

DATE SUBMITTED 3/14/2023  
 SUBMITTED BY CMO  
 DATE ACTION REQUIRED 3/15/23

COUNCIL ACTION (x)  
 PUBLIC HEARING REQUIRED ()  
 RESOLUTION ()  
 ORDINANCE 1<sup>ST</sup> READING ()  
 ORDINANCE 2<sup>ND</sup> READING ()  
 CITY CLERK'S INITIALS ()

**IMPERIAL CITY COUNCIL  
 AGENDA ITEM**

SUBJECT: <b>DISCUSSION/ACTION: State Lobbyist &amp; Advocacy Services for the City of Imperial</b>	
1. Award of Professional Services Agreement for State Lobbyist & Advocacy Services for the City of Imperial not to exceed \$60,000.00 per fiscal year.	
DEPARTMENT INVOLVED:    Mayor's Office/City Manager's Office	
BACKGROUND/SUMMARY: City Council has expressed an interest in obtaining professional assistance in its interaction with our State legislators. The City published an RFP from four strong, well qualified candidates. A copy of the RFP and proposals are attached for Council's review and recommendation.	
FISCAL IMPACT: Not to exceed \$60,000.00 per fiscal year	ADMIN SERVICES SIGN INITIALS _____
STAFF RECOMMENDATION: N/A	DEPT. INITIALS _____
MANAGER'S RECOMMENDATION:	CITY MANAGER'S INITIALS _____
MOTION:	
SECONDED:	APPROVED    ()
AYES:	DISAPPROVED ()
NAYES:	REJECTED    ()
ABSENT:	DEFERRED    ()
REFERRED TO:	



**Request for Proposal  
(RFP) 2023-01**

**State Lobbyist and Advocacy Services for the  
City of Imperial**

**City of Imperial  
420 S Imperial Ave  
Imperial, Ca 92251**

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Date of Release: February 1, 2023

Submission Deadline: February 28, 2023

Contact: Alexis Brown, Assistant City Manager | [abrown@cityofimperial.org](mailto:abrown@cityofimperial.org)

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**Request for Proposals  
Professional Lobbyist and Advocacy Services  
City of Imperial, California**

The City of Imperial, a Municipal Corporation, is soliciting proposals from qualified professionals to provide Professional State Lobbyist and Advocacy Services. Proposers who are interested in working collaboratively with the City Council, City Manager and key staff should submit their proposals to the City Manager’s Office by close of business on Friday, February 28, 2023. The selected consultant will work with the City to develop and advance key legislative priorities, gain support from policy makers on local initiatives, monitor state appropriations cycles and grant deadlines. The following subjects are discussed in this RFP to assist you in submitting a competitive proposal.

- I. Contract Term and Budget
- II. Required Qualifications of Proposer(s)
- III. Background Information
- IV. Scope of Services
- V. Proposal Format and Content
- VI. Evaluation Criteria
- VII. Proposal Submittal Requirements
- VIII. RFP Schedule

**I. Contract Term and Budget**

The City of Imperial is seeking to engage and contract for Professional Lobbyist and Advocacy Services for a fixed fee schedule for services preformed, including a firm total set cost not to exceed \$5,000.00 per month. The term of this agreement shall be for three (3) years. A contract for longer duration or a contract renewal will be based on performance under the initial contract and budget considerations; however, the City will be under no obligation to extend the term of the contract stated above. The contract will provide for early termination at the discretion of either party.

**II. Required Qualifications of Proposer(s)**

To be eligible to respond to this RFP, the proposer(s) must demonstrate that they, or the Principals assigned to the project, have successfully performed the services in the Scope of Services section of this RFP.

At a minimum, qualification of submittals should include:

- A list of at least three (3) public sector clients from who you have performed these services for within the past five (5) years and success achieved with them.
- A history of your organization and any other information which will be helpful in our evaluation of your qualifications and experience. Include the number of years you have provided state and/or federal lobbyist services.
- Provide disclosure of any potential or existing conflict of interest(s) with the City of Imperial or any individual City Official or member of City staff.

**III. Background**

The City of Imperial is committed to promoting and providing for the safety, health, and welfare of its

citizens and business community. Incorporated in 1904, the City of Imperial is a General Law City that operates under a Council-Manager form of government. The City is governed by a five-member Council, and a five-member Planning Commission. Imperial delivers municipal services through eight (8) departments: Administrative Services, City Manager's Office, Community Development, Information Technology, Library Services, Parks & Recreation, Police and Public Services. Fire services are provided in Imperial by the Imperial County Fire Department. The City is one of the safest and fastest growing cities in the State of California with a population of 20,263, a household median income of \$83,000, and a median home price of \$267,000.

#### **IV. Scope of Services**

The contract consists of furnishing all labor, materials, equipment, tools, supervision, and any other facilities to assist the City of Imperial in accomplishing its state legislative goals.

- Assist in the development of legislative priorities for the City of Imperial.
- Develop and implement strategies to successfully promote the City's legislative priorities.
- Comprehensive knowledge of the basics of the legislative process and key committee members or other legislators who have either jurisdiction or influence over your legislation and can affect its movement.
- Serve as a conduit for information to and from legislature and state agencies.
- Willing to work collaboratively and cooperatively with City key staff to bring visibility to budget and legislative priorities.
- Accurately and persuasively present the City's views and initiatives.
- Keep the City informed in real time, of key developments and factors that could affect legislative efforts.
- Provide strategic direction for grassroots activity.
- Review, analyze and report on a continuing basis all existing and proposed State policies and programs.
- Identify opportunities for City Officials and staff to testify before legislative committees and subcommittees with respect to proposed legislation; communicate such opportunities to the City Manager or designee in a timely manner; assist in the preparation of testimony to be given; and as requested, liaison on the City's behalf.
- Development and present strategy for the support, opposition or amendment of pending legislation.
- Advocate on issues that directly or indirectly impact the City's ability to efficiently and cost-effectively conduct its business.
- Attend meetings of the City Council and Staff, as may be requested by the City Manager in order to brief Officials on legislative activities.
- Comply with all Public Disclosure Commission requirements for lobbying activities.
- Provide support on City efforts and initiatives beyond the legislative session to position the City of Imperial to advance its objectives.

#### **V. Proposal Format and Content**

The submittal can be in an electronic format (PDF), or physical copy, and should contain sufficient detail to allow for a thorough evaluation and comparative analysis. The proposal should be as brief and concise

as possible without sacrificing clarity.

1. Cover Letter/Statement of Interest: Proposer should describe the firm's interest in the project, confirming availability of key staff, attesting to the accuracy of the proposal submittals, and indicating the company's ability to provide the services indicated above.
2. Executive Summary: Summary of proposal to include a narrative outlining the understanding and approach in assisting the City in advancing its goals and priorities.
3. Proposer Principal and/or Key Staff Resume(s): Selected proposer should have an extensive experience in the Scope of Services listed. The proposer(s) resume, and if applicable, employees' resumes should be included here. Identify those key team members who will be working with the City, and their specific areas of expertise. Outline supporting staff as needed to meet the scope of services solicited.
4. Project Experience: Describe your experience leading strategic initiatives and efforts to further client's goals, specifically municipalities. Please provide information for up to three (3) relevant and recent strategic initiatives and efforts of similar scope and size that have been managed by the proposed principal. Provide examples of successful legislative outcomes achieved for your clients within the past three (3) years, and specifically how the proposer(s) efforts contributed to the outcome achieved.
5. Fee Schedule: Proposed Fee Schedule
6. References: Include a list of all references. Include a list of three (3) current contracts within the last three (3) years. Municipal references are preferred.
7. Disclosure of Conflicts of Interest: Disclose any potential conflict of interest due to any other clients, contracts, or property interests with the City of Imperial.

## **VI. Evaluation Criteria and Selection Process**

A selection committee comprised of City Officials and Staff will evaluate proposals on the conformance with the terms of this RFP, quality of the approach, strength of the proposed team, experience with State and Federal legislative process, references and demonstrated success, budget, as well as value returned to the City.

## **VII. Proposal Submittal**

The City must receive the Proposal on or before 5:00 PM. Friday, February 28, 2023. A Proposal received after this date and time will be considered non-responsive and the City will return the Proposal, unopened. Oral, telephonic, or facsimile transmitted proposals are invalid and the City will not accept or consider them.

A proposer must submit email copies of the Original Proposal in PDF format to [abrown@cityofimperial.org](mailto:abrown@cityofimperial.org). A proposal may also be delivered by mail or in person but an electronic submittal via email is required.

The Proposal must be clearly marked "State Legislative Lobbyist & Advocacy Services Proposal" and addressed to:

City of Imperial - City Manager's Office  
Attn.: Alexis Brown, Assistant City Manager  
420 S Imperial Avenue, Imperial, CA 92251  
[abrown@cityofimperial.org](mailto:abrown@cityofimperial.org)

### VIII. RFP Schedule of Events

RFP Event		Date
1	City Issues RFP	February 1, 2023
2	Deadline for Receipt of Proposal	February 28, 2023
3	Committee Review and Recommendation	March 7, 2023
4	Award of Contract to City Council	March 15, 2023

### IX. City's Reservation of Rights

This RFP and the proposal evaluation process do not:

- Obligate the City to accept or select any Proposal; or
- Constitute an agreement by the City that it will actually enter into a Contract with any Proposer.

When it best serves the City's interests, the City may do any one or more of the following:

- Reject any Proposal or all Proposals at its sole discretion.
- Extend the deadline for accepting Proposals.
- Accelerate the pace of the RFP process if only one or a handful of Proposals are received.
- Waive any or all information, defects, irregularities, or informalities in a Proposal.
- Accept amendments to Proposals after the Proposal Deadline.
- Revise, change, or amend the RFP's evaluation or selection criteria before the Proposal Deadline.
- Cancel, withdraw, revise, change, amend, or negotiate the terms of this RFP, the proposed Contract, or both.
- Reissue a Request for Proposals.
- Conduct one or more oral interviews.
- Visit a Proposer's business or facilities.
- Examine financial records of a Proposer to the extent necessary to ensure financial stability.
- Make a partial award.
- Negotiate with one or more Proposers.
- Award a Contract to one or more Proposers.
- Require a best and final offer from one or more Proposers.
- Provide or perform the Services using a City officer or employee, or contract directly- without an RFP or bids- for the Services.

### X. Exhibits

- A. Professional Services Agreement
- B. Insurance Requirements

*CITY OF IMPERIAL  
RFP RESPONSE FOR  
STATE LOBBYIST & ADVOCACY SERVICES*

Submitted by:  
JGC Government Relations, Inc.  
&  
Vencer Public Affairs & Strategy Inc.

*February 17, 2023*

February 17, 2023

Alexis Brown, Assistant City Manager  
City of Imperial  
420 S Imperial Ave  
Imperial, CA 92251

Dear Ms. Brown,

JGC Government Relations, in partnership with Vencer Public Affairs & Strategy, are pleased to share with you a joint proposal for legislative representation for 2023/2024 Legislative Year. We hope that this proposal meets your expectations, and we look forward to further discussing the needs of the City of Imperial at the State Capitol.

JGC is a full service, bipartisan government relations firm based in Sacramento, California. Established in 2014, JGC had operated under the banner of Carpi & Clay for the previous 25 years. Our core business is focused primarily on representing, advancing and protecting the financial, legislative and regulatory interests of local governments, public agencies, and not-for-profit institutions. We currently provide advocacy and lobbying services to 10 clients in Sacramento. Our client retention rate is high – nearly 10 years on average, with some clients having been with the firm for over 25 years.

The JGC team is made up of, Jonathan Clay and Erin Gilbert. Combined we have over 45 years of experience in the legislative and regulatory arenas in Sacramento. Jonathan Clay is the President of JGC and will be the lead lobbyist for the city, assisted by Erin Gilbert. Our approach promotes bipartisan solutions and represents diverse issue interests, with complementary expertise and backgrounds. Our firm has very strong relationships with the Legislative Leadership on both sides of the aisle.

Frank G. Salazar's experience and government and community relations knowledge has brought him to where he is today. Salazar, an Imperial County native-- brings local, county, state, and federal consulting expertise to the table with an extensive combined background in public affairs to the Southwest Border Region. Mr. Salazar is experienced and skilled in issue-oriented advocacy, legislative process analysis, public affairs, and strategy. Combining his domestic and international experiences, proves him to be well versed with government, community, and media relations.

Our two firms understand state funding rules and challenges as well as the legislative and regulatory issues that are important to local governments, having represented local government interests for our entire careers. We take pride in understanding the dynamic interplay of state policies with state and local communities and stakeholders. We have participated in major legislative and regulatory decisions impacting California's public and private sector institutions, and our unique backgrounds have exposed us to virtually every issue of direct interest or concern to Californians over the past two decades. Having been direct staff to major political leaders at varying levels of government, we have been on "both sides of the table" - as advocates and as staff

to public officials being lobbied. This unique perspective helps us to be very creative and nimble public policy advocates.

JGC has concentrated on local government representation since our inception. Whether it's a large public entity or a small local agency, we work with the appropriate staff to develop a workflow that provides the client with the relevant services in a manner that is best suited for the client's needs. Our firms have helped ushered legislation through the process, including drafting language, and working with opposition to get the legislation successfully passed and signed by the Governor. We work hard before legislation is even introduced to meet with stakeholders to better understand the various perspectives on potential legislation. We feel that early pre-work helps to ensure a more successful process through the legislative environment.

Our firms also work on the California Budget development process, whether to successfully insert funding for a given project or to stop a proposal that would harm our clients. In 2022, JGC worked in tandem with Vencer Public Affairs & Strategy to successfully secure over \$80 million in funding in the California State Budget for one of clients. Our two firms worked cooperatively over a two-year period, meeting with Department of Finance officials, the Governor's office, State Agencies, and legislative leadership and ultimately were successful in including the funding in the State Budget. Both firms have successfully assisted clients with State agencies as well, whether it's to secure meetings to change language in proposed regulations or obtain favorable grant application guidelines, we have successfully navigated all levels of State government on behalf of our clients.

JGC and Vencer Public Affairs & Strategy's track record of success in securing statutory assistance and state funding for our public agency clients is impressive and demonstrates our ability to implement a legislative program such as the one outlined in the scope of work. This is because we are direct advocates for our clients and work closely with them to develop a meaningful and realistic assessment of their needs and opportunities for success within the context of the state legislative landscape. It is also due to our deep working knowledge of the policy issues and access to the legislative decision makers on a bipartisan basis based on years of ethical advocacy.

The following information details our two firms' qualifications and experiences. We look forward to the opportunity to continue to discuss the legislative needs of the city. Please feel free to contact either Jonathan Clay at 916.441.0202 or Frank G. Salazar at 760.562.5034 if you have any questions about the information provided.

Sincerely,



Jonathan Clay, President  
JGC Government Relations, Inc.



Frank G. Salazar, President  
Vencer Public Affairs & Strategy, Inc.

## *Executive Summary*

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We view ourselves as an extension of your city staff.

Together, JGC and Vencer Public Affairs & Strategy offer our clients a hands-on lobbying effort with over 60 years of combined experience in the legislative arena with the reputation of providing our clients personal service due to nature of our boutique firm – small and extremely effective. It's important for our clients to know that the people who prepared and are making this presentation will be the people answering your phone calls and doing the work. We are the ones who will manage and execute the actual hands-on meetings and briefings, not associates or staff with whom you have never met.

With limited hours in the day, we maintain a narrow client list and are proud of our customer service – whether through regular conference calls, meetings, or attending City Council meetings, we will work hard to effectively represent you in Sacramento. In today's digital age with social media and immediate news, we acknowledge that time is of the essence in sharing information, and we strive to get all pertinent information communicated in a timely manner so that decisions can be effective and efficient. We ensure that our clients are always receiving the information that they need to better assist their legislative agenda with the goal of our firm being the natural extension of our clients in Sacramento.

JGC Government Relations, Inc. & Vencer Public Affairs Strategy are committed to a hands-on representation with our advocacy and open, transparent communications with our clients. This begins with understanding the client's needs and tailoring strategic and realistic work plans aimed at producing results. Over the years, we have provided clients with a broad range of services. Our understanding of the services desired by the city include but are not limited to the following:

- We attend and testify at Legislative policy and budget hearings to effectively convey our client's policy position throughout the legislative, executive, and regulatory policy-making process on issues of importance.
- We maintain relationships with the other individual local governments as well as League of California Cities, California State Association of Counties, California Special Districts Association, American Planning Association, and other partners associated with local government interests.
- We pride ourselves in communicating regularly with City staff, City Elected, and provide detailed legislative reports, and attend City Council meetings as needed.
- Our firm maintains strong relationships with the Administration, departments, and agencies. We monitor policies and bring high-level relationships forward on behalf of our clients, while also provided clients with information and insight from Sacramento.
- We draft position papers and fact sheets, advocacy documents, testimony, and similar materials for use with the Legislature and City staff. Regarding legislative proposals, we

serve as a resource to help ensure requests are submitted in the most favorable light, including potential sponsor bills from the city. We take pride in knowing our issues and being able to persuasively articulate facts and needs to any audience. We understand the importance of a coordinated message campaign directed at all levels of government and with the public. JGC and Vencer Public Affairs & Strategy will also advise City staff on legislative proposals and assist the city in understanding the potential impacts from proposed legislation.

- We read every piece of introduced and newly amended legislation and send regular reports with this legislative information.
- We are very experienced in organizing strategic legislative lobbying trips. We do not organize meetings for the sake of meetings, but meetings with goals, purpose, and intended results. When City officials are in Sacramento, we would provide direct support to include office space, meeting arrangements, and full staff support. Once completed, we would ensure follow-up discussions and focus on lessons learned.
- As the advocates for numerous California public institutions, our team enjoys strong access to decision makers, aides, and local government coalitions throughout the state. The key to promoting a productive working relationship is to ensure effective communications between the City and us, both formally and informally, whether through regular conference calls, a quick email with newly obtained information or monthly legislative updates.

### *Proposer Principal and/or Key Staff Resume(s)*

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As described in the cover letter, JGC and Vencer Public Affairs & Strategy have extensive background in successfully representing public agencies in the legislative environment, as well as with State agencies and the Governor's office. The firms have worked with local governments for over 25 years and understand the interests and challenges facing local government entities.

**Jonathan Clay** is the President of JGC and the lead legislative advocate. With 25 years of experience in the legislative arena, 16 years with Carpi & Clay, prior to the firm becoming JGC, Jonathan plays a major role in developing and implementing effective legislative strategies for his clients. His direction and expertise are highly valued by our clients. Jonathan will ensure transparent communications and information sharing with City officials. Jonathan works daily with the legislature, administration and various state agencies advocating for our clients' interests.

Jonathan has worked on key pieces of legislation over his career ranging from housing, homelessness, project funding from bond proposals, land use and general government, water, and health care. His reputation as a lobbyist that is trustworthy ensures that he can bring various parties to the table to help find workable solutions to pressing problems.

As the lead lobbyist representing multiple local governments for the last 25 years, Jonathan was invaluable in spearheading numerous pieces of precedent setting legislation. From working on legislation dealing with how local governments interface with Tribal Nations related to land-use decisions, permitting of existing ADUs, or the rules governing ethics training for elected members

of local boards and commissions, Jonathan has been viewed as a leader in local government policy throughout the state.

Jonathan also works extensively in housing issues and in 2018, Jonathan successfully secured passage of legislation related to permitting accessory dwelling units (ADU) on behalf of one of our city clients. This was the only ADU legislation to be signed into law for 2018 legislative year.

He is a member of Rotary, a Paul Harris Fellow and received an MBA from San Diego State University and a BA from University of California, Davis.

**Erin Gilbert** has extensive experience at the local, state, and federal levels of government. Erin analyzes legislation that is newly introduced and amended to determine which legislation is of importance or concern to JGC clients. Erin works directly with clients daily, tracking and researching legislation, alerting clients to pertinent changes and preparing reports for clients.

Erin has been instrumental in securing a multi-million-dollar grant and ensuring the grant was re-appropriated over numerous budget cycles working with the Department of Parks and Recreation for beach restoration projects on behalf of our clients. Erin has also worked extensively with the Board of Forestry and has assisted in our clients receiving the largest grant awarded at the time.

Erin earned a MA in Government from California State University, Sacramento and a BA in Politics with a Minor in Business Administration from Saint Mary's College of California, where she was previously awarded the Alumnus of the Decade. She is also a Paul Harris Fellow and an active volunteer with the Pacific Crest Trail Association.

**Frank G. Salazar**, an Imperial County native, brings local, county, state, and federal consulting expertise to the table with an extensive combined background in public affairs to the Southern California region.

In 1998 Salazar served as a Presidential Appointee at the United States Department of Agriculture during the Clinton Administration.

In the summer of 2001, Salazar took his expertise to Buenos Aires, Argentina, and teamed up with Democratic Strategists James Carville to handle the day-to-day communication and messaging efforts for Argentina's Economic Minister, Domingo Cavallo. From there, Salazar joined the presidential team of Bolivian President Gonzalo Sanchez de Losada in La Paz and worked closely with the President's communications and public affairs outfit.

Salazar continued his strategic efforts and served for the last two California Border Congressman's with both Bob Filner and later Congressman Juan Vargas in 2012.

Salazar also has assisted San Diego State Assemblymember Ben Hueso in his State Senate bid in 2014. Two years later, he took Coachella's Mayor Eduardo Garcia to his first term to the State Assembly for the 56th Assembly District and more recently advised City of Chula Vista Councilmember Steve Padilla to his first State Senate victory in Fall 2022.

Salazar's involvement and counsel have extended into Southern California with high demands. His tailored community and public affairs efforts have assisted organizations such as the Pattern Energy Windfarm in Ocotillo, San Diego State University's Lithium Efforts, Imperial Gold, Republic Services, Pioneers Memorial Health and most recently the San Diego Small Business Development Network—all with results across the board.

Salazar has served as past President for the Center for Family Solutions/Womanhaven—a non-profit organization in Imperial County that assists and educates victims of Domestic Violence by providing shelter, food, clothing, and advocacy since 1977 and in addition, served two terms as the President of the Brawley Rotary Club.

In 2022, Salazar was appointed by California Governor Gavin Newsom to the State Board of Directors for California's Department of Food and Agriculture where they address key issues that are of importance to California's farmers and ranchers, community stakeholders, and citizens.

Jonathan Clay and Erin Gilbert are based in Sacramento and will take the lead role there. Jonathan will be the lead lobbyist for the city, assisted by Erin. Both will participate in meetings with the League and other active coalitions. Erin will be the lead in sharing legislative reports and quarterly reports as required by the Secretary of State. Frank Salazar is based in the Imperial County and will be available to attend City Council meetings and provide updates to the Council and staff in person, as needed.

## *Project Experience*

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Our firms have successfully represented public sector clients in Sacramento for 25 years and have achieved numerous successes for those clients.

In late 2021, we were notified of an issue with a grant application between our City of Santa Cruz client and HCD. The City applied for funding through the IIG funds (Infill Infrastructure Grant) to assist in funding the Santa Cruz Pacific Station project, which would transform the downtown area with infrastructure improvements and affordable housing. The City was notified that HCD was docking the City on certain points, based on the fact that the guidelines and application were not clear.

HCD was not acknowledging the City Council approved budget for the project as an adequate enforceable funding commitment. As a result, the application was being scored lower as HCD were not giving the City points for the City committed funding in the project. City staff met with HCD staff to discuss this firm funding commitment and to provide further documentation of the city's enforceable obligation to fund the project with approved funds should the project move forward but were unsuccessful.

If the application was scored correctly, the city would be funded. When we were notified, we immediately made calls to the Speaker's staff, Senator Laird's staff and Assemblymember Stone's staff to get them engaged along with HCD staff. After several discussions and meetings, HCD staff acknowledged that their guidelines and application should have described the documentation

requirements more clearly and as a result, re-scored the City’s application and ultimately the City received the funding needed to move forward with the project.

