choice Energy's partner:

Tripepi Smith is the exclusive provider of communications services for the California Choice Energy Authority (CalChoice). We have a strong record of working with CalChoice and the public agencies and community choice aggregators that comprise its membership to better engage and connect with constituents. Our proposed scope of work will build on an existing five-year engagement with Pomona Choice Energy and an eight-year partnership with CalChoice and its members, for whom we have supported branding efforts, communication plans, strategic messaging, public relations strategies, graphic design and videography—and worked alongside staff to ensure community messaging is reaching and engaging key audiences to promote their involvement.

Tripepi Smith's subject matter expertise in CalChoice member CCAs is unparalleled. We have extensive knowledge of community choice aggregation and have unique insight into the strategies and tactics necessary to communicate with community members about this type of program.

Tripepi Smith is the only firm that recognizes the important interplay of technology, marketing and public affairs. Our understanding of the nuances of disseminating messages and how the use of websites, email and social media by organizations can build two-way communication with audiences empowers us with the technical expertise and experience necessary to provide ongoing communications support for Pomona Choice Energy.

The rates listed in our proposal are based on Tripepi Smith's status as the exclusive provider of communications services for CalChoice; they represent a reduction from our standard agency rates. The proposal is based on a monthly retainer fee.

I welcome the opportunity to discuss this proposal and address any questions you may have about the proposed, continued collaboration between Pomona Choice Energy and Tripepi Smith.

Regards,

Katherine Griffiths  
Principal  
Tripepi Smith