JGC has represented the interests of the City of Encinitas for over 25 years. Encinitas is a coastal beach city in San Diego, and we have been working on beach sand replenishment issues since the beginning of the contract. Starting in 2020, Encinitas was selected by the US Army Corp. of Engineers for a federal beach sand replenishment project with an award of federal dollars. The project requires a local match and in 1999 we had carried legislation on behalf of the City that would allow the State of California to contribute up to 75% of the local match requirement for the project. Starting in the 2021 California Budget, we worked with Legislators, Legislative Budget Staff and the Newsom Administration via State Parks and the Department of Boating and Waterways to secure funding for the beach sand project and the over-all beach sand replenishment program. The effort took two-years and JGC successfully secured \$15 million in the 2022 FY Budget with \$11.5 million of the funding slated for the Encinitas project.

During the late 2021-2022 legislative cycle, Vencer Public Affairs was retained to provide legislative and advocacy assistance to San Diego State University and build a narrative for Imperial County’s region. It’s mission and goal was to assess, and bring a cohesive approach and message to the legislative leadership team that was working on Lithium legislation in Sacramento.

By working closely with JGC—Vencer Public Affairs was able to create broad support across County lines in order to demonstrate to Sacramento the need for major investments in the area and make Imperial County a global production hub that could employ thousands of workers and educate a new workforce in the region.

The result was \$80 million in funding in the California State Budget.

## *Fee Schedule*

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For the scope of work and anticipated needs of the City of Imperial, we propose a monthly retainer of \$5,000.00

This amount includes the registration of the City of Imperial as a lobbyist employer, and the quarterly filings that are required by law.

## *References*

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City of Encinitas – Pat Piatt  
505 S. Vulcan Ave. Encinitas, CA 92024  
909-227-9391

County of San Diego – Caroline Smith  
1600 Pacific Highway, Room #298, San Diego, CA 92101  
619-531-5198

Imperial Gold-Marc Leduc  
Suite 970 – 1055 West Hastings Street  
Vancouver, BC, V6E 3E9  
720-635-3143

San Diego State University – Rachel Gregg  
5500 Campanile Drive, San Diego, CA 92182  
858-335-2578

## *Disclosure of Conflicts of Interest*

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JGC, nor Vencer Public Affairs and Strategy do not anticipate any conflicts of interest with our existing clients, and we have no property interests within the City.

JGC local government clients include:

City of Encinitas

City of Santa Cruz (subcontractor/partner with another lobbying firm)

County of San Diego (subcontractor/partner with another lobbying firm)



## **Joe A. Gonsalves & Son**

**Anthony D. Gonsalves**

**Jason A. Gonsalves**

**Paul A. Gonsalves**

PROFESSIONAL LEGISLATIVE REPRESENTATION

825 L ST. · SUITE 250 · SACRAMENTO, CA 95814-3766

916 441-0587 · FAX 916 441-5061

Email: [gonsalves@gonsalvi.com](mailto:gonsalves@gonsalvi.com)

February 28, 2023

Mr. Dennis Morita, City Manager  
City of Imperial  
420 South Imperial Ave.  
Imperial CA 92251

Dear Mr. Morita:

Thank you for the opportunity for Joe A. Gonsalves and Son to submit our proposal for full-service State Legislative Advocacy Services to the city of Imperial. We are honored to provide the attached proposal introducing you, and the city of Imperial, to our firm.

Our firm's strategic approach to advocacy is custom tailored to the unique needs of each of our clients by utilizing our 46 years of experience and relationships with Legislators, the Administration and stakeholders. Our advocacy will embrace and help preserve the economically vibrant and culturally rich community of the City while focusing on the City's goals and objectives in future years. Our firm will help ensure the city of Imperial continues to be one of the safest and fastest growing cities in the State through a tailored-made approach unique to the city of Imperial.

I have enclosed a list of our present clients. As you can see, we represent a large number of cities. We believe our base of client cities has provided us the unique opportunity to work with each member of the Legislature. Recognizing the number of Legislators coming out of local governments, we have established relationships prior to them being elected to the Legislature. In addition, I have enclosed an outline of both our legislative and grant funding accomplishments. Please note this is a partial list as it would be impossible for me to fully communicate the level of success we have enjoyed in representing our clients over the past 46 years.

We represent a very distinguished group of clients other than cities. For example, Long Beach Transit, providing transit services throughout the Long Beach region; and Access Services, the only paratransit service provider in Los Angeles County. In addition, we represent 29 Palms Band of Mission Indians, a leader amongst tribal governments. I strongly believe it is this blend of special people who assist us in being as effective as we are.

Our firm operates on a very personal and professional level, always working hard to accomplish our clients' goals. The late Senator, Ken Maddy, coined our firm the "Gonsalvi". When asked what he meant by the nickname, Senator Maddy responded, "you're like alumni,



## **Joe A. Gonsalves & Son**

**Anthony D. Gonsalves**

**Jason A. Gonsalves**

**Paul A. Gonsalves**

PROFESSIONAL LEGISLATIVE REPRESENTATION

925 L ST. • SUITE 250 • SACRAMENTO, CA 95814-3766

916 441-0697 • FAX 916 441-5061

Email: [gonsalves@gonsalvi.com](mailto:gonsalves@gonsalvi.com)

when you guys are working an issue you are everywhere". Still today the members of the Legislature refer to us as "the Gonsalvi".

**I would recommend you contact any Legislator and ask them about our firm.** In addition, we encourage you to discuss our representation with our clients. We want you to know that we would be honored to represent the City of Imperial as your legislative advocates. Should you have any questions or concerns, please feel free to contact me.

Sincerely,

ANTHONY D. GONSALVES



## **Joe A. Gonsalves & Son**

**Anthony D. Gonsalves**

**Jason A. Gonsalves**

**Paul A. Gonsalves**

PROFESSIONAL LEGISLATIVE REPRESENTATION

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### **EXECUTIVE SUMMARY**

By way of background, our firm was founded by Joe A. Gonsalves in 1975. He served as a member of the California State Assembly from 1962 through 1974. Prior to that, he served as a Dairy Valley Council Member including two years as Mayor of the city of Dairy Valley, which is now the city of Cerritos. In January 1977, Anthony Gonsalves joined the firm after having worked for the California State Senate. Shortly after he joined the firm, we incorporated; and we are now known as Joe A. Gonsalves & Son.

In December of 1998, Jason Gonsalves, joined our firm to assist with our lobbying efforts. That gave our firm the proud distinction of being the first to have three generations of legislative advocates working on behalf of their clients. In October of 2004, Paul Gonsalves, joined our firm after most recently serving as a legislative aide to former Assemblymember Rudy Bermudez. Paul received a B.A. in Political Science, a minor in Public Administration, and became Certified in Grant Writing from San Diego State University.

Our firm lists our scope of services in very general terms. We purposely do this to ensure that each client has the flexibility to request any assistance you may require in Sacramento, such as setting up meetings with the appropriate legislators, Governor's office or the various state departments. Should you have any changes you would like to make in the scope of services, please feel free to discuss those with us. Additionally, we do not assign clients to a specific lobbyist in the firm. Instead, you have access to all the firms' employees at any time.

Our firm charges a retainer on a monthly basis and contains a 30-day cancellation clause, as we are confident in our ability to continue to provide your City with an unparalleled level of service. The retainer is all inclusive of the services we would provide for the City. We do not charge for any additional costs.

Our firm is extremely confident in our ability to meet the objectives and scope of work outlined in your proposal. We will work cooperatively with your management staff and City Council to ensure a high level of legislative and administrative success in Sacramento. We utilize every asset available to us and we will personally meet with each Member of the Legislature, their staff and the Governor's office to ensure such success. Our strategies will vary depending upon the issues as well as Sacramento's ever changing political climate. Whenever you and/or your staff requests something from our firm, we get to work on it immediately and report the actions back to you.

Joe A. Gonsalves & Son is a full-service lobbying firm that has a reputation for hard work, honesty and a proven record of success. Our firm has the combined skills and expertise to get the results you want. As previously mentioned, our firm was founded in 1975 by Joe A.



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Gonsalves. As a former California lawmaker, his long-standing reputation of honesty and integrity continues to serve as our firm's foundation.

In January 1977, Anthony joined the firm after having worked for the California State Senate. Shortly after Anthony joined the firm, we incorporated; and we are now known as Joe A. Gonsalves & Son. The political process in Sacramento is truly complex. In the four plus decades Anthony has been lobbying in Sacramento, he has had the opportunity to master such complexities, which enables our firm to be successful when representing our clients on particularly difficult and controversial issues.

In December of 1998, Jason joined our firm to assist with our lobbying efforts. That gave our firm the proud distinction of being the first to have three generations of legislative advocates working on behalf of their clients, which continued until Joe passed away in July 2000. Jason has successfully represented our clients before the Legislature and various State Agencies in the areas of local government finance, utilities and commerce, water, public employees' retirement, workers' compensation, environmental regulation, telecommunications, and conflict of interest issues.

In October of 2004, Paul, joined our firm after most recently serving as a legislative aide to former Assemblymember Rudy Bermudez. Paul received a B.A. in Political Science, a minor in Public Administration, and became Certified in Grant Writing from San Diego State University. Paul has successfully represented our clients before the Legislature and various State Agencies in the area of transportation, environmental quality, water, affordable housing, local governance and telecommunications. In addition, Paul has helped secure millions in State grant funding for our clients.

In 2005 a newspaper reporter asked a high-ranking legislative staff member if he/she thought future generations would join the "Gonsalvi" at which the staff member responded "you sort of hope they do, it's hard to imagine this place without a Gonsalves." The Members of the Legislature and their staff know and respect us in Sacramento and, as importantly, they know we respect them. Without integrity, one cannot lobby, and our integrity never waivers.



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### **PROJECT APPROACH**

Our firm is extremely confident in our ability to meet the objectives and scope of work outlined in your proposal. We will work cooperatively with your management staff and City Council to ensure a high level of legislative and administrative success in Sacramento. We utilize every asset available to us and we will personally meet with each Member of the Legislature, their Staff and the Governor's office to ensure such success. Our strategies will vary depending upon the issues as well as Sacramento's ever changing political climate. Whenever you and/or your staff requests something from our firm, we get to work on it immediately and report the actions back to you.

As previously mentioned, our firm intentionally does not divide up workload. We have three full time lobbyists in our firm and each lobbyist is fully engaged in our representation of your City. As an example, when a sponsored bill is being heard in committee, we will have each of us in committee. One of us will provide testimony, one may be meeting with Members and/or staff in their offices, and one will likely be pulling a member out of committee to request their support. It is very difficult for one lobbyist to actually lobby an entire committee alone. All three of us will be available for the duration of the Contract.

Once we have received direction from your City and the facts regarding a specific matter, we will immediately work with your staff on the following steps:

- Identify potential Legislators whom can support our cause
- Meet with the members of the Legislature
- Meet with the pertinent committee consultants
- Identify and meet with interest groups, lobbying firms and/or coalitions who can be supportive
- Identify and meet with interest groups, lobbying firms and/or coalitions who may be in opposition. More than likely, we have a personal relationship with the opponents and or the firms that represent them and by reaching out early we find we are able to neutralize organizations that otherwise may have been opposed.
- Assuming legislation is necessary, we will meet with each Member of the various committees the legislation will be referred to in an effort to secure their support for our position prior to each hearing.

We often times tell our clients: "our expertise is the legislative and regulatory process, we are not city of Imperial experts", which means we will continue to work with your management and technical staff in order for each of us to have a clear understanding of the many issues we expect to provide assistance on. Our firm prides itself on being upfront and honest with the Legislature, which ensures we will never do anything to embarrass ourselves or your City.

Relationships and respect matter in Sacramento and we are extremely proud of the personal



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and professional relationships we have with the Executive Branch, State Agencies as well as the members of the Legislature. Our long-standing presence in Sacramento enables us to successfully represent your City.

We provide your city with a weekly report, which we send out every Thursday or Friday, depending upon the legislative calendar. We tailor our weekly report to ensure it provides a specific update on the legislative proposals identified/adopted by your City Council. Additionally, we will provide the City with a monthly written and oral report of legislative activity, as requested.

Our firm lists our scope of services in very general terms. We purposely do this to ensure that each client has the flexibility to request any assistance you may require in Sacramento, such as setting up meetings with the appropriate legislators, Governor's office or the various state departments.

### Legislation:

Our firm actively monitors, reviews and participates in the daily activities of the Capitol and the State Agencies. We receive a copy of every bill introduced and each set of amendments. We will read each bill and the amendments and send those that we feel may be of interest to your city. In addition, as the legislative proposals develop, we provide you with fact sheets and analysis of the bills that may affect you. We provide your City a "weekly report" with the status of all bills either watched, supported and/or opposed by your City.

Additionally, we actively sponsor bills on behalf of our client's as well as maintain a constant line of communication with the Members of the Legislature and their staff to ensure we are apprised of upcoming proposals. Our firm will assist in preparing written correspondence on any/all issues of importance to the City. That said, we do not unilaterally adopt positions on behalf of the City. We work very closely with the City's management team under the direction of the City Council.

Whenever your City adopts a position on legislation and/or proposed regulations, we cover all bases. We meet with the Author's office, the Committee Consultants (both Democrat and Republican), Legislative Leadership, all pertinent stakeholders, and provide testimony in each Committee in order to ensure your City's position is known and ultimately supported.

### Increased presence:

An invaluable part of achieving the City's goals and objectives is establishing a voice in Sacramento. Our firm will accomplish this by maintaining our relationships and communication with key policy makers on your behalf. We strongly recommend you request our firm to set up a series of "action days" in Sacramento to meet with legislator's, key



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committee members and staff, the Governor's office, and State Agencies to discuss the Cities priorities.

Our firm will be present to represent the City of Imperial's positions on Legislation in every pertinent committee, on the floors of both houses, and in front of any state agency overseeing an issue of importance to the City.

### Regulatory and Administrative:

The regulatory and administrative process are often the most time consuming and onerous part of advocacy. State Agencies within the State of California have continued to grow as the Legislature has provided many of them with new powers and responsibilities. Moreover, recent state budget investments and legislation have resulted in unprecedented amounts of funding for various projects.

Our firm will monitor, analyze, participate and influence agencies with administrative actions of interest to the City. The process for regulations and funding guidelines will be handled in the same manner as legislative matters. We will work closely with the City to establish policy direction and we will take the necessary steps to best represent the City before the State Agencies.

### Grants

Our firm proactively identifies and notifies the City of any/all funding opportunities. We assist you in developing your project proposals for each potential grant application. Once the application has been submitted for the grant, our Firm will work with the City management team to schedule meetings with the State Agency that is overseeing the grant. This allows for the opportunity to discuss the City's project in greater detail with the appropriate staff at the department. Often times, these meetings help put a "personal touch" on the project and provide for other funding opportunities to be revealed.

We recommend the city of Imperial request our firm set-up a series of "action days" in Sacramento to meet with the various State Agencies overseeing the desired funding in an effort to craft a competitive proposal. Additionally, we recommend meeting with Legislator's and Legislative Committees to seek their input and support on any funding the City is seeking. Likewise, this will provide an opportunity for the City to receive information and provide input on any funding opportunities that may be available or coming available.



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### **STAFF RESUMES**

Our firm intentionally does not divide up workload. We have three full time lobbyists in our firm and each lobbyist is fully engaged in our representation of your City. As an example, when a sponsored bill is being heard in committee, we will have each of us in committee. One of us will provide testimony, one may be meeting with Members and/or staff in their offices, and one will likely be pulling a member out of committee to request their support. It is very difficult for one lobbyist to actually lobby an entire committee alone. All three of us will be available for the duration of the Scope of Work.

Our entire firm intentionally uses the same gonsalves@gonsalvi.com email address. We do this in order to make sure each member of our firm is aware of the issues of importance as we coordinate our efforts. Whenever we take on an issue, all three lobbyists actively advocate on your behalf.

As you know, we are a family firm with three lobbyists, Anthony Gonsalves (father), and his two sons, Jason and Paul Gonsalves. As with most family businesses you can safely assume the organizational structure, with one significant difference, we consider each and every one of our clients to be “the boss”.

#### **Personnel:**

- Anthony D. Gonsalves – President: (44 years)
- Jason A. Gonsalves – Vice President: (23 years)
- Paul A. Gonsalves – Lobbyist: (17 years)
- Sasha Spangler – Office Assistant (21 years)
- Stacey Scambray – Office Assistant (5 Years)

### **STAFF BIOGRAPHIES**

#### **Anthony D. Gonsalves**

Anthony joined Joe A. Gonsalves & Son in 1977. Anthony started his career working for the California State Senate. The political process in Sacramento is truly complex, with over 4 decades of experience; Anthony has had the opportunity to master such complexities.

Anthony is a smart, never-give-up kind of lobbyist. He thinks of every angle. Most lobbyists will slow down at some point; not Anthony. He will not slow down until the job is done. The desire to win for our clients is paramount in his mind.

Anthony is widely recognized as one of Sacramento’s longest tenured and successful



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lobbyists. Anthony and his wife Evelyn have been married for 49 years and they have 4 grown sons and 9 grandchildren.

### **Jason A. Gonsalves**

Jason joined Joe A. Gonsalves & Son in 1998. This gave Joe A. Gonsalves & Son the proud distinction of being the first California lobbying firm to have 3 generations lobbying in Sacramento. The firm held this distinction until Joe A. Gonsalves passed away on July 7, 2000.

Jason continues to represent our clients before the Legislature and various state agencies in the areas of; local government finance, utilities and commerce, public employees retirement, workers compensation, telecommunications, and conflict of interest issues.

Over the past two decades, Jason has mastered the internal machinery of the California legislative process and our clients look to him for guidance on the most complex issues such as redevelopment dissolution.

Jason lives in Folsom, CA. with his wife Tracy. They have two children, daughter Taylor and son Joe.

### **Paul A. Gonsalves**

Paul joined the firm in 2004. Paul started his career working at the State Capitol for Assembly Member Rudy Bermudez in 2002.

Paul earned his Bachelor of Arts degree in Political Science with a minor in Public Administration and became Certified in Grant Writing from San Diego State University.

Paul's previous experience working inside the Capitol has benefited our clients tremendously. He has mastered the process from the inside out and has developed life-long relationships that have enabled him to successfully represent our clients.

Paul has successfully represented our clients before the Legislature and various State Agencies in the area of transportation, environmental quality, water, affordable housing, local governance and telecommunications. In addition, Paul has helped secure millions in State grant funding for our clients.

Paul lives in Loomis, Ca. with his wife Jamie, and their two sons, Parker and Peyton.



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### **PROJECT EXPERIENCE**

Over the years, our firm has shared in a number of successes with our clients ranging from No & Low Property Taxes, City Dependent Special Districts, Municipal Utility, and the Constitutional protection of your City's Bradley-Burns sales tax resulting from the negotiations and passage of Proposition 1A. Additionally, our firm is one of the few, if any, who have been successful in finding resolutions to the ever-challenging redevelopment dissolution process. We assisted numerous cities in developing a path forward with the State Department of Finance and we coordinated several successful land transfers.

I have attached for your review an outline of both our legislative and grant funding accomplishments. Please note, this is a partial list as it would be impossible for me to fully communicate the level of success we have enjoyed in representing our clients. The following will provide you with highlights of three experiences of a similar nature:

1. **Redevelopment Dissolution:** On behalf of the City of San Bernardino and many of our other client cities:

Our firm has extensive experience assisting our client Cities with the redevelopment dissolution process. Many of our clients were well behind in the process and had not received a Finding of Completion (FOC). Therefore, many Cities were not eligible to secure their Long-Range Property Management Plan and the "fire sale" provisions contained in AB26x were quickly approaching.

In May 2014, we scheduled a series of meetings for the City of San Bernardino with the RDA dissolution manager's, Justyn Howard, Allen Parker and Jim Morris. These meetings provided an invaluable opportunity for the City to better understand DOF's misgivings as well as the City's sincere desire to work through the dissolution process.

We began working on the Successor Agencies (SA) installment plan with DOF in order to satisfy the City's Low- and Moderate-Income Housing Fund Due Diligence Review Payment and the Other Funds and Accounts Due Diligence Review amounts due. This was a critical step as it enabled the City's SA to proceed with a request for their FOC and on December 22, 2015 the City of San Bernardino received the much-awaited FOC.

Our attention then shifted to securing their LRPM, which was critically important for the City/SA, especially considering the number of properties owned by the former redevelopment agency. Just to mention a few, we sought direction/negotiated on the following:

- California National Guard Armory: was approved to be transferred to the City as Governmental Use



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- U.S. Army Reserve: was approved to be transferred to the City as governmental use and is approved as listed on the LRPMP.
- 2 Parking lots were approved as a permissible use of Sale. The statute was amended to allow these to be retained by the City.

The prior examples are just a few examples of the many properties we had to ensure were listed appropriately on the City's LRPMP as we were up against the December 31, 2015 "fire sale" deadline. Most importantly, at 4:03pm on December 31, 2015, with less than 8 hours to spare the city of San Bernardino's 236-page LRPMP was approved by the DOF. This was quite a relief to all who had worked so diligently through the holidays in order to ensure we did not miss the LRPMP deadline.

Dissolution of redevelopment never seems to end. Our firm has assisted our client Cities in facilitating the transfer and/or sale of countless former redevelopment agency properties. In many instances, we were able to turn the City's relationship with DOF around in order for their SA to receive its FOC and LRPMP.

### 2. AB 117 (Cohn, 2005): On behalf of the City of Santa Clara

About 30 cities that never levied a property tax before Proposition 13 are called no property-tax cities, and about 60 cities that levied only low property tax rates are known as low property-tax cities. Counties must shift some of their own property tax revenues to these no/low cities. The payments to the no/low cities are called tax equity allocations, or TEA (AB 1197, Willie Brown, 1988).

In most counties, TEA payments to the no/low cities are equal to 7% of the property tax revenues generated within their city limits. However, an exception requires Santa Clara County to allocate no more than 55% of the TEA funding that the four no/low cities in the county would otherwise be qualified to receive (AB 1175, Willie Brown, 1989). The 55% limit was the product of an agreement, reached through intense negotiations, between Santa Clara County and the cities of West Hollywood, Los Altos Hills, Monte Sereno, and Saratoga.

AB 117 repealed the 55% cap in Santa Clara County on Tax Equity Allocation (TEA) funding for the county's four no/low property tax cities starting in the 2006-07 fiscal year. The four cities contend that the limit on their TEA funding has kept them from adequately funding city services. The cities talked extensively with Santa Clara County officials about eliminating the 55% TEA cap, which currently saves the county \$4.2 million in property tax revenues.

Eliminating the 55% limit allowed the four cities to receive the full 7% of the property tax revenues generated within their city limits. In exchange, the cities would provide additional



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services that reduce the county's costs. The Santa Clara County Board of Supervisors approved the cities' proposals.

Absent the 55% TEA cap, Santa Clara County's educational revenue augmentation fund (ERAF) would receive approximately \$600,000 more in property tax revenues from the four no/low cities but about \$2 million less from Santa Clara County, resulting in a net loss to ERAF of approximately \$1.4 million in FY 2006-07. This amount would be compounded in future years by the property tax growth rate.

3. SB 107 (Budget, 2015): On behalf of the Cities of Eastvale, Jurupa Valley, Menifee and Wildomar.

In 1998, the Legislature began cutting the VLF rate from 2% to 0.65% of a vehicle's value. The State General Fund backfilled the lost VLF revenues to cities and counties. As part of the 2004-05 budget agreement, the Legislature enacted the "VLF-property tax swap," which replaced the VLF backfill from the State General Fund with property tax revenues that otherwise would have gone to schools through the Educational Revenue Augmentation Fund (ERAF). This replacement funding is known as the "VLF adjustment amount." The State General Fund backfills schools for their lost ERAF money.

The VLF-property tax swap did not reallocate extra property tax revenues to cities that were not in existence when the State was compensating cities for the difference between the 2% and 0.65% VLF rates. As a result, new cities received less VLF funding than they would have if they had incorporated before the VLF property tax swap. Cities asked the Legislature to reallocate a portion of existing cities' remaining VLF funds to new cities to help make new city incorporations financially feasible. In response, the Legislature passed AB 1602 (Laird, Chapter 556, Statutes of 2006), which changed the allocation of VLF funds to restore the VLF revenues for city incorporations that were lost under the VLF-property tax "swap." AB 1602's formula allocated \$50 per capita adjusted annually for growth.

In 2011, The Legislature passed SB 89, which re-calculated the Department of Motor Vehicle's administration fund to \$25 million and increased vehicle license registration by \$12 per vehicle to offset DMV's cut budget. SB 89 also eliminated VLF revenues allocated to cities and shifted those revenues to fund public safety realignment. Proposition 30 (2012) amended the Constitution to permanently dedicate a portion of the sales tax and VLF to local governments to pay for the programs realigned in 2011-12.

Four new cities incorporated after the Laird bill enacted new VLF funding allocations for new cities and before those allocations were repealed. The City of Wildomar incorporated on July 1, 2008. The City of Menifee incorporated on October 1, 2008. The City of Eastvale



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incorporated on October 1, 2010. The City of Jurupa Valley officially incorporated on July 1, 2011, only two days after SB 89 repealed the VLF allocation formulas for new cities. SB 89's elimination of VLF allocations created severe fiscal hardships for cities that incorporated with the expectation that they would receive VLF revenues under the formulas enacted by the 2006 Laird bill.

After 4 years of relentless work and effort on this issue, our firm was able to secure \$24 million dollars in fiscal relief to these four cities through a budget trailer bill, SB 107 (Budget, 2016).



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### **FEE SCHEDULE**

In our contract we charge a retainer on a monthly basis. The retainer is all inclusive of the services we would provide for your City. We do not charge for any additional costs. Additionally, all of our contracts include a 30-day cancellation clause as we are confident on our ability to provide your City with an unparalleled level of service.

Our Firm lists the scope of services we provide for our clients in very general terms. We purposely do this to ensure that each client has the flexibility to request any assistance our clients may require in Sacramento such as setting up meetings with the appropriate legislators, Governor's office or the various state departments. Should you have any changes you would like to make in the Scope of Services, please feel free to discuss them with me.

Our firm respectfully proposes a monthly fee of \$4,000 per month.



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### **CLIENT CONFLICTS**

Our firm intentionally only considers new clients that will not conflict with our existing clients. We have had numerous offers from Counties and large Cities to represent them in Sacramento, however, we always decline. Counties and large Cities do not have the same fiscal structure as our current client Cities and typically have different priorities. A majority of our client cities are small to medium size cities that rely heavily on sales tax and have specific issues that the large local government associations will not take on. We specialize in one-off issues related to your City and will utilize our base of client cities to be part of the solution.

In the extremely rare case that there is a conflict between any of our clients, we have successfully work with both clients to find a solution that works for both parties. In our Firm's 46 years of experience, we have only experienced 1 conflict amongst our clients. In that case, one client City introduced legislation to take over land use in another clients City, which made a conflict for all of our client cities. We tried to find an agreement between the 2 clients, however, we were unable to. Ultimately, the City that was trying to take over land use terminated our contract, our firm killed their bill in the Legislature, and the City reinstated our contract after the issue was resolved. Both Cities are clients today.



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### CLIENT LIST

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#### **CALIFORNIA ASSOCIATION OF DUI TREATMENT PROGRAMS "CADTP"**

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La Puente, CA 91744

Barbara Aday-Garcia, Chair

(626) 862-2215

#### **CALIFORNIA CITY MANAGEMENT FOUNDATION "CCMF"**

2533 Brown Dr.

El Cajon, CA 92020

Ken Pulskamp, Executive Director

(844) 226-2411

#### **CALIFORNIA MUNICIPAL FINANCE AUTHORITY**

2111 Palomar Airport Road

Carlsbad, CA 92011

John Stoecker, Financial Advisor

(760) 930-1221

#### **CALIFORNIA PRODUCER-HANDLER ASSOCIATION**

313 Casa Linda Drive

Woodland, CA 95695-4722

Amos DeGroot, President

(530) 662-1228

#### **GALE BANKS ENGINEERING**

546 South Duggan Avenue

Azusa, CA 91702

Gale Banks, President

(626) 969-9600

#### **GATEWAY WATER MANAGEMENT AUTHORITY "GWMA"**

16401 Paramount Blvd.

Paramount, CA 90723

Grace J. Kast, Executive Officer

(626) 485-0338

#### **IRVINE COMMUNITY LAND TRUST**

One Civic Center Plaza, Third Floor

Irvine, CA 92606-5207

Steve Holtz, Neighborhood Services Manager

(949) 724-6612

#### **LONG BEACH TRANSIT**

Post Office Box 731

1963 E. Anaheim St.

Long Beach, CA 90801

Kenneth McDonald, President & CEO

(562) 489-8485

#### **ORANGE COUNTY WATER DISTRICT**

18700 Ward Street

Fountain Valley, CA 92708

Alicia Dunkin, Legislative Affairs Liaison

(714) 378-3268

**PACIFIC EDUCATIONAL SERVICES, INC.**

11837 Kemper Road, Suite 2  
Auburn, CA 95603  
Walt Stockman, President  
(530) 888-1010

**PORT OF STOCKTON**

2201 W. Washington Street  
Stockton, CA 95203  
Kirk DeJesus, Port Director  
(209) 946-0246

**PORTUGUESE GOVERNMENT**

3298 Washington Street  
San Francisco, CA 94115  
Maria Joao Lopes Cardoso, Consul-General  
(415) 346-3400

**SAN GABRIEL VALLEY WATER  
ASSOCIATION**

725 North Azusa Avenue  
Azusa, CA 91702  
Tony Zampielo, Assistant Executive Officer  
(626) 815-1305

**SOUTH COAST AIR QUALITY  
MANAGEMENT DISTRICT "SCAQMD"**

21865 Copley Drive  
Diamond Bar, CA 91765  
Wayne Natri, Executive Officer  
(909) 396-3203

**TWENTY-NINE PALMS BAND OF  
MISSION INDIANS**

46-200 Harrison Place  
Coachella, CA 92236  
Mike Darrell, Chairman  
(760) 625-6067

**WILLDAN GROUP, INC.**

2401 East Katella Avenue, Suite 300  
Anaheim, CA 92806-6073  
Paul Whitelaw, Senior Vice President  
Business Development  
(714) 940-6300

**CITY OF ARTESIA**

18747 Clarkdale Avenue  
Artesia, CA 90701  
Aldo E. Schindler, City Manager  
(562) 865-6262

**CITY OF ATASCADERO**

6500 Palma Avenue  
Atascadero, CA 93422  
Rachelle Rickard, City Manager  
(805) 461-5000

**CITY OF BANNING**

99 East Ramsey Street  
Banning, CA 92220  
Doug Schulze, City Manager  
(951) 922-4860

**CITY OF BARSTOW**

220 East Mountain View Street, Suite A  
Barstow, CA 92311-2839  
Willie A. Hopkins, Jr., City Administrator  
(760) 255-5195

**CITY OF BELLFLOWER**

16600 Civic Center Drive  
Bellflower, CA 90706-5494  
Jeffrey L. Stewart, City Manager  
(562) 804-1424

**CITY OF CARSON**

701 E. Carson Street  
Carson, CA 90745  
David C. Roberts, Jr., City Manager  
(310) 952-1728

**CITY OF CERRITOS**

Post Office Box 3130  
18125 Bloomfield Avenue  
Cerritos, CA 90703-3130  
Art Gallucci, City Manager  
(562) 860-0311

**CITY OF CHINO**

13220 Central Avenue  
Chino, CA 91710  
Linda Reich, City Manager  
(909) 334-3302

**CITY OF COMMERCE**

2535 Commerce Way  
Commerce, CA 90040-1487  
Edgar P. Cisneros, City Administrator  
(323) 722-4805 ext. 281

**CITY OF CUPERTINO**

10300 Torre Avenue  
Cupertino, CA 95014  
Dianne Thompson, City Manager  
(408) 777-3212

**CITY OF DIAMOND BAR**

21810 Copley Drive  
Diamond Bar, CA 91765  
Dan Fox, City Manager  
(909) 839-7010

**CITY OF ELK GROVE**

8401 Laguna Palms Way  
Elk Grove, CA 95758  
Jason Behrmann, City Manager  
(916) 478-2249

**CITY OF FAIRFIELD**

1000 Webster Street  
Fairfield, CA 94533  
David Gassaway, Interim City Manager  
(707) 428-7400

**CITY OF FILLMORE**

250 Central Avenue  
Fillmore, CA 93015  
David W. Rowlands, City Manager  
(805) 524-37001

**CITY OF FOLSOM**

50 Natoma Street  
Folsom, CA 95630  
Elaine Andersen, City Manager  
(916) 461-6010

**CITY OF FONTANA**

8353 Sierra Avenue  
Fontana, CA 92355  
Matthew Ballantyne, City Manager  
(909) 350-7659

**CITY OF GLENDORA**

116 East Foothill Blvd.  
Glendora, CA 91741-3380  
Adam Raymond, City Manager  
(626) 914-8201

**CITY OF HAWAIIAN GARDENS**

21815 Pioneer Blvd.  
Hawaiian Gardens, CA 90716  
Ernesto Marquez, City Manager  
(562) 420-2641 ext. 236

**CITY OF HEMET**

445 E. Florida Avenue  
Hemet, CA 92543  
Eddie J. Pust, Chief of Police/Acting City Manager  
(951) 765-2300

**CITY OF INDIAN WELLS**

44-950 El Dorado Drive  
Indian Wells, CA 92210  
Chris Freeland, City Manager  
(760) 346-2489

**CITY OF INDUSTRY**

15625 East Stafford Street  
City of Industry, CA 91744  
Joshua Nelson, City Manager  
(626) 333-2211 Ext. 114

**CITY OF IRWINDALE**

5050 N. Irwindale Avenue  
Irwindale, CA 91706  
Julian A. Miranda, City Manager  
(626) 430-2217

**CITY OF JURUPA VALLEY**

8930 Limonite Avenue  
Jurupa Valley, CA 92509  
Rod Butler, City Manager  
(951) 332-6464

**CITY OF KERMAN**

850 S. Madera Avenue  
Kerman, CA 93630  
John Jansons, City Manager  
(559) 846-9384

**CITY OF LA MIRADA**

13700 La Mirada Blvd.  
La Mirada, CA 90638  
Jeff Boynton, City Manager  
(562) 943-0131

**CITY OF LA PUENTE**

15900 E. Main Street  
La Puente, CA 91744  
Bob Lindsey, City Manager  
(626) 855-1500

**CITY OF LA QUINTA**

78-495 Calle Tampico  
LaQuinta, CA 92253  
Jon McMillen, City Manager  
(760) 777-7000

**CITY OF LAGUNA HILLS**

24035 El Toro Road  
Laguna Hills, CA 92653  
Jarad Hildenbrand, City Manager  
(949) 707-2620

**CITY OF LAKEWOOD**

5050 Clark Avenue  
Lakewood, CA 90712  
Thaddeus McCormack, City Manager  
(562) 866-9771

**CITY OF LOMITA**

24300 Narbonne Avenue, PO Box 339  
Lomita, CA 90717  
Ryan Smoot, City Manager  
(310) 325-7110

**CITY OF LYNWOOD**

11339 Bullis Road  
Lynwood, CA 90262  
Ernie Hernandez, City Manager  
(310) 603-0220 Ext. 200

**CITY OF MARTINEZ**

525 Henrietta Street  
Martinez, CA 94553  
Michael Chandler, City Manager  
(925) 372-3505

**CITY OF NORCO**

2870 Clark Avenue  
Norco, CA 92860  
Andy Okoro, City Manager  
(951) 735-3900

**CITY OF NORWALK**

12700 Norwalk Blvd. Room 3  
Norwalk, CA 90650  
Jesus M. Gomez, City Manager  
(562) 929-5700

**CITY OF PALM DESERT**

73-510 Fred Waring Drive  
Palm Desert, CA 92260  
Todd Hileman, City Manager  
(760) 346-0611

**CITY OF PALMDALE**

38300 Sierra Highway Ste. A  
Palmdale, CA 93550-4798  
Rhonda Perez, Interim City Manager  
(661) 267-5100

**CITY OF PARAMOUNT**

16400 Colorado Avenue  
Paramount, CA 90723-5050  
John Moreno, City Manager  
(562) 220-2225

**CITY OF RANCHO CORDOVA**

2729 Prospect Park Drive  
Rancho Cordova, CA 95670  
Cyrus Abhar, City Manager  
(916) 851-8700

**CITY OF REDDING**

777 Cypress Avenue  
Post Office Box 496071  
Redding, CA 96001  
Barry Tippin, City Manager  
(530) 225-5095

**CITY OF ROSEMEAD**

8838 East Valley Blvd.  
Rosemead, CA 91770  
Ben Kim, City Manager  
(626) 569-2104

**CITY OF ROSEVILLE**

311 Vernon Street  
Roseville, CA 95678  
Dominick Casey, City Manager  
(916) 774-5362

**CITY OF SANTA CLARITA**

23920 Valencia Blvd. Suite 120  
Santa Clarita, CA 91355  
Kenneth W. Striplin, Ed.D  
(661) 255-4905

**CITY OF SANTA FE SPRINGS**

11710 E. Telegraph Road  
Santa Fe Springs, CA 90670  
Ray R. Cruz, City Manager  
(562) 868-0511 ext. 7510

**CITY OF SIGNAL HILL**

2175 Cherry Avenue  
Signal Hill, CA 907  
Joe Hoefgen, Interim City Manager  
(562) 989-7302

**CITY OF SIMI VALLEY**

2929 Tapo Canyon Road  
Simi Valley, CA 93063-2199  
Brian P. Gabler, City Manager  
(805) 583-6701

**CITY OF SOUTH GATE**

8650 California Avenue  
South Gate, CA 90280  
Chris Jeffers, Interim City Manager  
(323) 563-9503

**CITY OF THOUSAND OAKS**

2100 Thousand Oaks Blvd.  
Thousand Oaks, CA 90280  
Andrew P. Powers, City Manager  
(805) 449-2121

**CITY OF TORRANCE**

3031 Torrance Blvd.  
Torrance, CA 90503  
Aram Chaparyan, City Manager  
(310) 328-5310

**CITY OF TWENTYNINE PALMS**

6136 Adobe Road  
Twentynine Palms, CA 92277  
Frank Luckino, City Manager  
(760) 367-6799

**CITY OF VACAVILLE**

650 Merchant Street  
Vacaville, CA 95688  
Aaron Busch, City Manager  
(707) 449-5100

**CITY OF VALLEJO**

555 Santa Clara Street  
Vallejo, CA 94590  
Mike Malone, City Manager  
(707) 648-4576

**CITY OF VICTORVILLE**

14343 Civic Drive  
Victorville, CA 92393  
Keith C. Metzler, City Manager  
(760) 955-1681

**CITY OF WEST COVINA**

1444 West Garvey Avenue, Room 305  
West Covina, CA 91790  
David Carmany, City Manager  
(626) 939-8401

**CITY OF WHITTIER**

13230 Penn Street  
Whittier, CA 90602  
Brian Saeki, City Manager  
(562) 567-9999

**CITY OF WILDOMAR**

23873 Clinton Keith Rd, Ste. 201  
Wildomar, CA 92595  
Dan York, City Manager  
(951) 677-7751 ext. 209

**WINDSOR, TOWN OF**

9291 Old Redwood Hwy, Bldg 400  
Windsor, CA 95492  
Jon Davis, Town Manager  
(707) 838-1000

**CITY OF YUCAIPA**

34272 Yucaipa Blvd.  
Yucaipa, CA 92399  
Ray A. Casey, City Manager  
(909) 797-2489, ext. 223



# Joe A. Gonsalves & Son

Anthony D. Gonsalves

Jason A. Gonsalves

Paul A. Gonsalves

PROFESSIONAL LEGISLATIVE REPRESENTATION

925 L ST. · SUITE 250 · SACRAMENTO, CA 95814-3766

916 441-0597 · FAX 916 441-5061

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## PROJECT FUNDING SECURED BY: JOE A. GONSALVES & SON

Project Name	Joe A. Gonsalves & Son Client	Grant Amount \$
2022 Fairfield Park Upgrades	City of Fairfield	\$1,500,000
2022 Community Pool Rehab	City of 29 Palms	\$1,300,000
2022 Park Lighting	City of Whittier	\$500,000
2022 Park Project	City of Lynwood	\$1,300,000
2022 Park Playground	City of Cupertino	\$1,000,000
2022 Equestrian Center improvements	City of Lakewood	\$2,900,000
2022 Wildlife Detection Initiative	City of Rancho Cucamonga	\$1,900,000
2022 Park Renovations	City of La Mirada	\$2,750,000
2022 Parks & Community Infrastructure	City of Carson	\$7,000,000
2022 Open Space Acquisition	City of Santa Clarita	\$7,000,000

2022 CORE Academy Training Facility	City of Rancho Cucamonga	\$3,500,000
2022: Bike Trails and Water Quality Improvements	City of Lynwood	\$900,000
2022 Library Improvements	City of Elk Grove	\$3,000,000
2022 Library Improvements	City of Irwindale	\$500,000
2022 Bridge Reconstruction	City of Cupertino	\$5,000,000
2022 Metrolink Improvements	City of Simi Valley	\$4,500,000
2022 Bikeway project	City of Paramount	\$2,000,000
2022 Shelter SOLANO Hall & Kitchen	City of Fairfield	\$1,200,000
2022 Food Locker	City of Rancho Cordova	\$2,500,000
2022 Feet First Foundation	City of Martinez	\$3,000,000
2022 Veteran Housing	City of Palmdale	\$2,700,000
2022 American legion Improvements	City of Elk Grove	\$200,000
2022 Youth & Senior Center	City of Bellflower	\$2,100,000
2022 Project RIDE	City of Elk Grove	\$300,000
2022 YMCA Improvements	City of Lakewood	\$200,000
2022 Amphitheater Improvements	City of Signal Hill	\$5,000,000

2022 Community Center	City of Torrance	\$5,500,000
2022 Port of Stockton Rail Improvements	Port of Stockton	\$9,600,000
Roseville Public Library	City of Roseville	\$10,000
Pomona Public Library	City of Pomona	\$8,500
Irwindale Public Library	City of Irwindale	\$5,000
Beaumont Library District	City of Beaumont	\$95,000
Torrance Public Library	City of Torrance	\$16,075
Santa Fe Springs City Library	City of Santa Fe Springs	\$19,000
Rancho Cucamonga Public Library	City of Rancho Cucamonga	\$561,982
Hemet Public Library	City of Hemet	\$28,657
Folsom Public Library	City of Folsom	\$23,000
Safe Routes to School	City of Redding	\$373,700
Safe Routes to School	City of Alameda	\$276,900
Safe Routes to School	City of Concord	\$436,400
Safe Routes to School	City of Claremont	\$450,000
Safe Routes to School	City of La Puente	\$387,000

Safe Routes to School	City of Palmdale	\$449,800
Safe Routes to School	City of South Gate	\$449,500
Safe Routes to School	City of Thousand Oaks	\$332,000
Safe Routes to School	City of Eastvale	\$150,100
Safe Routes to School	City of Fontana	\$254,200
Safe Routes to School	City of Moreno Valley	\$416,700
Safe Routes to School	City of Wildomar	\$170,800
Safe Routes to School	City of Placentia	\$409,000
Safe Routes to School	City of Pomona	\$900,000
Proposition 1B Trade Corridor Improvement Fund	Port of Long Beach	\$299,795,000
State Highway Operation and Protection Program	Port of Long Beach	\$200,205,000
Statewide Park Development & Community Revitalization Program	City of South Gate	\$2,000,000
Statewide Park Development & Community Revitalization Program	City of Rosemead	\$3,134,066
Statewide Park Development & Community Revitalization Program	City of Rancho Cucamonga	\$3,941,136

Statewide Park Development & Community Revitalization Program	City of Paramount	\$4,580,902
Safe Routes to School	City of La Puente	\$664,470
Bruggemeyer Memorial Library	City of Monterey Park	\$8,845,850
Camarillo Library	City of Camarillo	\$15,621,473
Fairfield Cordelia Library	City of Fairfield	\$4,100,385
Fontana Library	City of Fontana	\$14,900,075
Lawndale Library	City of Lawndale	\$7,300,132
National City Public Library	City of National City	\$11,112,814
Redding - Shasta County Library	City of Redding	\$12,177,532
Victoria Gardens Library	City of Rancho Cucamonga	\$7,752,688
SF Bay to Stockton Ship Channel Deepening Project	Port of Stockton	\$17,500,000
Sacramento River Deep Water Channel Project	City of West Sacramento Port of Sacramento	\$10,000,000
Gateway-Valley Grade Separation	City of Santa Fe Springs	\$25,570,000
Washington Blvd Widening & Reconstruction Project	City of Commerce	\$5,800,000

Gerald Desmond Bridge Replacement	Port of Long Beach	\$250,000,000
Ports Rail System Pier F	Port of Long Beach	\$4,650,000
Ports Rail System Track Realignment	Port of Long Beach	\$23,960,000
Port Rail System Pier B Realignment	Port of Long Beach	\$4,180,000
Port Terminal Island Track Realignment	Port of Long Beach	\$3,790,000
Port Computerized Train Control	Port of Long Beach	\$11,850,000
Reeves Ave Closure and Grade Separation	Port of Long Beach	\$31,180,000
Navy Mole Storage Yard	Port of Long Beach	\$5,930,000
New Cerritos Rail Bridge/Triple Track S. of	Port of Long Beach	\$38,330,000
West Basin road Rail Access Improvements	Port of Long Beach	\$47,560,000
Pier 400 Second Lead Track	Port of Long Beach	\$3,670,000
Sunset Avenue Grade Separation	City of Banning	\$10,000,000
Corridor Logistics Access Project (Cherry Street)	City of Fontana	\$30,773,000
Corridor Logistics Access Project (Citrus Street)	City of Fontana	\$23,600,000
Corridor Logistics Access Project (Riverside Street)	City of Fontana	\$14,096,000

Glen Ridge Apartments	City of Carlsbad	\$5,921,777
CalHome	City of Roseville	\$600,000
CalHome	City of Chino	\$400,000
CalHome	City of Vista	\$600,000
CalHome	City of Redding	\$600,000
CalHome	City of Fairfield	\$600,000
CalHome	City of Yuba City	\$600,000
Palmdale Transit Village	City of Palmdale	\$2,200,000
Santa Barbara Estates, Units 3 & 4	City of Redding	\$132,300
Santa Monica	City of Fairfield	\$1,080,000
Central Station Town Homes	City of Fillmore	\$480,000
Westerner Mobile Home Park	City of Elk Grove	\$250,000
Mountain View Terrace Apartments	City of Beaumont	\$2,960,000
Westview Terrace Apartments	City of Banning	\$2,833,000
CalHome	City of Pomona	\$900,000
CalHome	City of Fairfield	\$900,000

CalHome	City of Simi Valley	\$900,000
Workforce Housing Reward Program	City of Concord	\$324,800
Workforce Housing Reward Program	City of Roseville	\$20,240
Workforce Housing Reward Program	City of West Sacramento	\$54,880
Computers, Vehicles for Sheriff Station	City of Bellflower	\$30,000

Restoration of Camarillo Ranch	City of Camarillo	\$493,000
Cascade Park	City of Monterey Park	\$225,000
Community Center	City of Irwindale	\$150,000
Mae Boyer Park	City of Lakewood	\$750,000
Historic Roseville Project	City of Roseville	\$250,000
Preservation of Camarillo Ranch	City of Camarillo	\$492,605
School Bus Replacement	City of Ventura	\$300,000
Langley Senior Center	City of Monterey Park	\$350,000
La Loma Park Renovation	City of Monterey Park	\$150,000
Sleepy Hollow Community Center	City of Chino Hills	\$250,000
Alternative to Gang Programs	City of Bellflower	\$50,000

Performing Arts Center	City of La Mirada	\$400,000
ERAF Adjustment/Correction	City of Laguna Niguel	\$600,000
Pavement Improvement Program	City of Lakewood	\$700,000
East Ventura Park	City of Ventura	\$250,000
Police Services	City of La Mirada	\$500,000
Sports Complex	City of Redding	\$10,000,000
Youth Facility Improvements	City of Palmdale	\$500,000
Tiger Field Improvements	City of Redding	\$500,000
BOE Use Tax Refund	City of Redding	\$1,500,000
<b>Total Project Grants</b>		<b>\$1,287,478,639</b>

**JOE A. GONSALVES & SON LEGISLATIVE ACCOMPLISHMENTS**

LEGISLATION	SUBJECT	SUMMARY
<i>SB 902 (Wiener)</i>	Planning and zoning: housing development: density	Would authorize a local government to pass an ordinance, notwithstanding any local restrictions on adopting zoning ordinances, to zone any parcel for up to 10 units of residential density per parcel, at a height specified by the local government in the ordinance, if the parcel is located in a transit-rich area, a jobs-rich area, or an urban infill site, as those terms are defined. In this regard, the bill would require the Department of Housing and Community Development, in consultation with the Office of Planning and Research, to determine jobs-rich areas and publish a map of those areas every 5 years, commencing January 1, 2022. - <b>Died in Assembly Appropriations Committee</b>
<i>SB 50 (Wiener)</i>	Planning and zoning: housing development: streamlined approval: incentives	located on an eligible parcel to submit an application for a streamlined, ministerial approval process that is not subject to a conditional use permit. The bill would define a "neighborhood multifamily project" to mean a project to construct a multifamily structure on vacant land, or to convert an existing structure that does not require substantial exterior alteration into a multifamily structure, consisting of up to 4 residential dwelling units and that meets local height, setback, and lot coverage zoning requirements as they existed on July 1, 2019. The bill would also define "eligible parcel" to mean a parcel that meets specified requirements, including requirements relating to the location of the parcel and restricting the demolition of certain housing development that may already exist on the site. - <b>Died on the Senate Floor</b>
<i>AB 1274 (O'Donnell)</i>	Smog check: exemption	Would, beginning January 1, 2019, and except as provided, exempt motor vehicles that are 8 or less model-years old from being inspected biennially upon renewal of registration. The bill would assess an annual smog abatement fee of \$25 on motor vehicles that are 7 or 8 model-years old. The bill would require a certain amount of the fee to be deposited into the Air Pollution Control Fund and to be available for expenditure, upon appropriation by the Legislature, to fund the Carl Moyer Memorial Air Quality Standards Attainment Program. <b>Signed by the Governor</b>
<i>AB 1250 (Jones-Sawyer)</i>	Counties: contracts for personal services	Would establish specific standards for the use of personal services contracts by counties. The bill would allow a county or county agency to contract for personal services currently or customarily performed by employees, as applicable, when specified conditions are met. The bill would exempt certain types of contracts from its provisions, and would exempt a city and county from its provisions. By placing new duties on local government agencies, the bill would impose a state-mandated local program. The bill also would provide that its provisions are severable. - <b>Worked with Author and the bill was amended to remove cities from the bill.</b>
<i>AB 398 (E. Garcia)</i>	California Global Warming Solutions Act of 2006: market-based compliance mechanisms: fire prevention fees: sales and use tax manufacturing exemption.	The California Global Warming Solutions Act of 2006 requires the State Air Resources Board to prepare and approve a scoping plan for achieving the maximum technologically feasible and cost-effective reductions in greenhouse gas emissions and to update the scoping plan at least once every 5 years. The act authorizes the state board to adopt a regulation that establishes a system of market-based declining annual aggregate emissions limits for sources or categories of sources that emit greenhouse gases, applicable from January 1, 2012, to December 31, 2020, inclusive, as specified. This bill would require the state board, no later than January 1, 2018, to update the scoping plan, as specified. - <b>Signed by the Governor</b>
<i>AB 617 (C. Garcia)</i>	Nonvehicular air pollution: criteria air pollutants and toxic air contaminants.	Would require the State Air Resources Board to develop a uniform statewide system of annual reporting of emissions of criteria air pollutants and toxic air contaminants for use by certain categories of stationary sources. The bill would require those stationary sources to report their annual emissions of criteria air pollutants and toxic air contaminants, as specified. - <b>Signed by the Governor</b>
<i>AB 890 (Medina)</i>	Land use: planning and zoning: initiative	Would require that the city council of a city or the board of supervisors of a county have exclusive authority to adopt or amend a general plan, specific plan, or zoning ordinance, that would convert any discretionary land use approval necessary for a project to ministerial approval; change the land use or zoning designation of a parcel or parcels to a more intensive designation; or authorize more intensive land uses within an existing land use designation or zoning designation. - <b>Vetoed by Governor</b>
<i>SB 649 (Hueso)</i>	Wireless telecommunications facilities	Current federal law recognizes the authority of a state or local government to manage public rights-of-way or to require fair and reasonable compensation from telecommunications providers, on a competitively neutral and nondiscriminatory basis, for the use of public rights-of-way on a nondiscriminatory basis, if the compensation required is publicly disclosed by that government. Current federal law provides that no state or local government has the authority to regulate the entry of, or the rates charged by, a commercial mobile service, but permits a state to regulate the other terms and conditions of commercial mobile services. This bill would provide that a small cell, as defined, is a permitted use, subject only to a specified permitting process adopted by a city or county, if the small cell meets specified requirements. - <b>Vetoed by the Governor</b>

<b>SB 1 (Beall)</b>	<b>Transportation Funding</b>	Would create the Road Maintenance and Rehabilitation Program to address deferred maintenance on the state highway system and the local street and road system. The bill would require the California Transportation Commission to adopt performance criteria, consistent with a specified asset management plan, to ensure efficient use of certain funds available for the program. - <b>Signed by Governor</b>
<b>SB 5 (DeLeon)</b>	California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access For All Act of 2018.	Would enact the California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access For All Act of 2018, which, if approved by the voters, would authorize the issuance of bonds in an amount of \$4,000,000,000 pursuant to the State General Obligation Bond Law to finance a drought, water, parks, climate, coastal protection, and outdoor access for all program. The bill, upon voter approval, would reallocate \$100,000,000 of the unissued bonds authorized for the purposes of Propositions 1, 40, and 84 to finance the purposes of a drought, water, parks, climate, coastal protection, and outdoor access for all program. - <b>Signed by the Governor</b>
<b>SB 130 (Budget)</b>	Local government finance: property tax revenue allocations: vehicle license fee adjustments.	Beginning with the 2004–05 fiscal year and for each fiscal year thereafter, current law requires that each city, county, and city and county receive additional property tax revenues in the form of a vehicle license fee adjustment amount, as defined, from a Vehicle License Fee Property Tax Compensation Fund that exists in each county treasury. <b>Signed by Governor</b>
<b>SB 568 (Lara)</b>	Primary elections: election date.	Would, beginning in 2019, change the date of the statewide direct primary and the presidential primary to the first Tuesday after the first Monday in March and would continue the requirement that those elections be consolidated. - <b>Signed by Governor</b>
<b>SB 649 (Hueso)</b>	Wireless telecommunications facilities.	Current federal law recognizes the authority of a state or local government to manage public rights-of-way or to require fair and reasonable compensation from telecommunications providers, on a competitively neutral and nondiscriminatory basis, for the use of public rights-of-way on a nondiscriminatory basis, if the compensation required is publicly disclosed by that government. Current federal law provides that no state or local government has the authority to regulate the entry of, or the rates charged by, a commercial mobile service, but permits a state to regulate the other terms and conditions of commercial mobile services. This bill would provide that a small cell, as defined, is a permitted use, subject only to a specified permitting process adopted by a city or county, if the small cell meets specified requirements. - <b>Vetoed by Governor</b>
<b>AB 906 (Cooper)</b>	Sacramento Regional Transit District.	Existing law provides for the creation of the Sacramento Regional Transit District, with specified powers and duties relative to the provision of public transit services and governed by a board of directors. Existing law provides for appointment of directors by member entities, and also provides that a city or county that is not annexed to the district may appoint at least one director as a participating entity if it enters into an agreement with the district that provides, among other things, for payment of the participating entity's proportionate share of the district's cost to provide rail or other districtwide transit services. Existing law, in that regard, provides for the proportionate share of the City of Elk Grove to be determined pursuant to a specified agreement between the city and the district. This bill would repeal those provisions relating to the proportionate share of the City of Elk Grove to be determined pursuant to the specified agreement. - <b>Signed by the Governor</b>
<b>AB 1907 (Daly)</b>	Orange County Fair: sale of state property.	Existing law divides the state into agricultural districts within the boundaries of which agricultural associations may be formed. Existing law creates District 32a from real property commonly known as the Orange County Fair and authorizes the Department of General Services to sell all or any portion of the real property that composes District 32a. This bill would repeal the provision creating District 32a out of the Orange County Fair property and would repeal the provision authorizing the sale of that property by the department. The bill would also repeal the creation of the District 32a Disposition Fund in the State Treasury. - <b>Signed by the Governor</b>
<b>SB 1387 (DeLeon)</b>	South Coast Air Quality Management District Board	This bill also would prohibit a member of the south coast district board from being issued a vehicle from the south coast district for greater than 7 days in a 30-day period if the board member is eligible for a vehicle or vehicle allowance from the local government from which he or she is appointed. - <b>Read 3rd time, refused passage.</b>
<b>AB 229 (Perez)</b>	IFD's	Authorizes the creation of an infrastructure and revitalization financing district and the issuance of debt with 2/3 voter approval. The bill would authorize the creation of a district for up to 40 years and the issuance of debt with a final maturity date of up to 30 years. The bill would authorize a district to finance projects in redevelopment project areas and former redevelopment project areas and former military bases. - <b>Signed by Governor</b>
<b>SB 628 (Beall)</b>	Enhanced IFD's	Authorizes the legislative body of a city or a county, defined to include a city and county, to establish an enhanced infrastructure financing district, adopt an infrastructure financing plan, and issue bonds, for which only the district is liable, upon approval by 55% of the voters; to finance public capital facilities or other specified projects of communitywide significance. The bill would also authorize an enhanced infrastructure financing district to utilize any powers under the Polanco Redevelopment Act. - <b>Signed by Governor</b>
<b>AB 806 (Dodd)</b>	Community development: economic opportunity.	This bill would recast these provisions to instead authorize a city, county, or city and county, with the approval of its legislative body by resolution after a public hearing, to acquire, sell, or lease property in furtherance of the creation of an economic opportunity, as defined. The bill would require the resolution to contain a finding that the acquisition, sale, or lease of the property will assist in the creation of economic opportunity and would require the creation of an economic opportunity to be subject to specified public notice and hearing provisions. - <b>Signed by the Governor</b>

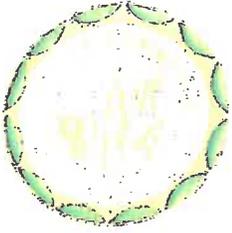
AB 1147 (Bonilla)	Massage Therapy	Would reenact, revise, and recast specified provisions relating to the California Massage Therapy Council to, among other things, establish an interim board of directors to govern the council until September 1, 2015, and provide for the appointment of a new board of directors consisting of 13 members, as specified, whose 4-year terms would begin on that date. - <b>Signed by Governor</b>
AB 1839 (Gotto)	Income Taxes: Qualified motion pictures	Extends the scope of the credits for a qualified motion picture to the applicable percentage of qualified expenditures up to \$100,000,000, would extend the credit to qualified expenditures for television pilot episodes, and would determine an applicable percentage of 25% or 20% for qualified expenditures. This bill would limit the aggregate amount of these new credits to be allocated in each fiscal year to up to \$330 million, and would, subject to a computation and ranking of applicants based on the jobs ratio, as defined, require the California Film Commission to allocate credit amounts subject to specified categories of qualified motion pictures. - <b>Signed by Governor</b>
AB 664 (Williams)	Gold Coast Transit District	Would create the Gold Coast Transit District in the County of Ventura. The bill would provide that the jurisdiction of the district would initially include the Cities of Oxnard, Ventura, Port Hueneme, and Ojai and the unincorporated areas of the County of Ventura. The bill would authorize other cities in the County of Ventura to subsequently join the district. The bill would dissolve the existing joint powers agency known as Gold Coast Transit, and would create the district, on July 1, 2014. - <b>Signed by Governor</b>
AB 971 (Garcia)	Paratransit Providers: Criminal History	Requires the Attorney General to furnish, and would authorize a local criminal justice agency to furnish, summary criminal information to a specified social services paratransit agency with respect to its contracted providers. - <b>Signed by Governor</b>
AB 1074 (Atkins)	Horse Racing	This bill would, instead of separate allocations to the central and southern zones, establish a maximum of 49 racing weeks per year in the combined central and southern zones. The bill would also require the board to allocate from those weeks a minimum number of weeks to certain racetracks in the central and southern zones that were used to conduct thoroughbred race meetings prior to 2012 and would authorize the board to allocate from those weeks a maximum number of weeks to certain racetracks in the southern zone that were not used to conduct thoroughbred race meetings in the southern zone prior to 2012. - <b>Signed by Governor</b>
AB 1303 (Hall)	Horse Racing : Satellite Wagering	Authorizes the California Horse Racing Board, notwithstanding any other law, to allocate racing days to a fair in the northern zone to be conducted by the fair or, at the request of the fair, to authorize the board to license a racing association that was licensed by the board to conduct racing meetings in California prior to 2010 to conduct live horse racing at the fair during the dates allocated to the fair by the board. - <b>Signed by Governor</b>
AB 1102 (Allen)	Beach Fire Rings	Would require a city or county, including a charter city or charter county, to apply for a coastal development permit to remove or restrict the use of a beach fire ring, as defined, and would require that application to include specified information. The bill would not affect the applicability of a specified provision relating to ambient air quality standards, emission standards, or air pollution control programs or facilities established by the State Air Resources Board or an air pollution control or air quality management district. - <b>Defeated Legislation</b>
AB 2011 (Cooper)	Thoroughbred racing: northern, central, and southern zones: auxiliary offsite stabling, training, and vaning.	This bill would increase the amount that is required to be deducted to an amount not to exceed 2% in the northern, central, and southern zones, and would provide that this amount in the northern zone, if adjusted by the board, may be a different percentage of the handle for different associations and fairs, but only if all the associations and fairs agree to the differing percentages. - <b>Signed by the Governor</b>
AB 1383 (Hernandez)	District-Based Elections	Proposed to permit the legislative body of a city to provide by ordinance, without submitting the ordinance to the voters of the city for approval, for the election of members of the legislative body by district if the voters of the city previously rejected such an ordinance. - <b>Defeated Legislation</b>
AB 2715 (Hernandez)	District-Based Elections	Proposed to permit the legislative body of a city to provide by ordinance, without submitting the ordinance to the voters of the city for approval, for the election of members of the legislative body by district if the voters of the city previously rejected such an ordinance. - <b>Defeated Legislation</b>
AB 1453 (Quirk-Silva)	Southern CA Veterans Cemetery	Requires the Department of Veterans Affairs, in voluntary cooperation with local government entities in Orange County, to design, develop, construct, and equip a state-owned and state-operated Southern California Veterans Cemetery to be located at a specified site in the City of Irvine. Subject to specified requirements described in federal law, the bill would make honorably discharged veterans, their spouses, and eligible dependent children eligible for interment in the cemetery. - <b>Signed by Governor</b>
AB 1513 (Fox)	Residential Property	Allows an owner of residential property in the Cities of Palmdale and Lancaster in the County of Los Angeles or the City of Ukiah in the County of Mendocino, or an agent of the property owner, to register vacant real property with the local law enforcement agency and to execute, under penalty of perjury, a Declaration of Ownership of Residential Real Property. - <b>Signed by Governor</b>

AB 1656 (Dickenson)	Dept. of General Services: State Buildings	Requires, by July 1, 2015, the Department of General Services to complete a long-range planning study of the state-controlled and owned office buildings in the County of Sacramento and the City of West Sacramento, including the headquarters of the State Board of Equalization (BOE), for the management of the state's space needs in the Sacramento region. The bill would require the Director of General Services to issue one or more requests for proposals for the planning, design, construction, and acquisition of facilities recommended by the Legislature based on the planning study. - <b>Signed by Governor</b>
AB 2492 (Alejo)	Community revitalization.	This bill would authorize the calculation to be made with a combination of census tracts and census block groups. The bill would also revise the conditions to require, among other things, an annual median household income that is less than 80% of the statewide, countywide, or citywide annual median household income. The bill would also authorize an authority to carry out a community revitalization plan if the census tract or census block groups within the community revitalization and investment area are within a disadvantage community, as prescribed - <b>Signed by the Governor</b>
SB 203 (Pavley)	Local Transportation Funds: Ventura County	This bill would repeal the provisions specifically relating to Ventura County and the expenditure of local transportation funds there. This bill would also require the Ventura County Transportation Commission to post on its Internet Web site an annual report for 5 years, beginning September 1, 2014, on transit service within the county. - <b>Signed by Governor</b>
SB 407 (Hill)	Local Government Contracts	Includes within the definition of "local agency executive" any person who is a deputy or assistant chief executive officer, and any person whose position is held by an employment contract between that person and the local agency. - <b>Signed by Governor</b>
SB 498 (Lara)	Solid Waste: Biomass Conversion	The California Integrated Waste Management Act of 1989 defines "biomass conversion," to mean the controlled combustion used for the production of heat or electricity of specified materials for the purposes of the act. This bill would revise the definition of the term "biomass conversion" to mean the production of heat, fuels, or electricity by the controlled combustion of, or the use of other noncombustion thermal technologies on, those specified materials. - <b>Signed by Governor</b>
SB 510 (Jackson)	Land Use: Mobile Home Parks	Specifies that the results of the survey are to be considered by the local agency in making its decision to approve, conditionally approve, or disapprove the map. The bill would authorize the local agency to disapprove the map if it finds that the results of the survey have not demonstrated the support of at least a majority of the park's homeowners. - <b>Signed by Governor</b>
SB 684 (Hill)	Advertising Displays: Redevelopment project areas	Provides that an advertising display advertising businesses and activities within the boundary limits of, and as a part of, an individual redevelopment agency project, as the project boundaries existed on December 29, 2011, may remain and be considered an on-premises display, until January 1, 2023, if the advertising display meets specified criteria. This bill would authorize, on and after January 1, 2022, the applicable city, county, or city and county to request from the Department of Transportation an extension for good cause, as specified, beyond January 1, 2023, not to exceed the expiration of the redevelopment project area. - <b>Signed by Governor</b>
SB 1046 (Hill)	Driving Under the influence: ignition interlock device.	This bill would extend the pilot program in those counties until January 1, 2019. Effective January 1, 2019, and until January 1, 2026, the bill would make an individual whose license has been suspended for driving a motor vehicle when he or she has a certain blood-alcohol concentration and who is eligible for a restricted driver's license eligible for a restricted driver's license without serving any period of the suspension if the person meets all other eligibility requirements and the person installs an ignition interlock device. - <b>Signed by the Governor</b>
AB 2052 (Gonzalez)	Workers Compensation	Current law designates illnesses and conditions that constitute a compensable injury for various employees, such as California Highway Patrol members, firefighters, and certain peace officers. These injuries include, but are not limited to, hernia, pneumonia, heart trouble, cancer, meningitis, and exposure to a biochemical substances, when the illness or condition develops or manifests itself during a period when the officer or employee is in service of his or her employer, as specified. This bill would expand the coverage of the above provisions relating to compensable injury, to include all peace officers described under specified provisions of law. - <b>Vetoed by Governor</b>
AB 2145 (Bradford)	Electricity: Community Choice Aggregation	Would require solicitations of customers by a community choice aggregator contain, and communication by the community choice aggregator to the public or prospective and existing customers to be consistent with, specified information and would require that the implementation plan filed by a community choice aggregator completely describe certain matter required to be disclosed under existing law. The bill would authorize the Public Utilities Commission to require that a community choice aggregator, when registering with the commission, provide additional information to ensure compliance with basic consumer protection and other rules and other procedural matters. - <b>Vetoed by Governor</b>
	Workers Compensation: Disability	Current law requires that aggregate disability payments for a single injury occurring on or after certain dates be limited, as provided. This bill would provide that the above-specified leaves of absence without loss of salary are payable in addition to the maximum aggregate disability payments for a single injury that is applicable to all workers. The bill would make these provisions applicable to all claims regardless of the date of injury. - <b>Signed by Governor</b>

SB 721	Horse Racing	This bill would authorize the Los Angeles County Fair, subject to approval by the board, to conduct live racing meetings at another site within or outside of the County of Los Angeles in accordance with specified provisions. - Signed by Governor
AB 1098 (Carter)	Vehicle License Fees: allocation	Reallocates vehicle license fee (VLF) revenues to recently incorporated cities and to cities that annexed inhabited territory. - Vetoed by Governor
SB 214 (Wolk)	Infrastructure financing districts: voter approval: repeal.	Eliminates the voter approval requirement for a city or county to create an infrastructure financing district (IFD) and expands the types of projects that may be financed by an IFD. - Vetoed by Governor
AB 2144 (J. Perez)	Local government: infrastructure and revitalization financing districts.	Expands the types of facilities and projects that can be financed under the infrastructure financing district (IFD) law, reduces the voter threshold for the creation of an IFD and the issuance of bonds for the IFD, authorizes an IFD to utilize the powers provided under the Polanco Redevelopment Act (Polanco Act), and renames IFD law to the Infrastructure and Revitalization Financing District (IRFD) Act. - Vetoed by Governor
AB 46 (J. Perez)	Local Governments: Cities	This bill establishes a uniform disincorporation process for any city with a population of less than 150 persons as of January 1, 2010, and allows that city's respective county board of supervisors to vote to continue the existence of that city within the county's boundaries in certain circumstances. - Defeated Legislation
AB 468 (Smyth)	Property taxes: TEA formula allocation maintenance or improvement districts: City of Simi Valley	Clarifies how property taxes will be distributed to the City of Simi Valley once the City becomes the successor agency after the dissolution of the City's maintenance district. - Signed by Governor
AB 1585 (J. Perez)	Community Development	Appropriates funds to the Infill Incentive Grant Program and to the Transit-Oriented Development Program created by Proposition 1C: Housing and Emergency Shelter Trust Fund Act of 2006. - Signed by Governor
AB 1484 (Budget)	Redevelopment	associated with the dissolution of RDAs and addresses substantive issues activities, repayment of loans from communities, use of existing bond proceeds, and the disposition or retention of former RDA assets. In addition, the bill includes a variety of measures designed to enhance compliance related to administrative processes, affordable housing. - Signed by Governor
AB 710 (Skinner)	Local planning: infill and Transit-oriented development.	Proposed to establish parking standards for new transit-oriented development. - Defeated Legislation
AB 232 (V. Perez)	Community Development Block Program: Funds	Makes changes to eligibility criteria and the requirements developed and used by the Department of Housing and Community Development to allocate funds under the federal Community Block Grant Program to cities and counties. - Signed by the Governor
AB 904 (Skinner)	Local Government: Parking: Requirements	Prohibits a city or county from requiring a minimum number of off-street parking spaces in transit-intensive areas, according to a specified formula for residential and nonresidential areas. - Defeated Legislation
AB 2231 (Fuentes)	Sidewalks: Repairs	Provides that if a city, county, or city and county has an ordinance in place that requires the local entity to repair sidewalks, a repeal of the ordinance shall become effective only if the repealing ordinance is approved by voters on the measure in a consolidated or general election. Makes these provisions applicable to charter entities. Prohibits such local entities from imposing a fee, charge or assessment, except a voluntary contractual assessment for such repairs, unless the ordinance is repealed. - Defeated Legislation
SB 1386 (A. Lowenthal)	Municipal Water Districts: Water Storage: Groundwater	Prohibits a water district located in a county with a specified population and where at least 80% of the area of the district is included within the boundaries of a water replenishment district from having specified authority relating to the storage of groundwater. - Signed by Governor
SB 827 (Wright)	South Coast Air Quality Management District: CEQA: permits.	Authorizes the South Coast Air Quality Management District (SCAQMD), notwithstanding a superior court decision, to issue emission reduction credits to "essential public services" and exempt facilities or equipment, consistent with SCAQMD rules; adds an urgency clause; and, sunsets the bill on May 1, 2012. - Signed by Governor
SB 886 (McLeod & Lieu)	Management districts: district board	This bill adds an additional seat on the board directors of the South Coast Air Quality Management District for the City of Los Angeles, makes clarifying provisions regarding which cities are represented by which geographical city selection committee, and deletes prohibitions on a member serving more than two consecutive terms as chair on specified air quality management districts. - Signed by Governor
SB 1646 (Padilla)	Air Pollution Fee	Deletes the 2010 sunset date on the South Coast Air Quality Management District's (SCAQMD) authority to impose an additional \$1 fee on motor vehicles that are registered within its district boundaries to fund programs to reduce air pollution from motor vehicles. Increases, from 2.5% to 5%, the amount that SCAQMD may spend on its administrative costs. - Signed by Governor
SBX3 8 (Ducheny)	State and Local Government	Authorizes the continuation of the allocation of tax increment revenues to the Glendora Community Redevelopment agency from its Project Area 3. Currently, the amount of tax increment revenue is limited by a cap adopted by the agency in 1976. This measure provides for annual allocation of the greater of either \$2.6 million or the gross tax increment received in 2007-08 by the agency, commencing in 2008-09 through life of the project. - Signed by Governor

SBX2 16 (Ashburn)	Horse Racing: Licensing fees	Shifts the horse racing industry's \$40 million annual obligation to fund the network of California Fairs from license fees imposed on horse racing wagers to the General Fund. Provides various measures of economic stimulus for the horse racing industry. - <b>Signed by Governor</b>
SB 27 (Hancock)	Local agencies: sales and use tax: reallocation.	Prohibits a local agency from entering into any form of agreement with a retailer that would involve the shifting of any amount of Bradley-Burns local tax proceeds if the agreement results in a reduction in the amount of revenue that is received by another local agency from the same retailer if it is located within that other local agency, and continues to maintain a physical presence and location there. - <b>Signed by Governor</b>
SB 178 (Aanestad)	State property: Department of Forestry and Fire Protection	This bill authorizes the Director of the Department of General Service to sell, lease or exchange approximately three acres of state-owned real property located at 875 Cypress Avenue, in the City of Redding, that is specifically not declared surplus to the State's needs and is currently used by the Department of Forestry and Fire Protection as its Shasta-Trinity Unit Headquarters, for the purpose of consolidating operations on or near the Redding Airport. - <b>Signed by Governor</b>
AB 906 (Hill & Smyth)	Conflict of interest: remote interest in a contract.	Revises the definition of "remote interest" in the existing conflict of interest statute pertaining to government officials in order to allow a government entity to enter into a contract with an investor-owned utility (IOU), if the purpose of the contract is to provide energy efficiency. - <b>Signed by Governor</b>
AB 155 (Mendoza)	Local Government Bankruptcy	Prohibits a local public entity, as defined, from exercising its rights under applicable federal bankruptcy law unless granted approval by the California Debt and Investment Advisory Commission (CDIAC), under CDIAC's terms and conditions. - <b>Defeated Legislation</b>
AB 680 (Steinberg)	Land use: sales and use tax and property tax	Sales Tax Sharing - Proposed to shift local government Bradley-Burns sales and use tax revenue from situs to population. - <b>Defeated Legislation</b>
AB 1221 (Steinberg)	Sales Tax Sharing	Proposed to exchanges a portion of a city's or county's locally levied sales tax revenue for an equivalent amount of property tax revenue from the state. - <b>Defeated Legislation</b>
SCA 4 (Torlakson)	Prop 1A - Local Government	As the chief negotiator for the Assembly Republican Caucus, Assemblymember Keene has repeatedly said "Proposition 1A would not have happened without the Gonsalves firm". Our firm is recognized as the leading contract lobbying firm responsible for brokering the compromise that ensured local governments Bradley-Burns sales tax revenue was Constitutionally protected. Proposition 1A was passed by the California Assembly by a vote of 64-13. It was approved by the California State Senate by a vote of 34-5.- <b>Prop 1A passed with 9,411,198 (83.7%) votes in favor.</b>
SB 709 (Lockyer)	No & Low Tax City Legislation	Guaranteed a minimum share of property taxes to 100 + Cities that did not levy a property tax rate (or levied only a very low rate) prior to Proposition 13. - <b>Signed by Governor</b>
AB 1197 (Brown)	No & Low Tax City Legislation	Allocated an additional 1 cent per year up to 7 cents of the Property Tax to all No & Low Tax Cities. - <b>Signed by Governor</b>
AB 1981 (Huff)	Surplus Property: Chino Valley Unified School District	Authorized the Chino Valley Unified School District to transfer specified surplus property previously acquired from the state, to the City of Chino Hills, in the County of San Bernardino, subject to certain conditions for development of a park. - <b>Signed by Governor</b>
AB 811 (Levine)	Contractual assessments: energy efficiency improvements	Authorized all cities and counties in California to designate areas which city officials and willing property owners may enter into contractual assessments to finance the installation of distributed generation renewable energy sources and energy efficiency improvements.- <b>Signed by Governor</b>
AB 1932 (Smyth)	Simi Valley: public cemeteries	Allows the City of Simi Valley to survey, lay out, own and operate for burial, five or more acres of public land for burial purposes. - <b>Signed by Governor</b>
SB 1646 (Padilla)	South Coast Air Quality Management District: air pollution fee	Deletes the 2010 sunset date on the South Coast Air Quality Management District's (SCAQMD) authority to impose an additional \$1 fee on motor vehicles that are registered within its district boundaries to fund programs to reduce air pollution from motor vehicles. Increases, from 2.5% to 5%, the amount that SCAQMD may spend on its administrative costs. - <b>Signed by Governor</b>
SB 1124 (Loc. Gov. Cmt)	Local Government Omnibus Act of 2008	Specifically defined Access Services (ASI), the transit agency which provides transportation for people with disabilities under the Americans with Disabilities Act (ADA) for Los Angeles County as a public agency under state law. - <b>Signed by Governor</b>
SB 1308 (Cox)	Disaster Assistance	Added the Angora Fire, which occurred in the Lake Tahoe Basin in June of 2007, to the list of disasters eligible for full state reimbursement of local agency costs under the California Disaster Assistance Act (CDA). - <b>Signed by Governor</b>
AB 1602 (Laird)	Local Government Finance	Reinstated the VLF bump for newly incorporated Cities after Proposition 1A. - <b>Signed by Governor</b>
AB 117 (Cohn)	Tax Equity Allocation formula: County of Santa Clara.	Repeals the 55% cap in Santa Clara County on tax equity allocation (TEA) funding for the county's four no/low-property-tax cities starting in the 2006-07 fiscal year (FY). - <b>Signed by Governor</b>
AB 1342 (Napolitano)	Redevelopment Plans	Allows the Cerritos redevelopment agency to extend the time limits on their plans without making findings of blight. - <b>Signed by Governor</b>

SCR 96 (Karnette)	Intermodal Freight Access	This measure would request the Department of Transportation, in cooperation with the Business, Transportation and Housing Agency, the Trade and Commerce Agency, the California Transportation Commission, and other appropriate parties, to prepare a proposal for a "Global Gateways Development Program" to enhance intermodal freight access. - <i>Signed by Governor</i>
SB 602 (Wright)	Local Use Tax: Leased Vehicles	Requires that for purposes of reporting and transmitting any use tax, with respect to the lease of a motor vehicle, the place of use shall be the city and/or county in which the lessor's place of business is located if the lessor is a new motor vehicle dealer. - <i>Signed by Governor</i>
AB 609 (Margett)	Recycled Water	This bill provided recycled water producers, retail water suppliers, and entities responsible for groundwater replenishment, the ability to cooperate in joint studies to determine the feasibility of providing recycled water service and recycled water for groundwater replenishment, as specified. - <i>Signed by Governor</i>
AB 2023 (Gallegos)	Flood Control and Water Conservation Liability	This bill provided that, until January 1, 2002, neither a public agency that operates flood control and water conservation activities, nor its employees shall be liable for an injury caused by the condition or use of unlined flood control channels or adjacent groundwater recharge spreading grounds. - <i>Signed by Governor.</i>
SB 419 (Speier)	Dairy Products	This bill, until January 1, 2002, required the State Department of Food and Agriculture (CDFA), over the next two years, to conduct statewide monthly retail milk price surveys and a public information program that provides the survey's findings, and to report back to the Legislature. - <i>Signed by Governor</i>
AB 471 (Hertzberg)	Horse Racing	Establishes a racetrack backstretch employee labor relations process; requires the California Horse Racing Board (CHRB) to adopt housing standards for employee housing at racetracks; and, authorizes CHRB to permit racing associations to accept "advanced deposit wagers," as defined. - <i>Signed by Governor.</i>
SB 142 (Boatwright)	Sellers of Travel	This bill would required an educational travel organization, that arranges educational travel programs to enter into a contract with an educational institution containing a specified itemized statement of services prior to arranging an educational travel program. - <i>Signed by Governor</i>
AB 80 (Havice)	Aggregation: Magnolia Power Project	Authorized the cities participating in the Magnolia Power Project to aggregate their electricity loads and provide direct electricity access to their residents on an opt-in basis. - <i>Signed by Governor</i>



## CITY OF COMMERCE

*Tina Baca Del Rio*  
Mayor Pro Tem

April 14, 2016

Anthony Gonsalves  
Joe A. Gonsalves & Son  
925 L Street, Suite 250  
Sacramento, CA 95814

Dear Anthony,

I wanted to take a moment to personally thank you, Jason and Paul for the outstanding lobbying service that *Joe A. Gonsalves & Son* provide to the City of Commerce. You have done a wonderful job representing Commerce before the California State Legislature over the years, which is attributed to the personal and professional relationship that you have established with legislators and their staff members. This unwavering reputation has been invaluable to the legislative success you've had for Commerce.

In all sincerity, I truly appreciate the personal and professional attention you and your sons provide to Commerce. My city is fortunate and privileged to have a lobbying firm that represents my community in an honest and ethical manner and is well respected in our State Capitol. Your father would be proud of the continued commitment to great customer service that you and your amazing sons provide, not only to Commerce, but to your many client cities as well.

Once again, thank you and I look forward to our continued working relationship for years to come.

Sincerely,

Tina Baca Del Rio  
Mayor Pro Tem  
City of Commerce



February 1, 2016

Mr. Jason Gonsalves  
Joe A. Gonsalves & Son  
925 L Street, Suite 250  
Sacramento, CA 95814

Dear Jason,

As you are all too familiar, the dissolution of redevelopment hit West Covina very hard. For these past few years, we have been fortunate to have had such a great relationship with you and your family's firm.

I am convinced that if it was not for your involvement and advocacy for our community, we would not have our Finding of Completion, approval of our Long Range Property Management Plan, and a repayment schedule on the \$11.5 million settlement. It is very possible that West Covina could have been on the brink of bankruptcy, if you had not convince the Department of Finance that our new City Council and City Manager were committed to resolving the issues of the past.

As we move forward, it is rewarding to know that you will be at our side, as we seek repayment of our former Redevelopment Agency/City loans and to resolve the remaining ROPS issues that we need to complete. Once this is all done, we can finally focus on the legislative priorities of interest to West Covina.

On behalf of the City of West Covina, I wish to thank you and the Gonsalves Family for over 10 years of friendship and dedicated service to our community. I look forward to many more!

Sincerely,

A handwritten signature in blue ink, appearing to read "Chris Freeland", is written over a light blue circular stamp.

Chris Freeland  
City Manager



**City Manager**  
311 Vernon Street  
Roseville, California 95678

September 27, 2016

Jason Gonsalves  
Joe A. Gonsalves and Son  
925 L St #250  
Sacramento, CA 95814

Dear Jason,

I wanted to thank you for your excellent work concerning Roseville's meetings with the California Department of Finance (DOF) to discuss the City's 2016-17 Recognized Obligation Payment Schedule (ROPS) Determination. Because of your outstanding relationship with the DOF we had the opportunity to meet with the department on several occasions regarding their determination of our ROPS. Your guidance, insights and refined understanding of the most recent redevelopment dissolution "clean-up" legislation were critical to the positive outcome of the meetings, which resulted in the DOF approving the repayment of more than \$7 million of redevelopment loans to the City, which they initially had disapproved.

As the City was developing its response to the DOF's initial determination, some individuals were recommending the City should bring a lawsuit against the DOF instead of attempting to resolve the concerns through the "Meet and Confer" process. However, staff chose to follow your recommendation to work with DOF and attempt to resolve the issue in a non-litigious manner. Our staff was confident in your recommendation because of the outstanding relationship staff has with you and the entire Gonsalves & Son organization. We knew we could rely on the strong interactions you have with DOF and your tremendous understanding of the dissolution law to anticipate a successful outcome. I am very pleased that we once again followed your valuable advice, which resulted in such a noteworthy outcome for our City.

I realize the entire Redevelopment Dissolution process has been wrought with many difficulties over the years. However, we have found the process to be less problematic than many other municipalities, in part, due to your recommendations and help with understanding the implications and outcomes of legislation and assistance with DOF. We appreciate the outstanding work you continue to provide to Roseville in understanding and effectively working with the legislature, state departments, agencies and state wide organizations.

Sincerely,

A handwritten signature in black ink, appearing to read "Rob Jensen", with a horizontal line extending to the right.

Rob Jensen  
City Manager

## **Joe A. Gonsalves & Son**

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**From:** Daniels, Linda <Linda.Daniels@cityofrc.us>  
**Sent:** Wednesday, September 17, 2014 6:07 PM  
**To:** Joe A. Gonsalves & Son  
**Subject:** Rancho Cucamonga land sale

Jason – I wanted to let you know how much I appreciated your advice on the land transactions we were doing in Rancho Cucamonga. We just received the second approval on a land transaction from DOF. Two down and one more to go. Thanks for listening to our issues and sharing your insights – we went for it and it was accepted. My heart is still beating fast I am so happy.

Hope you are doing well.

Linda Daniels

## Jason Gonsalves

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**From:** Charlie Honeycutt <CHoneycutt@cityofsignalhill.org>  
**Sent:** Wednesday, August 14, 2019 6:16 PM  
**To:** Jason Gonsalves  
**Subject:** Retirement

Hi Jason,

After a fulfilling 32-year career at Signal Hill, the time has come for me to retire. My last day will be Friday, November 1. I wanted to personally thank you for all you've done to help me and the City of Signal Hill. You've been a tremendous advocate for Signal Hill and your efforts to save the Library will benefit this community for decades. I wish you could have seen the joy on the faces of community members as they entered the Library for the first time at last Saturday's grand opening. You would have felt how important the Library is to the community. Please extend my gratitude to your dad and Paul. You guys are the best!

*Charlie Honeycutt  
City Manager  
City of Signal Hill  
(562) 989-7302*

## Jason Gonsalves

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**From:** allen parker <allenjparker@yahoo.com>  
**Sent:** Wednesday, December 31, 2014 10:02 AM  
**To:** Jason Gonsalves  
**Subject:** Re: Assm. Brown follow-up

**Jason: Thanks for all your assistance this past year - you are the best lobbyist I've worked with over the years - and I look forward to our continued relationship in 2015.**

Michael McKinney, the Mayor's former Chief of Staff - his last day was yesterday - was working with Brown's office; and the Mayor has not selected a replacement. So please advise Larry if he has any questions regarding this matter to feel free to contact me. Also, I'd appreciate if you'd forward him my email to you.

Again, thanks for all your assistance; and have fun tonight. Allen

-----  
On Wed, 12/31/14, Jason Gonsalves <[Jason@gonsalvi.com](mailto:Jason@gonsalvi.com)> wrote:

Subject: Assm. Brown follow-up  
To: [allenjparker@yahoo.com](mailto:allenjparker@yahoo.com)  
Date: Wednesday, December 31, 2014, 8:29 AM

Allen,

Thank you for your responses to the email I forwarded you from Assm. Brown's office.

As we discussed last week, my understanding is the Mayor and/or his office Assm. Brown requesting her assistance with Secretary Laird and CalFire.

That said, I share your belief that politics could impede solutions and based upon the responses the Assm. Received from CalFire they do not seem interested in being part of a solution.

Assuming you are in agreement? I will thank the Assm. for her support and let her know there is nothing more we need at this time as the City will continue working with the local stakeholders and the Court.

In addition, please know Supervisors Hagman, Gonzalez and Rutherford are all former clients and personal friends. In addition, Supervisor Rutherford's new COS, Andy Takata is a former CM, client and friend. If and when you feel we can assist you with the County please do not hesitate to contact me.

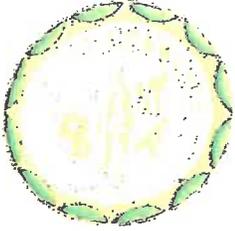
Happy New Year and here's to a successful and less stressful 2015!

Sincerely,

Jason

Should you need to reach me you can do so at your convenience on my cell phone at: (916)402-9505...

Jason A. Gonsalves



# CITY OF COMMERCE

Tina Baca Del Rio  
Mayor Pro Tem

April 14, 2016

Anthony Gonsalves  
Joe A. Gonsalves & Son  
925 L Street, Suite 250  
Sacramento, CA 95814

Dear Anthony,

I wanted to take a moment to personally thank you, Jason and Paul for the outstanding lobbying service that *Joe A. Gonsalves & Son* provide to the City of Commerce. You have done a wonderful job representing Commerce before the California State Legislature over the years, which is attributed to the personal and professional relationship that you have established with legislators and their staff members. This unwavering reputation has been invaluable to the legislative success you've had for Commerce.

In all sincerity, I truly appreciate the personal and professional attention you and your sons provide to Commerce. My city is fortunate and privileged to have a lobbying firm that represents my community in an honest and ethical manner and is well respected in our State Capitol. Your father would be proud of the continued commitment to great customer service that you and your amazing sons provide, not only to Commerce, but to your many client cities as well.

Once again, thank you and I look forward to our continued working relationship for years to come.

Sincerely,

A handwritten signature in cursive script, reading "Tina Baca Del Rio".

Tina Baca Del Rio  
Mayor Pro Tem  
City of Commerce

February 17, 2023

City of Imperial - City Manager's Office  
Attn.: Alexis Brown, Assistant City Manager  
420 S Imperial Avenue  
Imperial, CA 92251

**Re: State Legislative Lobbyist & Advocacy Services Proposal**

Dear Ms. Brown:

On behalf of Nielsen Merksamer Parrinello Gross & Leoni LLP (Nielsen Merksamer), I would like to thank you for the opportunity to put forth this proposal to provide state lobbying and advocacy services for the City of Imperial, responsive to Request for Proposal (RFP) 2023-01. Nielsen Merksamer is one of the preeminent political law, government law, and lobbying firms in the country. We are the go-to firm in California for local governments wishing to enhance their interactions with the state legislative or regulatory processes.

Based on the City of Imperial's RFP, we are interested in offering the following services:

- **Legislative Advocacy:** In collaboration with the city council, city manager, and key staff, the firm will actively lobby the California State Legislature, the Governor's Office, and appropriate Executive Branch agencies on key legislative priorities, recommend strategies for potential legislative action, and otherwise implement approved plans to further the interests of the City of Imperial, including monitoring and advising on appropriations cycles and grant deadlines.
- **Political Compliance:** Ensure that all lobbying activities are properly filed with the Secretary of State and all applicable laws are complied with.

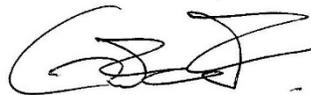
The activities above are further detailed below. The City would also benefit from the legal services available to all our clients. Nielsen Merksamer attests that everything included in this submission is accurate, that the firm is able to provide the services in the RFP's Scope of Services, and that the key staff identified in this offer are available for those purposes.

Nielsen Merksamer has decades of success representing local governments at the state level and would bring an energetic and strategic approach to pursuing the City's objectives. Our diverse team is uniquely positioned to provide well-informed and timely advice on matters important to the City, as well as access to key figures in the Newsom Administration, state elected officials, and their staff.

Sincerely,



Michelle Rubalcava  
Senior Counsel



Geoff Neill  
Senior Legislative Advocate

## **1.) Executive Summary**

Our firm prides itself on a thoughtful, substantive approach to legislative advocacy, relying on our legal and strategic skills as well as the credibility we have developed over the years. Nielsen Merksamer provides both the expertise and the solid relationships necessary to bring continued and additional success for the City of Imperial.

### **History of the organization**

Nielsen Merksamer was formed over 40 years ago and quickly became the leading law firm in providing legislative advocacy, political compliance, administrative agency representation, and strategic advice in the state. Nielsen Merksamer has California's only multidisciplinary, full-service law practice that represents clients before the state Legislature, all elected statewide constitutional officers, and every agency within the executive branch. Capitol Weekly described Nielsen Merksamer as "[T]he first of the Capitol's superfirms" that "casts a wide political net and advises an A-list clientele on law and politics."

At Nielsen Merksamer, we pride ourselves on bringing our full arsenal of expertise to work for each client. Our breadth of expertise in a wide range of policy areas means our clients don't have to go searching for additional help when a legislative or regulatory issue touches on an unexpected area of law. We are a bipartisan law firm specializing in government and political law and related litigation. We have grown steadily in our governmental advocacy practice over the last 40 years and our depth of experience in government law issues is significant. Our firm's members include a former Chief of Staff to a Governor, a former Cabinet Secretary to a Governor, a former Assistant Controller, a former Chief Administrative Officer of the California State Assembly, a former Chief Deputy Legislative Secretary to a Governor, former consultants to several legislative committees, and several Deputy Attorneys General.

Nielsen Merksamer is a Limited Liability Partnership. We have a total of seven partners and 46 employees in both a Sacramento and a San Rafael office. Our San Rafael office focuses on election law and political reporting, while our Sacramento office focuses on legislative advocacy. The Sacramento office includes a total of five registered lobbyists, with five dedicated staff members, including a Manager of Research for Legislation and Public Policy and an Associate. A copy of the firm's California registration is attached as Appendix A.

### **Advocacy Services**

One of the cornerstones of our relationship with clients is the collaborative development of a strategic legislative advocacy plan. Our firm has significant experience in the legislative and regulatory issues that are important to Imperial, including increasing local resources and promoting policies that allow local control and economic development.

If selected, our first step would be to collaborate with your team to determine a legislative strategy to achieve Imperial's legislative and budget goals for the 2023-24 legislative and beyond. We would meet individually with city councilmembers, the city manager, and key staff to fully understand the city's situation and priorities, then work with the City to

determine which legislative bills, state budget proposals, and administrative agencies we should engage with to promote those priorities.

We will send information in real-time about policies of interest and funding opportunities, and City staff will receive regular reports from our bill tracking system on the City's priority bills. We will also schedule regularly occurring meetings to exchange information and review progress. We employ these same processes with our other local government clients, with variations tailored to individual client needs, and they have worked with considerable success.

We have existing relationships with the City's state legislative delegation— Senator Steve Padilla and Assemblymember Eduardo Garcia—the chairs and staff of relevant policy committees, and extensive contacts in Governor Newsom's administration, including the Department of Finance. Because of our long involvement in high-level budget and legislative issues, the key staff listed in this proposal are often consulted on topics important to local agencies before they are publicly introduced, giving us an unusual to influence them at an early stage.

We also work closely with local government associations, including the League of California Cities, California State Association of Counties, the California Special Districts Association, and California School Boards Association, to name a few, on issues of interest to all local agencies, such as labor relations and the Brown Act.

Once they City's positions on bills and budget proposals are established, Nielsen Merksamer will work with city officials to present those views to legislators and administration officials, including sending position letters, meeting with legislators and staff, providing testimony in committee hearings, and facilitating meetings between the City's officials and key contacts in state government and various stakeholders, including, when appropriate, finding opportunities for City officials and staff to meet with state officials and testify in the Capitol.

We will draft and secure amendments to pending legislation on an as-needed basis, in cooperation with Imperial's city council and staff. Because we are a law firm, we often draft legislation and work with Legislative Counsel to refine legislative language and we provide research and suggestions to committee consultants analyzing bills.

As conditions and proposals change, the firm would provide updates and work with the City to adjust its legislative strategy. As mentioned elsewhere, the firm would not confine its efforts to the legislative process, but would work with the City year-round to advance its objectives at state agencies and with other stakeholders.

We provide all our clients with legislative bill tracking services via State Net. The bill tracking is managed by Andrew Langley, who uses his expertise to tailor bill tracking reports and hearing calendars for clients in a variety of formats.

The firm's political law unit routinely tracks lobbying expenses and files the required reports with the Secretary of State on behalf of clients that desire us to do so.

We are open to discussing any additional activities in which the City of Imperial would like us to participate or any additional milestones or benchmarks that you may wish to require.

## **2.) Key Staff**

### **Principal and Local Office**

Nielsen Merksamer Parrinello Gross & Leoni LLP  
1415 L Street, Suite 1200  
Sacramento, CA 95814  
Tel. (916) 446-6752

### **Advocates**

Michelle Rubalcava, Senior Counsel  
[mrubalcava@nmgovlaw.com](mailto:mrubalcava@nmgovlaw.com)  
Cell: 916-996-7510

Geoff Neill, Senior Legislative Advocate  
[gneill@nmgovlaw.com](mailto:gneill@nmgovlaw.com)  
Cell: 916-267-1679

Victoria Rodriguez, Associate  
[vrodriiguez@nmgovlaw.com](mailto:vrodriiguez@nmgovlaw.com)  
Cell: 209-480-2427

### **Experience**

Subject to discussions with you, we anticipate having three team members dedicated to your issues – Michelle Rubalcava, Geoff Neill, and Victoria Rodriguez. Their resumes are attached as Appendix B.

Michelle will be your primary contact and would coordinate Nielsen Merksamer's efforts on behalf of Imperial. In addition, Andrew Langley will serve as administrative support.

**MICHELLE RUBALCAVA**, Senior Counsel at Nielsen Merksamer, heads the firm's Local Government practice. Ms. Rubalcava is exceptionally responsive and would be available immediately upon being retained. She would be the lead advocate to direct and deploy the team's resources on all City issues and would be assisted at varying degrees by other members of the Nielsen Merksamer firm, as outlined below. Ms. Rubalcava would actively monitor all relevant legislation, advise the City of the status of priority legislation, draft, and present testimony before legislative committees, direct and coordinate with key coalitions, and provide any other services requested by City.

Michelle is a skilled lawyer and advocate who has over 25 years of experience in state advocacy, much of it in the services of local governments. She began her career in 1997 as legislative staff and spent 10 years working in the Capitol. During that time, she worked for both an Assembly and a Senate budget chair, one of whom was Senator Denise Moreno Ducheny. For the last 15 years, Michelle has been a successful legislative advocate outside

the Capitol. Prior to joining Nielsen Merksamer in 2015, Ms. Rubalcava worked as a Los Angeles County employee in their Sacramento governmental affairs office. Ms. Rubalcava has worked with many local agencies to develop their legislative strategies, ensure those agencies receive real-time information about policy issues of interest, support and oppose legislation, draft amendments favorable to her clients, and achieve favorable outcomes on their priority issues. Her areas of expertise include health care law, the state budget process, and local government administration.

**GEOFF NEILL**, Senior Legislative Advocate at the firm, has over 20 years of local government policy experience and will add significant expertise and capacity to the City's legislative team. He began his career with the California Special Districts Association and led their involvement in the partnership with cities and counties to pass Proposition 1A (2004) and protect local government revenues from the state. For the past 16 years, Mr. Neill worked as an analyst and then a lobbyist for the California State Association of Counties. In those roles, he worked closely with elected county supervisors and county executive staff to determine legislative priorities and strategies to achieve them, lobby the Legislature, work closely with the Governor's Office and the Department of Finance on state budget issues, and communicate to counties on issues of importance. He joined Nielsen Merksamer in October 2022 and brings to the firm his expertise in state and local government issues such as local taxes, the state-local fiscal relationship, the Brown Act, Public Records Act, broadband, and economic development.

**VICTORIA RODRIGUEZ** is an associate / legislative advocate in the firm's government law section. Prior to joining the firm, Mrs. Rodriguez worked as the sole regulatory advocate for the California Cattlemen's Foundation, a nonprofit organization that advocates on behalf of California ranchers. In this position Mrs. Rodriguez developed expertise in the California regulatory process and advocated at several state agencies including the California Air Resources Board, the State Water Resources Control Board, the California Department of Food and Agriculture, and the California Environmental Protection Agency.

**ANDREW M. LANGLEY** is Nielsen Merksamer's Manager of Research for Legislation and Public Policy. Prior to joining the firm, Mr. Langley worked in the California State Legislature in the Senate Office of Floor Analyses where he analyzed bills that originated in the Insurance, Judiciary and Veterans Affairs Committees. Prior to working in the Floor Analyses unit, Mr. Langley served in both houses of the legislature for twelve years in various capacities.

### **3.) Project Experience**

Nielsen Merksamer's local government unit, both collectively and key staff individually, has extensive experience leading strategic initiatives and achieving successful legislative outcomes that further the goals of municipalities. The firm prides itself on being government problem solvers, capable of strategically engaging with clients to develop and execute advocacy plans that further their overall objectives. We are not merely report-and-recite state government liaisons. A few notable recent successes are outlined here.

The firm has represented the City of Perris since January 2019. As the city's lobbyist, Ms. Rubalcava was able to defeat legislation for three consecutive years that would have catastrophically impacted the city's general fund. Beyond the legislative efforts, the firm was able to use relationships with the League of California Cities (now rebranded to CalCities) to assist in placing the City Manager as a co-chair of the key policy committee relevant to that topic. In addition, due to Ms. Rubalcava's knowledge of the budget process, she was able to shepherd a \$7.5 million request on behalf of the City for a regional park.

Nielsen Merksamer has represented the City of Chula Vista since August 2021, also led by Ms. Rubalcava. In that short time, she secured \$30 million in funds through the state budget for a state-of-the-art cinematic arts library that is a critical step in the city's ongoing multi-decade plan to develop a four-year university in the city. She also secured \$25 million of state funds to pay down debt on a toll-road that runs through the city and impairs the region's economic growth, thereby moving forward the date on which the toll can stop being charged. As lobbyist for the city, Ms. Rubalcava was also heavily involved in derailing a legislative effort that would have allowed "home-sharing" without local control guidance.

Prior to their time at Nielsen Merksamer, Ms. Rubalcava and Mr. Neill each led a number strategic initiatives in the local government policy area. In addition to being in-house lobbyist for Los Angeles County, Ms. Rubalcava served as counsel at the California Medical Association during the transition to the Affordable Care Act, one of the most exciting and complex times for healthcare policy in recent years. In 2021, while employed by the California State Association of Counties (CSAC), Mr. Neill formed and led the coalition that developed and then successfully advocated for the plan that provided a \$6.8 billion state investment in broadband infrastructure to close the Digital Divide in California.

From its inception, Nielsen Merksamer has positioned itself as a full-service government solutions shop. We provide not only traditional lobbying, but also political compliance and reporting, legal advice and representation, and deep involvement in many of the most consequential ballot measures in the last several decades.

#### **4.) Fee Schedule**

For the services requested by the RFP and outlined in the Scope of Service above, Nielsen Merksamer requests a \$4,500 per month retainer for the duration of 2023, rising by \$250 per month to \$4,750 for the duration of 2024, and then to \$5,000 per month for the duration of 2025. This retainer amount does not include client directed travel costs. Reasonable costs for travel should be reimbursed by the City if advocates are directed by the City to travel on its behalf.

## **5.) References**

### **City of Chula Vista**

Services performed since 2021

Contact: Anne Steinberger, Manager, Government Relations

233 4th Avenue

Chula Vista, CA 91910

(619) 409-5446

asteinberger@chulavistaca.gov

Due to Ms. Steinberger's coming retirement, inquiries made after mid-March should be directed to:

Aдриanna Hernandez, Special Project Manager

(619) 691-5254

ahernandez@chulavistaca.gov

### **City of Perris**

Services performed since 2019

Contact: Clara Miramontes, City Manager

135 North D Street

Perris, CA 92570

(951) 943-5003

cmiramontes@perris.org

### **City of Visalia**

Services performed since 2012

Contact: Leslie Caviglia, City Manager

220 N. Santa Fe Street

Visalia, CA 93292

(559) 713-4300

leslie.caviglia@visalia.city

### **Additional Municipal Clients**

Nielsen Merksamer has represented local agencies at the state level for decades. In addition to those listed above, other current clients include the Cities of Hanford and Millbrae, the Counties of Contra Costa, San Benito, San Diego, and Yolo, and the Orange County Fire Authority. References to these agencies are available upon request.

## **6.) Disclosure of Conflicts of Interest**

Unlike most lobbying firms, Nielsen Merksamer is a California law firm and as such is bound by the California Code of Ethics. The firm's policies on conflicts of interest are very stringent. The firm does not have any potential or existing conflict of interest(s) due to any other clients, contracts, or property interests with the City of Imperial or any individual City Official or member of City staff.

In our decades representing local government we have never had a direct conflict of interest, where one city is supporting legislation and another city is opposing the same legislation. If that were to happen, the client with the most years on retainer would have the benefit of having Nielsen Merksamer represent them. For the other client, Nielsen Merksamer would retain an equally qualified lobbying firm to represent the second client on that specific matter and pay the lobbying firm from our existing retainer.

# CERTIFICATE OF REGISTRATION

## THE STATE BAR OF CALIFORNIA

certifies that having complied with the requirements of the statutes of the State of California and applicable rules and regulations pertaining to Limited Liability Partnerships,

**NIELSEN, MERKSAMER, PARRINELLO, GROSS  
& LEONI, LLP**

is registered as a

**LIMITED LIABILITY PARTNERSHIP**

*Certificate Number: 50649*

*Date: JANUARY 5, 2011*



Joseph L. Dunn, Executive Director

## Amendment to Registration of a Limited Liability Partnership (LLP)

To change information of record for your LLP, fill out this form, and submit for filing along with:

- A \$30 filing fee,
- A separate, non-refundable \$15 service fee, if you drop off the completed form.

Items 3-6: **Only** fill out the information that is changing. Attach extra pages if you need to include any other matters.

**ENDORSED - FILED**  
in the office of the Secretary of State  
of the State of California

JAN 05 2011

This Space For Office Use Only

For questions about this form, go to [www.sos.ca.gov/business/be/filing-tips.htm](http://www.sos.ca.gov/business/be/filing-tips.htm)

① **LLP's File No.** (issued by CA Secretary of State)

**201996341002**

*If you don't know the file number, leave Item 1 blank.*

② **LLP's Exact Name** (on file with CA Secretary of State)

Nielsen, Merksamer, Parrinello, Mueller & Naylor, LLP

③ **New LLP Name**

Nielsen, Merksamer, Parrinello, Gross & Leoni, LLP

*proposed new LLP name*

The new name **must** end with: "Registered Limited Liability Partnership," "Limited Liability Partnership," "L.L.P.," "LLP," "R.L.L.P.," or "RLLP."

④ **New LLP Address**

*street address of principal office*

*city (no abbreviations)*

*state zip*

⑤ **New Agent/Address for Service of Process** (The agent must be a CA resident or an active 1505 corporation in CA.)

a. Agent's name: \_\_\_\_\_

b. Agent's address: \_\_\_\_\_ CA

*street address (if agent is not a corporation)      city (no abbreviations)      state zip*

⑥ **New Type of Business**

The business in which the LLP is engaged is (*check only one box*):

- The practice of Architecture     
  The practice of Engineering     
  The practice of Land Surveying  
 The practice of Law     
  The practice of Public Accountancy  
 Related to: \_\_\_\_\_

*List the name of the LLP to which your LLP is related, exactly as it appears on the records of the California Secretary of State. A related LLP is a California registered LLP that practices public accountancy or law, or is a foreign LLP.*

⑦ **Read and sign below:** This form must be signed by an authorized person. If you need more space, attach extra pages that are 1-sided and on standard letter-sized paper (8 1/2" x 11"). All attachments are part of this amendment.

*Sign here*

JAMES R. PARRINELLO

*Print your name here*

12/28/10

*Date*

PARTNER

*Your business title*

Make check/money order payable to: **Secretary of State**

We can give you up to 2 free certified copies of your filed form if you submit up to 2 completed copies of this form (with all attachments).

**By Mail**

Secretary of State  
Business Entities, P.O. Box 944228,  
Sacramento, CA 94244-2280

**Drop-Off**

Secretary of State  
1500 11th St., 3rd Floor,  
Sacramento, CA 95814

ENDORSED - FILED

Office of the Secretary of State  
State of California



I hereby certify that the foregoing transcript of 7 page(s) is a full, true and correct copy of the original record in the custody of the California Secretary of State's office.

MAR 14 2011 *rw*

Date: \_\_\_\_\_

*Debra Bowen*  
DEBRA BOWEN, Secretary of State

## Appendix B – Resumes of Key Staff

# M I C H E L L E R U B A L C A V A

### PROFESSIONAL EXPERIENCE

**Nielsen Merksamer Parrinello Gross & Leoni LLP, Senior Counsel** **December 2017 to Present**

- Represent a myriad of clients as a registered lobbyist before the California Legislature and executive branch agencies and state departments as Senior Counsel in the firm's Government Law Section.
- Manage client relationships for clients in sectors such as local government, healthcare, finances, and energy.
- Draft, analyze, and edit complex state legislative measures.
- Collaboratively determine best strategies for clients in an evolving legislative landscape.
- Attend hearings, conferences, and stakeholder gatherings on behalf of clients.

**Los Angeles County Board of Supervisors, Special Services Assistant IV** **August 2016 to December 2017**

- Responsible for carrying out highly complex special assignments as ordered directly by the Chief Executive Officer and/or the Board of Supervisors.
- Worked closely with the Board of Supervisors and County departments to develop the County's annual legislative platform.
- Managed the work of subordinate lobbyists by overseeing the preparation of correspondence, memos, and reports.
- Analyzed and evaluated County operations, programs, and projects. Coordinated with County departments, legislative staff and other entities' efforts to develop and enact major proposals for County-sponsored legislation and/or budget proposals at the State level.
- Established and maintained liaisons with governmental officials. Identified, coordinated, responded to and tracked highly complex State legislative and budget matters and assess impact to the County throughout the legislative process from the introduction of legislative proposals to their enactment.
- Communicated accurately and concisely recommendations orally or in writing on legislative and budget proposals that impacted the County consistent with County and Board priorities.
- Prepared letters, testified before legislative committees. Met with legislative members and staff to advocate County positions on State legislation and budget proposals.

**California Medical Association, Legal Counsel** **May 2011 to August 2016**

- In-house legal counsel on matters of governance and operations.
- Lead attorney on issues relating to health reform, physician practice models, Medi-Cal, workers' compensation, managed care, and Covered California.
- Supervised management practice experts, research associates, and administrative assistant.
- Represented the Association before the state legislature, state regulators and in administrative proceedings.
- Drafted, reviewed and edited *amicus curiae* briefs that were filed to further the Association's goals and priorities.
- Contributor to the California Physician's Legal Handbook (CPLH).
- Monitored, drafted, reviewed and edited state legislative proposals and regulations.
- Researched and monitored federal laws and regulations that affected the practice of medicine.
- Provided legal support and guidance to policy and governmental relations centers within the Association.

**Schott & Lites Advocates, Contract Lobbyist** **November 2005 – May 2011**

- Advised, counseled and strategized with clients on state legislative proposals, resolutions and regulations in the areas of healthcare, workers' compensation, housing, local government, transportation and retirement.
- Represented clients at state conferences or other stakeholder meetings.
- Researched, drafted and edited legislative proposals and regulations.
- Spearheaded the creation and implementation of an educational outreach program.

**Dongell Lawrence Finney, LLP, Associate Attorney**

**November 2004 – November 2005**

- Researched, drafted, and edited memorandums to support motions and pre-trial strategies.
- Advised and represented clients on issues related to commercial contracts, wrongful termination and toxic tort.
- Prepared and edited pre-trial motions, discovery documents, pleadings and briefs.
- Managed document production and subpoena responses, propounded and responded to interrogatories.

**California State Legislature, Legislative Director**

**December 1995 – November 2004**

- Promoted legislative member's priorities, maintained professional relationships with legislative, administrative, department, board and commission staff and lobbyists.
- Analyzed, drafted and amended legislative measures.
- Worked for Former Assembly Member/Senator Denise Moreno Ducheny, Former Senator Byron D. Sher

**EDUCATION**

**University of the Pacific, McGeorge School of Law**

Juris Doctor  
Dean's List

**University of California, Davis**

Bachelor of Arts, International Relations

*Member, Roger J. Traynor Academic Honor Society*

*Recipient, McGeorge School of Law Academic Merit Scholarship*

**MEMBERSHIPS (Former and Current)**

- California State Bar , No.: 229947
- American Society of Medical Association Counsel
- American Health Lawyers Association
- California Society of Healthcare Attorneys
- Sacramento County Bar Association

**CIVIC INVOLVEMENT (Former and Current)**

- Vice-Chair, City of Sacramento Redistricting Citizens Advisory Committee (2011)
- Member, Matsuyama Elementary School Site Council
- Delegate, California Democratic Party
- Treasurer, Matsuyama Elementary School Parent Teacher Association
- President, Matsuyama Elementary School Parent Teacher Association
- Member, Hispanas Organized for Political Equality, Latina Action Day Committee
- Member, Institute of Governmental Advocates
- Member, Sacramento Unified School District's Local Control and Accountability Plan Parent Advisory Committee

**SKILLS AND HOBBIES**

- Verbal and written fluency in Spanish.
- Volleyball, reading, baking, party planning and photography.

## Geoff Neill

gneill@nmgovlaw.com | (916) 267-1679

### Experience

*Senior Legislative Advocate*

**Nielsen Merksamer Parrinello Gross & Leoni LLP**

2022 – Present

*Legislative Representative*

**California State Association of Counties**

2018 – 2022

Primary policy areas: state budget, state and local revenues, taxes, broadband, elections, state mandates, governance, government technology

*Principal Policy and Fiscal Analyst (also previously Legislative Analyst)*

**California State Association of Counties**

2006 – 2018

Directed the association's research activities related to counties and important policy issues, including local budgets and fiscal situations, housing, and demographics. Also ran the association's communications activities on policy issues, including webinars.

*Public Affairs Specialist*

**California Special Districts Association**

2002 – 2006

Duties included legislative analysis, extensive member services, including legal research, communications to members, and activity coordination among various special district associations (e.g. ACWA, FDAC, etc.)

*Board Member*

**Special District Leadership Foundation**

2009 – Present

SDLF promotes and recognizes excellence in special district governance and management by providing scholarships for ongoing education and certificates for demonstrated achievement.

## **EDUCATION**

*University of the Pacific McGeorge School of Law, Sacramento, California*  
Juris Doctorate with Capital Lawyering Concentration, May 2021

- McGeorge Accelerated Honors Program
- Accepted with full scholarship

*University of the Pacific, Stockton, California*

Bachelor of English, Minor in Ethnic Studies with Honors, 3.83 GPA, May 2018

- Pacific Humanities Scholar Program
- Freshman Honors Program, Dean's List
- Graduated Magna Cum Laude
- 2018 Outstanding Senior of the English and Ethnic Studies Departments

## **EMPLOYMENT**

**Nielsen Merksamer Parrinello Gross & Leoni LLC, Sacramento, CA** March 2022 – Present

*Associate*

- Provides legislative advocacy and strategic advice to a wide range of clients including local governments, nonprofits, corporations, and associations
- Assists in developing legislative and regulatory strategies for clients to achieve identified policy goals
- Works to build relationships between clients and members of the state Legislature and the Executive Branch
- Tracks and analyzes legislation to advise clients on policy issues

**California Cattlemen's Foundation, Sacramento, CA** July 2021 – February 2022

*Public Policy Advocate*

- Handles all regulatory advocacy for the Foundation on a state and federal level
- Drafts formal regulatory comments and participates in agency meetings
- Develops regulatory strategies and monitors agency action
- Maintains and develops specialized regulatory knowledge in agricultural policy, water policy, environmental conservation policy, among others

**Shaw, Yoder, Antwih, Schmelzer, and Lange, Sacramento, CA** May 2020 – July 2021

*Legislative Aide*

- Attended and took notes on legislative hearings to collect information for lobbyists
- Drafted letters, policy analysis, and proposals for legislative team and association management team
- Performed extensive legislative research
- Maintained bill matrixes and regularly kept in touch with legislative offices

## **SKILLS**

- Proficient in spoken and written Spanish
- Bloomberg, Westlaw, Lexis Advance, Microsoft, Relativity, GovBuddy, Capitol Track, State Net

## **ACTIVITIES**

- SacLegal member, peer mentor
- Women Lawyers of Sacramento member

TOWNSEND

PUBLIC AFFAIRS

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SOUTHERN CALIFORNIA



**Proposal for  
State Lobbyist and Advocacy  
Services**

**RFP 2023-01**

**February 17, 2023**

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February 17, 2023

Alexis Brown, Assistant City Manager  
City of Imperial  
420 South Imperial Avenue  
Imperial, CA 92251

Dear Ms. Brown:

Thank you for the opportunity for Townsend Public Affairs, Inc. ("TPA") to submit our proposal for State Lobbyist and Advocacy Services to the City of Imperial ("City").

Since its inception in 1998, TPA has earned the reputation as ***Champions for Better Communities*** by providing the experience, resources, and relationships expected from a premier legislative advocacy and grant writing firm while also giving clients the unique brand of customer service they deserve: personal attention, maximum accessibility, and passion for their mission.

Our strategic approach to advocacy and funding is tailored to meet the individual needs of each client by leveraging the breadth and depth of our team as well as our vast network of relationships with key stakeholders and decision makers.

***Utilizing this method on behalf of our clients, TPA has shepherded over 100 legislative and regulatory proposals into law, and secured over \$2.6 billion in grants from state, federal, and local government agencies as well as nonprofit foundations and private companies.***

Thank you again for your interest in our firm and your consideration of this proposal. TPA confirms the availability of key staff. Additionally, TPA attests to the accuracy of this proposal and confirms our ability to provide the services outlined in the RFP. Please contact Olivia Raymond, Business Development Associate, at [ORaymond@TownsendPA.com](mailto:ORaymond@TownsendPA.com) or (949) 399-9050 if you have any questions or need additional information. We would be honored to serve the City of Imperial.

Yours truly,



Christopher Townsend (**Authorized to Bind the Firm**)  
President



# EXECUTIVE SUMMARY

TPA's dedicated team of advocates are skilled at executing client visions at the state level. TPA understands that the City's economic development, housing, environment, transportation and infrastructure, public safety, and healthcare goals are paramount to its community and therefore, require the implementation of innovative, effective, and consistent advocacy strategies to achieve. TPA will utilize the following strategies to provide the highest quality of state advocacy to the City and maximize success to create legacy projects.

- **On-the-ground advocacy in Sacramento:** This takes the form of daily outreach to contacts in the Legislature, Governor's Administration, and relevant state agencies, as well as advocacy visits to relevant policymakers in Sacramento. The project team for this engagement has extensive relationships throughout Sacramento that will be leveraged to best position the City for success as well as to educate key members of the Legislature on the City's key public works projects and amenities. TPA specializes in promoting our clients' projects with relevant decision-makers in Sacramento and looks forward to ensuring the City of Imperial receives its fair share of funding for these projects.

The proximity of the TPA State Capitol Office will offer the City unparalleled access to key decision makers in the state government. Additionally, this proximity enables TPA advocates to consistently engage in and promote City priorities, as well as quickly respond to relevant legislative changes and funding opportunities to the City.

- **State Budget Requests:** TPA understands how to collaborate with clients to identify competitive projects for consideration by state-elected leaders. TPA advocates will develop and submit state budget requests on the City's behalf and will work to gather supportive documents from relevant stakeholders to ensure applications stand out among the rest. TPA will leverage its relationships with key members of state agencies, including the California Department of Transportation, Department of Parks and Recreation, and Department of Housing and Development, to ensure the City's priorities are being actively considered and that the City's projects have the highest likelihood of success. Specifically, TPA will assist the City in securing any available dollars for priority projects. This process is crucial to securing the funds the City needs to improve, protect, and serve its community.
- **Legislative Navigation:** Recently enacted state spending measures contain complicated spending programs that may be of use to the City's strategic legislative and funding priorities. TPA state advocates have extensive experience navigating widespread legislation and are policy experts in the field. TPA's active presence in the state government ensures that the City will receive the most up-to-date information regarding legislation that may have an impact and will be able to respond quickly to relevant bills. TPA will communicate with the City on specific legislation based on the city's legislative priorities, such as **ensuring Imperial enjoys a thriving business community, maintaining public safety for its residents and visitors, and encouraging diverse, economic growth.**
- **Consistent Communication:** More often than not, legislation and funding opportunities are introduced with little notice and have the potential to greatly impact local governments. Due to the proactive engagement and communication of the TPA team, the City will be made acutely aware of any and all relevant changes and opportunities at the state level. TPA will confer regularly with the City and will provide detailed weekly and monthly updates on state activities relevant to the City's policy priorities. Additionally, members of the team will be available to visit the City, speak at City meetings, and will work diligently to help elevate the City's profile



in California through legislative and funding success. TPA will also help coordinate communication and invitations for its state elected officials to attend community events.

TPA will utilize the following strategic and comprehensive approach to provide state legislative advocacy services to the City:

- **Conduct Detailed Orientation:** TPA utilizes a comprehensive onboarding process that includes extensive meetings with various relevant members of City leadership and key City departments to help develop a strategic plan that is carefully tailored to satisfy the needs of the City, as well as designed for maximum success in the current political climate and funding environment.
- **Develop Legislative Strategy:** Utilizing the information gathered during the onboarding process, TPA will coordinate with the City to develop an official legislative platform and strategy that represents the City’s priorities in Sacramento. This blueprint will be shared with key stakeholders in the State Legislature and Governor’s Administration.
- **Implement the Legislative Strategy:** TPA will advocate for the City’s legislative agenda utilizing the following methods:
  - **Build and Strengthen Relevant Relationships:** TPA has cultivated a network of valuable relationships that will be leveraged to promote the City’s legislative agenda. These relationships include:

**City State Legislative Delegation:**

- Senator Steve Padilla
- Assembly Member Eduardo Garcia

**Governor’s Administration and Agency Leadership:**

- Governor Gavin Newsom
  - Executive Secretary Dana Williamson
  - Senior Counselor Jason Elliott
- Lieutenant Governor Eleni Kounalakis
- State Treasurer Fiona Ma
- State Controller Malia Cohen
- Attorney General Rob Bonta
- Superintendent of Public Instruction Tony Thurmond
- Secretary Wade Crowfoot, Natural Resources Agency
- Secretary Toks Omishakin, California State Transportation Agency
- Secretary Amelia Yana Garcia Gonzalez, California Environmental Protection Agency
- Secretary Lourdes Castro Ramirez, Business, Consumer Services, and Housing Agency

- Director Armando Quintero, Department of Parks and Recreation
- Director Karla Nemeth, Department of Water Resources
- Director Joe Stephenshaw, Department of Finance
- Director Gustavo Velasquez, Department of Housing and Community Development

**State Legislative Leadership:**

- Senate President Pro Tempore Toni Atkins
- Senate Majority Leader Mike McGuire
- Senate Republican Leader Brian Jones
- Assembly Speaker Anthony Rendon
- Assembly Speaker-Designee Robert Rivas
- Assembly Majority Leader Eloise Gomez Reyes
- Assembly Republican Leader James Gallagher



**Key Legislative Committees:**

- Senate Budget Committee
  - Assembly Budget Committee
  - Senate Governance and Finance Committee
  - Assembly Local Government Committee
  - Senate Housing Committee
  - Assembly Housing and Community Development Committee
- **Leverage Relationships for Strategic Advocacy Plan:** TPA will engage various techniques to leverage our network of key relationships on behalf of the City, including coordinating work with the League of California Cities and representatives of other cities and districts with similar legislative goals in order to further the City's agenda. Other strategies that will be employed include the following:
    - Schedule meetings for the City to discuss relevant legislation
    - Prepare all briefing materials and talking points for the City
    - Brief legislative offices and stakeholders on the City's legislative agenda
    - Follow-up on meetings to ensure commitments and deliverables are being met
  - **Coordinate Advocacy Trips:** TPA will work with the City to coordinate advocacy trips to Sacramento to meet with the City's legislative delegation, as well as legislators that serve on committees relevant to the City's agenda. Furthermore, whenever possible, TPA will also schedule site visits by legislators to the City.
  - **Track Legislation:** TPA will identify, analyze, and monitor all bill introductions and amendments relevant to the City's legislative platform and assess their potential impact on the City.
  - **Craft Testimony and Position Letters:** TPA will prepare and submit written and verbal testimony regarding legislation relevant to the City. TPA will also draft and deliver position letters to legislators and key officials on specific bill language.
  - **Draft Bill Language:** TPA will draft language and amendments for relevant legislation, as required to protect and promote the City's agenda.
  - **State Budget Funding Opportunities:** In an effort to maximize state funding, TPA will work with the City to identify projects and other funding priorities that may be suitable for funding through the State Budget. TPA will coordinate with the City to develop supporting materials for the budget request. TPA will also work with members of the City's state legislative delegation, along with the Assembly and Senate Budget Committees, to gain support for the inclusion of the City's project in the final State Budget approved by the Legislature.
  - **Provide Progress Reports:** TPA will confer regularly with the City on our activities. TPA will provide timely electronic reports on the status of all legislative activity, such as bill language, amendments, and committee analyses. In addition to written reports, TPA will be available to the City for conference calls, in-person briefings, and meetings.
  - **Prepare and File Lobbying Disclosure Reports:** TPA will prepare and file, on behalf of the City, all applicable state lobbying disclosure reports.

# PROPOSER PRINCIPAL AND/OR KEY STAFF RESUMES

TPA is a state legislative advocacy and grant writing firm that provides lobbying and funding services to public agencies and nonprofit organizations throughout California.

- Founder/Owner/President: Christopher Townsend
- Advocacy Success: Shepherded **over 100** client-sponsored legislative proposals into law
- Funding Success: Over **\$2.6 billion** in state, federal, and local government grants as well as grants from nonprofit organizations and private companies
- Longevity: 25 years (founded in 1998)
- Number of Employees: 18
- Number of Registered State Lobbyists and Grant Writers: 15
- Number of Offices: Five
  - TPA State Capitol Office, Sacramento
  - TPA Federal Office, Washington, DC
  - TPA Northern California Office, Oakland
  - TPA Central California Office, Fresno
  - TPA Southern California Office, Newport Beach
- Types of Clients:
  - City Governments
  - County Governments
  - Water and Sanitation Districts
  - Transportation Districts
  - K-12 School Districts
  - Community College Districts
  - Parks and Recreation Districts
  - Fire Protection Districts
  - Museums, Science Centers, and Cultural Facilities
- Areas of Specialization:
  - Local Governance (Cities, Counties, Special Districts)
  - Transportation Policy and Infrastructure
  - Water and Sanitation Policy and Infrastructure
  - Education Policy and Infrastructure
  - Housing and Economic Development
  - Parks and Community Facilities (Recreational, Cultural, Historical)
  - Energy, Environment, and Natural Resources
  - Public Safety
  - Budget and Finance
- Ranking by Revenue Reported to the California Secretary of State:
  - 6<sup>th</sup> of 486 Firms Registered for 2021-22 Legislative Session
  - 99<sup>th</sup> Percentile



## PROFESSIONALS

With a team of 15 registered state and federal legislative and funding advocates, TPA has the breadth and depth of experience AND the ability to deploy as many advocates as needed to maximize success for the City while minimizing the burden on City staff. TPA does NOT propose using subcontractors to achieve the scope of work outlined in the RFP. TPA proposes a dedicated team of six people to perform state legislative advocacy services for the City.

**Christopher Townsend***President*Role: Managing Principal/Senior Strategic Advisor**Niccolo De Luca***Vice President*Role: Strategic Advisor/State Advocate**Sean McReynolds***Senior Associate*Role: State Advocate**Andres Ramirez***Senior Associate*Role: State Advocate**Anastasia Heaton***Associate*Role: State Advocate**Carly Shelby***Associate*Role: State Advocate

Resumes for each member of the proposed project team can be found on the following pages.





**Christopher Townsend, President:** Christopher founded TPA in 1998 and has 40 years of experience in public affairs, legislative advocacy, and grant writing. Christopher and TPA have represented over 315 clients, including 250 local public agencies, such as cities, counties, transportation agencies, water and sanitation districts, elementary and secondary school districts, community college districts, park and recreation districts, and other special districts, as well as nonprofit organizations.

**Townsend Public Affairs, Inc.**

*President*

*1998-Present*

Christopher provides leadership to a team of 15 advocates and grant writers while managing the development and implementation of strategies for the agendas of each client. His achievements include:

- Under Christopher’s leadership, TPA has become one of the most successful advocacy firms in California (and is continually recognized as a “top ten” firm registered with the California Secretary of State) while still providing the personalized attention and focus of a small boutique firm.
- Under Christopher’s leadership, TPA has shepherded **over 100** legislative and regulatory proposals into law over a wide range of policy areas, including local governance, water and sanitation, transportation, housing and economic development, parks and natural resources, historical and cultural resources, elementary and secondary education, higher education, and public safety. The bipartisan capabilities of the firm are evidenced by legislative and funding successes over the tenure of several federal and state administrations, including: President Bill Clinton, George W. Bush, Barack Obama, Donald Trump, and Governors Pete Wilson, Gray Davis, Arnold Schwarzenegger, Jerry Brown, and Gavin Newsom.
- Christopher and his team have secured over **\$2.6 billion** in local, regional, state, and federal government grants as well as private and nonprofit grants for a multitude of legacy projects in the policy sectors of water and sanitation, transportation, education, housing and economic development, parks and natural resources, historical and cultural resources, and public safety.
- Maintains close bi-partisan relationships with several members of the California Congressional delegation, including Senators Feinstein and Padilla, and Representatives Torres, Lowenthal, Porter, Levin, Correa, Lee, Swalwell, Napolitano, Garamendi, Carbajal, DeSaulnier, Sanchez, Lieu, Harder, Calvert, Garcia, Steel, and Kim.
- Christopher and TPA have participated in the development and implementation of several California bond propositions for the statewide ballot to provide capital funding for major infrastructure projects, including water and sanitation, transportation, education, housing and economic development, parks and natural resources, and historical and cultural resources, including Propositions 1, 1B, 1C, 1D, 1E, 12, 13, 14, 40, 47, 50, 55, 68 and 84. Most recently, Christopher worked closely with the State Legislature and the Governor’s office on the drafting of SB 5 (De Leon), which authorized a **\$4 billion** park bond that was approved on the November 2018 statewide ballot as Proposition 68.

- In 1999, Christopher was appointed by Assembly Speaker Antonio Villaraigosa to serve on the Speaker’s Commission on State and Local Government Finance.
- In 1997, Christopher was appointed by Assembly Speaker Cruz Bustamante to serve on the California Film Commission.

**PepsiCo/Taco Bell Corp., Irvine, CA**

*Senior Director, Government & Community Affairs*

1992-1998

Christopher managed and directed government and media relations, crisis management, internal communications, and marketing publicity. Christopher also managed the political action committee for state and federal political races. Additionally, Christopher managed community relations initiatives, corporate philanthropy, and the Taco Bell Foundation.

**Stein-Brief Group, Inc., Dana Point, CA**

*Vice President, Public Affairs*

1982-1992

Christopher directed government, community, and media relations at the level, state, and federal levels, including the management of all political, civic, charitable, and cultural activities. Christopher provided land-use planning and entitlement process analysis for domestic and international projects. Christopher also managed activities with numerous state and federal agencies to ensure compliance with all applicable laws and regulations governing land use. Finally, Christopher created and directed a political action committee that supported various local, state, and federal candidates and ballot initiatives.

**JFK School of Government, Harvard University, Cambridge, MA**

*Master of Public Administration*

1991

**Claremont McKenna College, Claremont, CA**

*Bachelor of Arts, Political Science, Magna cum Laude, Political Science Honors Prize*

1982

**Coro Fellow**

*Southern California*

1981

**Harry S Truman Scholar**

*California*

1980



**Niccolo De Luca, Vice President:** Niccolo brings 25 years of legislative and public policy experience to TPA. Niccolo has expertise in the policy sectors of local governance, parks and recreation, public safety, natural resources, cultural resources, cannabis, and consumer affairs.

**Townsend Public Affairs, Inc.**  
*Vice President*

*2008-Present*

Throughout his tenure at TPA, Niccolo has been responsible for dozens of legislative proposals that have been signed into law and secured millions in competitive grant funds for local public agency clients. In addition to his public policy expertise, Niccolo has widespread bi-partisan relationships with Members and staff of the State Legislature, Governor Newsom Administration, and relevant agencies. Some of Niccolo's accomplishments include:

- Niccolo led the TPA efforts to secure **\$33.1 million** in critically needed park funding for cities and nonprofits in the Bay Area, Central Valley, and Southern California. These efforts included working on the funding guidelines, drafting the applications, lobbying for the applications, and working hand in hand with the funding agency. Niccolo was the team lead and instrumental in the many victories of our clients.
- Niccolo, in recognizing the need for additional tools to protect public and private infrastructure from natural disasters such as earthquakes, championed legislation to allow cities to create a special assessment district to provide low-cost earthquake retrofit loans in areas with vulnerable housing stock. In addition, Niccolo worked with the City of Oakland and the City of Los Angeles to create the first ever state loan program for seismic retrofits of multi-unit buildings.
- Niccolo was a major part of the coalition to help pass the state's first ever medicinal cannabis regulatory framework legislation. A comprehensive, thorough approach to statewide medicinal cannabis guidelines has been needed for several years. Niccolo served as an instrumental member of the statewide coalition that supported the views of both local government and the industry. Niccolo actively drafted language and advocated with legislators and staff to ensure statewide regulations would be in the best interest of cities. Due to these efforts, Niccolo has been recognized as a policy expert on cannabis policy and has testified before numerous legislative committees on issues related to the statewide implementation of cannabis regulations.
- Niccolo assisted the City of Oakland in securing **\$2.2 million** in State Budget earmarks in FY14 and FY16. Niccolo coordinated with the Oakland Mayor, State Legislature, Governor's Office, and appropriate Administration officials to draft the language for inclusion into both budgets. Niccolo's strategy and execution led to two significant financial wins for the City and their various public safety efforts.
- Niccolo worked closely with the City of Oakland to secure four grants in the combined amount of **\$18.9 million** from the Community Oriented Policing Services (COPS) Hiring Program. Niccolo developed the applications and shepherded them through the grant

process, including leveraging relationships with the US Department of Justice and COPS staff, which resulted in critical federal funding for the City to hire additional police officers.

- Niccolo worked with the City of Emeryville to secure **\$600,000** in federal funding from the Pre-Disaster Mitigation Grant Program to finance the cost of seismic retrofitting of the City's one and only emergency community gathering and housing facility. Niccolo worked closely with the City and Congresswoman Barbara Lee on the application as well as development and execution of an advocacy strategy, including the defeat of a hostile amendment that would have taken the grant away from Emeryville and reverted the funds back to FEMA.

### **City of Oakland**

*Deputy City Administrator*

2004-2007

Niccolo was responsible for the daily operations and decision making for the two largest departments (public works and police department), overseeing a combined annual budget of \$323 million. Niccolo also directly supervised four different divisions with 45 employees.

Niccolo provided direct organizational leadership to create a standard operating procedure for a multi-faceted crime reduction initiative, which was adopted by the City Council and resulted in crime reduction. Additionally, Niccolo expanded the number of organized neighborhood public safety gatherings for three consecutive years, with an average of nearly 100 percent annual increase. Furthermore, Niccolo served as lead administrative staff member for three City Council committee, providing expertise and support to the Mayor and City Council in the formulation, interpretation, and application of public policy.

### **City of Oakland**

*Assistant Director, Public Works Agency*

2001-2004

Niccolo was responsible for three divisions of the public works department (including finance and human relations), five direct reports, and 40 staff members. Niccolo oversaw the financial operations of the entire public works department, including revenues and expenditures. Niccolo implemented procedures to reduce the number of worker's compensation claims subsequently adopted for the entire City.

Niccolo also served as the spokesperson of the public works department and maintained all media relations. Niccolo built strong media relations and served as hearing officer for union grievances, ultimately helping to improve key relationships with affected unions.

### **City of Oakland**

*Assistant to Councilmember Richard Spees*

1998-2001

Niccolo served as lead spokesperson for the Council Member within the district. Niccolo improved the overall district-wide public approval rating of the Council Member through grass roots marketing campaigns and new information dissemination strategies. Additionally, Niccolo led constituent services for the district, ensuring proper and efficient service delivery for 58,000 residents.

### **University of Oregon**

*Bachelor of Arts, American History*

1997





**Sean McReynolds, Senior Associate:** Sean brings 11 years of government affairs experience to TPA. Sean has both state and federal legislative experience in areas such as healthcare, water, natural resources, environment, veteran issues, budget, and education. Sean has a strong network of relationships with staff and members of the California State and Federal Legislative Delegation.

**Townsend Public Affairs, Inc.**  
Senior Associate

2019-Present

Since joining TPA, Sean has helped secure nearly **\$35 million** in funding achievements for TPA clients. Sean has also worked with clients to develop their legislative advocacy agenda at both the state and federal levels. Some of his recent accomplishments include:

- Working with the City's lawmakers, as well as budget committees and staff, Sean helped secure **\$11.2 million** in state budget funding for the City of Costa Mesa. This funding will allow the City to complete several critical park projects, including Jack Hammett Sports Complex, TeWinkle Athletic Complex, Ketchum-Libolt Park, Fairview Park Mesa, and Shalimar Park.
- Sean helped the City of Beaumont secure **\$1.5 million** in federal Community Project funding, also known as federal earmarks. Working with the City's Congressional Representatives, Sean shepherded funding for the Pennsylvania Avenue Widening Project to help revitalize a major thoroughfare in the City and allow this infrastructure project to be completed.
- Leveraging his legislative and agency relationships, Sean helped secure **\$1.5 million** in grant funding for Beaumont-Cherry Valley Water District that has allowed the district to deploy a more effective water utility delivery system for its customers. This new system, which streamlines water meter readings and reduces costs, will allow the water district to increase its water savings while providing high-quality water resources for residents and businesses.
- In the FY 2022-23 state budget cycle, Sean secured **\$2.2 million** for the City of Del Mar to complete the Camino Del Mar Bridge Replacement project. This critical infrastructure project will allow residents, commuters, and pedestrians to more safely cross a major bridge that connects the region to the broader transportation network. Sean utilized his relationships with legislative leadership, staff, and relevant budget committees to help identify this funding opportunity for Del Mar.
- Sean has worked with multiple city clients to draft, sponsor, and coordinate state legislation and legislative directed spending. Sean has worked with elected officials on the legislative process and ensuring that bill language reflects client objectives. Specifically, Sean has worked on housing regulatory policy and transportation issues to ensure cities are allotted their fair share of State funds.
- Sean helped connect several clients with key federal officials to explore new funding opportunities and develop strategic partnerships to strengthen client relations in

Washington, D.C. Sean has also helped many of our clients identify new ways to expand their businesses. Sean has provided expert analysis and feedback on a variety of policy issues for our clients. He has played an integral role in bringing client concerns to the attention of decision makers in Sacramento while helping navigate the legislative process.

**Orange County Health Authority**

*Senior Policy Analyst*

2016-2018

Sean was responsible for helping develop and implement CalOptima's legislative agenda, strengthening relations with elected officials at every level of government, and improving the agency's positive image in the community. Sean also worked with trade associations, lawmakers, and government agencies to further the agency's goals and objectives.

**U.S. House of Representatives, Congressman Ed Royce**

*Legislative Assistant/House Foreign Affairs Committee Liaison*

2011-2015

Sean worked for Rep. Ed Royce in Washington D.C. and was responsible for managing a legislative portfolio, advising the Congressman on policy recommendations, and coordinating communications between the D.C. and California offices on House Committee actions.

**California State University, Fullerton**

*Bachelor of Arts, Political Science*

2012



**Andres Ramirez, Senior Associate:** Andres brings an array of knowledge, experiences, and deep connections to TPA. His work focuses on policy analysis and the unique effects that bills have on clients, shepherding bills through the legislative process, securing substantive amendments on legislation that threatens his clients' operations or priorities, and securing direct fiscal allocations through the State Budget and Federal Appropriations process. He works with both individual clients and coalition clients. Andres has significant state legislative experience in the policy sectors of energy and broadband, local governance, water, and cannabis. He also had state legislative experience in housing and transportation.

**Townsend Public Affairs, Inc.**

*Senior Associate*

*2019-Present*

Since joining TPA, Andres has worked in the California political arena to vigilantly track, analyze, craft strategic plans, and impact legislation and administrative regulations that will directly affect his clients.

- Andres provides expert analysis and feedback on a variety of policy issues for his clients. He successfully advocates utilizing multiple touch points, which includes crafting letters and official correspondence to bring client concerns to the attention of decision makers in Sacramento and DC, constantly being present and vocal in the halls of the Capitol – whether in committee hearings or in Legislative meetings, and by utilizing his connections with key Legislators, Capitol Staff, State Agencies and Departments, and various other stakeholders.
- Andres enjoys leveraging his colleagues at TPA, all of whom bring diverse backgrounds and experiences. Utilizing a team approach to lobbying has proven successful in helping clients better navigate the complexities of the California/Washington DC political landscapes and their robust legislative and budget processes. Andres takes pride in the close relationships he maintains with his clients and ensures that he fully understands the intricacies of their unique perspectives and needs – enabling his clients to have successful outcomes in the political arena.
- Throughout his tenure at the firm, Andres has successfully secured over **\$59 million** in direct State Budget allocations for his clients. He has worked closely with the Governor's Administration, Senators, Assembly Members, Budget Committees, and other key stakeholders to deliver the capital needed for his clients' priority projects. These budget funds have enabled the development of major bridge and road infrastructure, city facilities, critical housing and homelessness programs, police and fire station construction/repair, and more. He has also successfully secured **tens of millions of dollars** in direct Federal Appropriations allocations for his clients.
- Andres worked with the City of Fremont to secure **\$7.2 million** for their i-680/Mission Boulevard Interchange Modernization Project. This allocation was critical to ensure traffic and pedestrian safety in one of the most dangerous overpasses in the East Bay Area.
- Andres worked with the City of Farmersville to secure **\$7 million** for the construction of a new fire station.

- Andres worked with the Tri-Valley Cities Coalition to secure **\$5 million** for the Valley Link Rail Project – environmental study and preliminary engineering.
- Andres worked with the City of Oakland to secure **\$5 million** for the Teacher's Rooted in Oakland (TRiO) program, enabling educators to live within their district and providing critical cost of living stipends.
- In the Legislative arena, Andres was an instrumental part of championing legislative proposals which were signed by the Governor that increased county revenue in order to build out more efficient transportation infrastructure and reduce regional traffic.
- Andres worked to secure critical amendments in AB 1737 (Holden), exempting cities from a number of onerous and costly requirements related to the operations of day-camps. His work to amend the bill ensured that municipally run or contracted camps could remain open and affordable.
- Andres was able to amend SB 379 (Wiener) by adding provisions that would remove liabilities on cities and counties when they utilize an online, automated platform for issuing permits and conducting inspections related to solar energy systems.
- Andres has worked on the successful election campaign for a California State Senate Majority Leader and has experience working in both Capitol and District Legislative offices. Through his past work, he has gained valuable legislative experience – discussing and explaining major California policy issues with stakeholders, developing and conducting policy projects, and working closely with Elected officials and policy consultants. Prior to joining TPA full time, Andres worked as an intern at the TPA State Capitol office in Sacramento, where he laid a solid framework for his career in government relations.

Andres is an Executive Board Member for the California Latino Capitol Association Foundation, where he serves as Lobbyist-Liaison. In this role, he serves as a linchpin to the Foundation, by maintaining close relations with other Lobbyists, Trade Organizations, Non-Profits, Private Companies, and Legislators. He also leads efforts to expand the organization's reach by spearheading fundraising and networking.

### **University of California Los Angeles**

*Bachelor of Arts in Political Science*

2019





**Anastasia Heaton, Associate:** Anastasia brings a variety of experience in knowledge to TPA, including two years of experience in public cultural and historical resources. Anastasia has grant writing experience in areas such as water, parks and recreation, cultural resources, and natural resources.

**Townsend Public Affairs, Inc.**  
Associate

2021 – Present

Since joining TPA, Anastasia has worked with clients to develop their funding proposals and secure competitive grant funding on projects. She has also worked to identify strategic funding resources that ensured her client’s visions were transformed into reality. Some of her work includes:

- Anastasia worked with State Department of Water Resources staff to secure **\$2.3 million** in Small Community Drought Relief Grants. This grant funding funded three projects in Kern County and Marin County, ranging in award amount from \$19,500 to \$1.4 million. These critical drought mitigation projects include a new intake facility and increased storage capacity for water districts hit the hardest by severe drought conditions.
- Anastasia worked closely with the City of Palmdale to secure **\$1 million** in competitive LA County Regional Park and Open Space District Measure A funding for Regional Recreation, Multi-Use Trails, and Accessibility projects. This grant funding will go towards the expansion of a beloved and critical swimming pool in the City’s Marie Kerr Park.
- Anastasia worked alongside the City of Agoura Hills and the State Assembly to secure **\$6 million** in funding for the Agoura Hills Linear Park through the State Budget process. This funding will prove critical in constructing a critical and innovative park space for the City.
- With the City of Murrieta, Anastasia secured **\$2.4 million** in Economic Development Agency competitive grant funding for the Murrieta Innovation Center, a life-science startup incubator and community resource that will prove integral for job growth and economic development in the City.
- Alongside Merced Union High School District, Anastasia secured **\$750,000** in Outdoor Equity Grant Funding through the California Department of Parks and Recreation for the Districts “Our Outdoors Program”, which will provide outdoor education excursions and career development for underserved students.
- Anastasia secured **\$10,000** in State Parks and Recreation funding for the City of Murrieta and the Murrieta Public Library through the Parks Pass Program. Grant funds will go towards to creation of outdoor activity kits for Murrieta library patrons to access and use for outdoor recreation.

**United States State Department and Indian Health Services Agency***Research and Writing VSFS Intern*

2020 - 2021

Anastasia worked as a researcher and writing intern for the United States State Department and Indian Health Services Agency, devising creative ways to translate and narrate information and data on cultural resources and public health.

**Santa Barbara Mission-Archive Library***Archival Intern*

2020

Anastasia worked to research and identify significant historical narratives and bring them to the public through community outreach and public education efforts. She provided key support on managing grant documentation and securing funding for the Mission Archive-Library.

**Westmont College, Santa Barbara***Bachelor of Arts, History*

2021



**Carly Shelby, Legislative Associate:** Carly brings over five years of government affairs experience to TPA. Carly has state legislative experience in areas such as water, solid waste and recycling, revenue and taxation, housing and land use, community services, pension reform, and budget. Carly has strong relationships with legislative committee staff, members of the legislature, and cities.

**Townsend Public Affairs, Inc.**  
*Legislative Associate*

2021 – Present

Since joining TPA, Carly has worked diligently with clients to develop their legislative advocacy agendas in Sacramento. Some of her work includes:

- Carly has worked to build advocacy tools for clients such as legislative tracking matrices, policy issue summaries, and fact sheets. These tools allow clients to develop a successful advocacy strategy to achieve positive government actions in Sacramento.
- Carly has provided expert analysis and feedback on a variety of policy issues for our clients. She has written letters and official correspondence to bring client concerns to the attention of decision makers in Sacramento while helping navigate the legislative process.

**League of California Cities**  
*Legislative and Policy Development Assistant*

2017-2020

Carly was responsible for analyzing legislation and developing strategic policy positions to benefit cities throughout California. Carly also maintained stakeholder relations with various government agencies and government-proxy organizations to implement policy agendas crucial to local government clients.

**Press Office of Assembly Speaker Anthony Rendon**  
*Press Intern*

2017

Carly worked for Assembly Speaker Anthony Rendon and was responsible for maintaining communications between the legislature and major news outlets as well as communicating the Speaker and Democratic Caucus' policy agendas.

**The California Building Industry Association (CBIA)**  
*Government Affairs Intern*

2016

Carly worked to implement CBIA's policy agenda with emphasis on the issue areas of housing and land use. Carly also provided strategic campaign support on the CBIA sponsored school bond initiative.

**California State University, Sacramento**  
*Bachelor of Arts, Political Science*

2021

# PROJECT EXPERIENCE

## LEGISLATIVE ADVOCACY ACHIEVEMENTS

TPA has extensive in leading strategic legislative initiatives and efforts to further our clients' goals and ensure widespread success. Over the last 25 years, TPA has worked collaboratively and creatively to shepherd **over 100** client-sponsored pieces of legislation into law. The following chart outlines the multitude of policy areas in which TPA has achieved legislative success on behalf of our clients:

Policy Sector	Issue	Description
Local Governance	Local Control and Finance	<ul style="list-style-type: none"> <li>Public Facilities and Finance</li> <li>Public Employee Programs</li> <li>Contractual Assessment Programs</li> <li>Infrastructure Financing Opportunities</li> </ul>
	Public Employee Benefits	<ul style="list-style-type: none"> <li>PEPRA Compliance</li> <li>JPA Benefits</li> <li>Medical Benefits Vesting</li> </ul>
	Cannabis	<ul style="list-style-type: none"> <li>Drafting Local and State Cannabis Regulations</li> <li>Local Control</li> </ul>
Transportation	Local Streets and Roads	<ul style="list-style-type: none"> <li>State Highway Relinquishments</li> <li>Local Venue Signage on State Highways</li> </ul>
	State Highway System	<ul style="list-style-type: none"> <li>State Bond Funding for Highway Projects</li> <li>Expansion of Toll Lanes/Toll Roads</li> </ul>
Water and Sanitation	Water Quality	<ul style="list-style-type: none"> <li>Drinking Water Public Health Regulations</li> <li>Groundwater Pollution Liability</li> <li>Groundwater Management Plans</li> <li>Direct/Indirect Potable Reuse</li> </ul>
	Water Infrastructure	<ul style="list-style-type: none"> <li>State Bond Funding for Water Projects</li> <li>Local Reliability Projects</li> <li>Water Conservation Programs</li> </ul>
	Sanitation Infrastructure	<ul style="list-style-type: none"> <li>Integrated Regional Watershed Projects</li> <li>Advanced Water Treatment Facilities</li> </ul>
Housing and Community Development	Affordable Housing	<ul style="list-style-type: none"> <li>Developing Funding for Affordable Housing</li> <li>Expanding Affordable Housing Eligibility</li> </ul>
	Economic Development	<ul style="list-style-type: none"> <li>Capital Investment Incentive Program Expansion</li> <li>Enterprise Zone Program Regulations</li> <li>Military Base Re-Use Land Planning</li> </ul>
	Redevelopment	<ul style="list-style-type: none"> <li>Agency Dissolution Process</li> <li>Developing Post-RDA Funding Sources</li> <li>State Liability Reduction</li> </ul>
Recreation and Natural Resources	Park Facilities	<ul style="list-style-type: none"> <li>Joint-Use Projects with Schools Districts</li> <li>State Bond Funding for Local Park Projects (Propositions 11, 68, and 84)</li> </ul>



## PROJECT EXPERIENCE

	Greenhouse Gas Reduction	<ul style="list-style-type: none"> <li>TOD Housing to Support Cap and Trade Objectives</li> <li>Increase Transit Accessibility for Active Transportation</li> </ul>
Cultural and Historical Resources	Cultural Facilities	<ul style="list-style-type: none"> <li>CA Cultural and Historical Endowment</li> <li>CA Nature Education Facilities Program</li> </ul>
Public Safety	Public Health	<ul style="list-style-type: none"> <li>Air Pollution Reduction Methods</li> <li>Treatment of the Remains of a Deceased</li> <li>Veteran Resources</li> </ul>
	Crime Reduction	<ul style="list-style-type: none"> <li>Sex Trafficking Control</li> </ul>
	Local Law Enforcement	<ul style="list-style-type: none"> <li>Increasing Local Police Presence/COPS</li> <li>Police Body Cameras</li> <li>Regional Public Safety Task Force Initiatives</li> </ul>
Education	Community College Districts	<ul style="list-style-type: none"> <li>Veterans Resources</li> <li>Alternative Energy Job Training</li> <li>ADA Reform</li> </ul>
	K-12 School Districts	<ul style="list-style-type: none"> <li>K-12 Safety Planning Programs</li> <li>Joint Use Projects with Civic Agencies</li> </ul>
	School Facilities	<ul style="list-style-type: none"> <li>Charter School Facilities Funding</li> <li>Community College Facilities Funding</li> <li>K-12 School District Facilities Funding</li> </ul>

## FY 2022-23 STATE BUDGET EARMARKS

This table provides an overview of the budget earmarks that TPA secured on behalf of our clients in the State Budget for FY 2022-23. TPA strategized with our clients to identify priority projects and transform them into budget requests. TPA then worked closely and diligently with Members of the Assembly and Senate (and their staff), the Budget Committees, the Governor's Administration, and other key stakeholders to ensure our client projects were included in the final official budget.

Client Name	Project	Amount Awarded
California Academy of Sciences	Thriving California Environmental Learning Plan	\$2,100,000
City of Agoura Hills	Linear Park Project	\$6,000,000
City of Anaheim	Boysen Park Rehabilitation	\$15,000,000
City of Berkeley	Marina and Pier Projects	\$15,000,000
City of Buena Park	Water System Improvements	\$5,000,000
City of Compton	Artesia Boulevard Bridge Rehabilitation	\$12,000,000
City of Costa Mesa	Citywide Park Project	\$10,000,000
	Ketchum Liboldt Park	\$1,200,000
	Fairview Developmental Center	\$3,500,000
City of Del Mar	Del Mar Bridge Replacement Project	\$2,200,000
City of Dinuba	Fire Department Equipment and Training	\$2,000,000



**PROJECT EXPERIENCE**

<b>City of Farmersville</b>	Fire Station Construction	\$7,000,000
<b>City of Fremont</b>	Teen Center Building Upgrades	\$8,000,000
	Sabercat Bridge and Trail project open space acquisition and planning	\$6,000,000
	I-680 Sabercat Bridge Infrastructure	\$6,000,000
	Housing Navigation Center	\$500,000
<b>City of Fullerton</b>	Navigation Center Project	\$6,000,000
<b>City of Gardena</b>	Broadband Infrastructure	\$4,000,000
	Revitalization of Gardena Boulevard	\$2,000,000
<b>City of Hayward</b>	Scattered Site Housing Model to Create Cost-Effective Permanent Housing for unhoused individuals	\$5,400,000
<b>City of Huntington Beach</b>	Mental Health Crisis Unit	\$1,500,000
<b>City of Irvine</b>	Sweet Shade Park	\$2,800,000
	Mental Health Crisis Unit	\$1,500,000
<b>City of La Habra</b>	Imperial/Coyote Creek Sinkhole	\$8,500,000
<b>City of Laguna Beach</b>	Mental Health Crisis Unit	\$1,500,000
<b>City of Merced</b>	Merced Regional Fire Training Center	\$3,000,000
<b>City of Oakland</b>	Teachers Rooted in Oakland (TRiO) Program	\$5,000,000
<b>City of Palo Alto</b>	Replacement of Fire Station 4	\$5,200,000
	Newell Road Bridge Replacement	\$2,000,000
<b>City of Parlier</b>	Parlier Police Station	\$2,500,000
<b>City of Santa Clara</b>	Magical Bridge All-Inclusive Playground in Central Park	\$800,000
<b>City of South San Francisco</b>	Linden Park Project	\$3,200,000
	County of San Mateo Union Community Alliance	\$1,500,000
<b>City of Tustin</b>	Centennial Park Rehab Project	\$4,800,000
<b>Discovery Cube Los Angeles</b>	Sustainability Park Project	\$5,000,000
<b>Discovery Cube Orange County</b>	Santiago Creek Sustainability Park	\$10,000,000
<b>Imperial County</b>	Lithium Valley Specific Plan and PEIR	\$5,000,000
<b>Land Conservancy of San Luis Obispo County</b>	Camatta Ranch Preservation	\$2,500,000
<b>North Orange County Public Safety Task Force</b>	Servicing the Public Safety Collaborative efforts within the cities of Anaheim, Brea, Buena Park, Fullerton, La Habra, Stanton, and Placentia	\$8,000,000
<b>Oakland Museum of California</b>	Calli Americas Poster Collection Digitizing and Cataloguing Project	\$250,000
<b>Port of Hueneme</b>	eCrane - Electrical Crane Plug-In Infrastructure	\$5,000,000
<b>Tri-Valley Cities Coalition</b>	Valley Link Rail Project (Environmental Study and Preliminary Engineering)	\$5,000,000
<b>TOTAL FY 2022-23 STATE BUDGET EARMARKS:</b>		<b>\$200,950,000</b>



## FY 2021-22 STATE BUDGET EARMARKS

This table provides an overview of the budget earmarks that TPA secured on behalf of our clients in the State Budget for FY 2021-22. TPA strategized with our clients to identify priority projects and transform them into budget requests. TPA then worked closely and diligently with Members of the Assembly and Senate (and their staff), the Budget Committees, the Governor's Administration, and other key stakeholders to ensure our client projects were included in the final official budget.

Client Name	Project	Amount Awarded
City of Costa Mesa	Regional Fire and Rescue Facility Improvements	\$2,500,000
City of Del Mar	Del Mar Fairgrounds Operating Shortfall	\$3,500,000
City of Emeryville	Affordable Housing Site Remediation	\$2,500,000
City of Farmersville	Fire Engine Acquisition	\$750,000
City of Fremont	Mission Blvd Interchange Modernization Project	\$7,200,000
City of Fullerton	Hunt Library Restoration	\$2,750,000
	Homelessness Recuperative Center	\$4,000,000
City of Half Moon Bay	Carter Park Renovation Project	\$4,750,000
City of Hayward	Hayward Navigation Center	\$662,000
	South Hayward Youth Family Center Project	\$1,000,000
City of Irvine	Bommer Canyon Fire Prevention Efforts	\$1,000,000
City of Lafayette	Safe Pathway for Children Trail	\$238,000
City of Modesto	Infrastructure Improvements to County Islands	\$5,000,000
City of Oakland	Oakland Fund for Public Innovation for the California Entrepreneurship Capital in the Community Initiative	\$8,000,000
	Local Jurisdiction Assistance for Cannabis Equity Program	\$9,905,020
	Oakland MACRO Project	\$10,000,000
	Port of Oakland Freight and Passenger Infrastructure Enhancements	\$280,000,000
City of Pismo Beach	Public Safety Communications Equipment	\$470,000
City of Reedley	Olson/Kings River Sewer Main Replacement	\$2,800,000
City of San Leandro	Memorial Park Rehabilitation Project	\$2,750,000
City of San Pablo	Alternative Policing and Mental Health Program	\$2,000,000
City of Santa Ana	Youth Facilities Improvements	\$4,000,000
City of South San Francisco	Vehicle License Fee Adjustment	\$3,000,000
City of Tracy	Multi-Generational Recreation Center	\$5,000,000
City of Tustin	New Emergency Backup Generator	\$1,500,000
Discovery Science Foundation	Discovery Cube of Orange County Re-Opening Operating Expenses	\$2,040,000
	Discovery Cube of Los Angeles Re-opening Operating Expenses	\$2,600,000
North Orange County Public Safety Task Force	North Orange County Public Safety and Homelessness Task Force Program Extension	\$7,800,000
<b>TOTAL FY 2021-22 STATE BUDGET EARMARKS</b>		<b>\$377,715,020</b>



## FY 2019-20 STATE BUDGET EARMARKS

This table provides an overview of the budget earmarks that TPA secured on behalf of our clients in the State Budget for FY 2019-20. TPA strategized with our clients to identify priority projects and transform them into budget requests. TPA then worked closely and diligently with Members of the Assembly and Senate (and their staff), the Budget Committees, the Governor's Administration, and other key stakeholders to ensure our client projects were included in the final official budget.

Client Name	Project	Amount Awarded
City of Agoura Hills	Stormwater Treatment Project	\$1,000,000
City of Avalon	Underground Fuel Tank Removal and Replacement	\$500,000
City of Buena Park	Historical Facilities Renovations	\$500,000
City of Costa Mesa	Lions Community Park	\$1,000,000
City of Dinuba	Water Well Replacement	\$1,000,000
City of Huntington Beach	Multi-Use Blufftop Path	\$1,700,000
City of Laguna Beach	Laguna Canyon Road Fuel Modification	\$1,000,000
City of Oakland	Public Safety Projects	\$4,000,000
	Bus Services	\$1,000,000
City of Selma	Storm Drain, Storage, and Recharge	\$1,500,000
Discovery Cube of Los Angeles	Natural Resources Pavilion	\$5,000,000
Discovery Cube of Orange County	Property Acquisition/Parking Structure	\$10,000,000
East Contra Costa Fire Protection District	Equipment, Vehicles, and Facilities Acquisitions and Improvements	\$500,000
North County Transit District	Del Mar Bluffs Stabilization Project	\$6,130,000
Tri Valley Cities Coalition	Dublin Sports Grounds All-Abilities Playground	\$1,400,000
<b>TOTAL FY 2019-20 STATE BUDGET EARMARKS</b>		<b>\$36,230,000</b>

**CUMULATIVE TOTAL STATE BUDGET EARMARKS  
FOR FY 2019-20, FY 2021-22, AND FY 2022-23:**

**\$614,895,020**



### FUNDING ACHIEVEMENTS

This table provides an overview of our grant funding achievements on behalf of our clients from state, federal, and local government agencies as well as private and nonprofit grant programs.

These amounts represent grants secured through a competitive and/or legislative process and do NOT include any funds awarded to clients via formulas or related forms of funding entitlements.

Policy Sector	State Funding	Federal Funding	All Sources
<b>Water and Sanitation</b>	\$128.9 Million	\$12.9 Million	\$141.8 Million
<b>Transportation</b>	\$619.2 Million	\$188.3 Million	\$807.5 Million
<b>Education</b>	\$253.1 Million	\$49.9 Million	\$303.0 Million
<b>Parks and Recreation</b>	\$255.4 Million	\$30.1 Million	\$285.5 Million
<b>Cultural Resources</b>	\$139.7 Million	\$14.2 Million	\$154.0 Million
<b>Housing and Development</b>	\$719.2 Million	\$26.7 Million	\$745.9 Million
<b>Public Safety</b>	\$138.7 Million	\$79.0 Million	\$217.8 Million
<b>TOTAL</b>	<b>\$2.254 Billion</b>	<b>\$401.4 Million</b>	<b>\$2.655 Billion</b>

***A DETAILED 20-PAGE SCHEDULE OF OUR STATE, FEDERAL, AND LOCAL GRANT FUNDING ACHIEVEMENTS CAN BE PROVIDED UPON REQUEST***



**EXAMPLES OF SUCCESSFUL LEGISLATIVE OUTCOMES**

The following examples demonstrate TPA’s experience providing state legislative advocacy services as outlined in this RFP and the history of success we have in securing significant success on behalf of our clients. TPA did not utilize sub-contractors to execute any of these examples of advocacy successes.

<b>State General Fund Funding - North Orange County Public Safety Collaborative</b>	
<b>Project Type</b>	State Budget Funding
<b>Project Description</b>	State Funding – Public Safety, Homelessness, Youth Gang Prevention
<b>TPA Efforts and Outcome</b>	<p>TPA worked to create and secure funding for the North Orange County Public Safety regional collaboration project from FY 17-18 to FY 22-23. This project includes 10 cities in North Orange County as well as the County of Orange. These annual funds have been allocated to be used for programs to address youth violence prevention and intervention in K-12 schools, programs to promote and enhance the successful reentry of offenders into the community and programs to address homeless outreach and intervention efforts.</p> <p>Funding secured for the Collaborative from the State includes:</p> <ul style="list-style-type: none"> <li>• 2017 - \$20 million from the State of California General Fund (AB 97)</li> <li>• 2021 - \$7.8 million from the State of California General Fund (AB 128)</li> <li>• 2022 - \$8 million from the State of California General Fund (SB 178)</li> </ul>
<b>State Budget Funding – City of Farmersville Fire Station Construction</b>	
<b>Project Type</b>	State Budget Advocacy
<b>Project Description</b>	State Funding – Public Safety, Fire Hazard Prevention, Community Services
<b>TPA Efforts and Outcome</b>	<p>In 2022, TPA worked with the City of Farmersville to assess the City’s needs and submit state budget requests for the FY 2022-23 State Budget. As a result of these efforts, TPA crafted and submitted a state budget request for the construction of a Fire Station and ultimately, secured <b>\$7 million</b> for the City to construct this critical facility for its community. Although Farmersville is a small City of just over 10,000, TPA worked diligently to ensure that the City’s voice was heard in Sacramento and that it received the funds it needed to provide high-quality public services to its residents. The funding will greatly enhance Farmersville’s ability to mitigate fire risks and protect citizens’ lives and livelihoods from destruction.</p>
<b>Housing Element State Advocacy – City of Tustin</b>	
<b>Project Type</b>	State Advocacy
<b>Project Description</b>	TPA successfully advocated to the State Department of Housing and Community Development (HCD), Governor’s Office, and the Legislature to have the City’s housing element approved and certified by the Department.
<b>TPA Efforts and Outcome</b>	<p>In 2022, TPA worked with the City of Tustin on an issue related to the timing of receiving a certified housing element from HCD. TPA utilized its contacts in the Governor’s Office, relationships with HCD, and relationships with the City’s state legislative delegation to advocate on behalf of the City. TPA set up meetings with high-level HCD staff, provided feedback on draft legislative language to address the issue, and ensured that language in the housing trailer bill incorporated the City’s priorities. TPA also followed up with HCD to ensure an expedited approval process which ultimately resulted in the City receiving a certified housing element.</p>



# FEE SCHEDULE

## ALL-INCLUSIVE RETAINER:

DESCRIPTION OF SERVICES	MONTHLY FEE
<b>State Lobbyist and Advocacy Services</b>	<b>\$5,000*</b>
• Conduct Detailed Orientation	Included
• Develop Legislative Strategy	Included
• Implement the Legislative Strategy	Included
• Build and Strengthen Relevant Relationships	Included
• Leverage Relationships for Strategic Advocacy Plan	Included
• Coordinate Advocacy Trips	Included
• Track Legislation	Included
• Craft Testimony and Position Letters	Included
• Draft Bill Language	Included
• State Budget Funding Opportunities	Included
• Provide Progress Reports	Included
• Prepare and File Lobbying Disclosure Reports	Included
<i>*The monthly fee includes all reasonable business and travel expenses</i>	



# REFERENCES

## 1. COUNTY OF IMPERIAL

**Contact Name:** Rebecca Terrazas-Baxter  
**Contact Title:** Deputy County Executive Officer, Intergovernmental Relations  
**Address:** 940 West Main Street, Suite 208, El Centro, CA 92243  
**Phone Number:** 442-265-1014  
**Email Address:** rebeccaterrazas-baxter@co.imperial.ca.us  
**Dates of Service:** 2015 - Present  
**Description of Services:** TPA provides state legislative advocacy services to the County.

## 2. CITY OF TURLOCK

**Contact Name:** Reagan Wilson  
**Contact Title:** City Manager  
**Address:** 156 South Broadway, Turlock, CA 95380  
**Phone Number:** 209-668-5540  
**Email Address:** rwilson@turlock.ca.us  
**Dates of Service:** 2013 - Present  
**Description of Services:** TPA provides state and federal legislative advocacy and grant writing services to the City.

## 3. CITY OF FARMERSVILLE

**Contact Name:** Jennifer Gomez  
**Contact Title:** City Manager  
**Address:** 909 West Visalia Road, Farmersville, CA 93223  
**Phone Number:** 559-747-0458  
**Email Address:** jgomez@cityoffarmersville-ca.gov  
**Dates of Service:** 2021 - Present  
**Description of Services:** TPA provides state and federal legislative advocacy and grant writing services to the City.



# DISCLOSURE OF CONFLICTS OF INTEREST

TPA affirms that it does NOT have any conflicts of interest due to any other clients, contract, or property interests with the City of Imperial.

