



WEST VALLEY WATER DISTRICT
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**EXTERNAL AFFAIRS COMMITTEE MEETING
AGENDA**

THURSDAY, MARCH 11, 2021 - 6:00 PM

NOTICE IS HEREBY GIVEN that West Valley Water District has called a meeting of the External Affairs Committee to meet in the District Headquarters, 855 W. Base Line Road, Rialto, CA 92376.

Teleconference Notice: In an effort to prevent the spread of COVID-19 (Coronavirus), and in accordance with the Governor's Executive Order N-29-20 and the order of the County of San Bernardino dated March 17, 2020, there will be no public location for attending this Committee Meeting in person. Members of the public may listen and provide public comment via telephone by calling the following number and access code: Dial (888)475-4499, Access Code: 840-293-7790 or you may join the meeting using Zoom by clicking this link: <https://us02web.zoom.us/j/8402937790>. Public comment may also be submitted via email to administration@wvwd.org. If you require additional assistance, please contact the Executive Assistant at administration@wvwd.org.

BOARD OF DIRECTORS

Director Dr. Clifford Young (Chair)
Director Channing Hawkins

1. **CONVENE MEETING**
2. **PUBLIC PARTICIPATION**

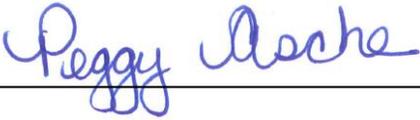
The public may address the Board on matters within its jurisdiction. Speakers are requested to keep their comments to no more than three (3) minutes. However, the Board of Directors is prohibited by State Law to take action on items not included on the printed agenda.

3. **DISCUSSION ITEMS**
 - a. General Updates to the External Affairs Committee
 - b. Agreement with David Turch & Associates for Federal Lobbying Services
 - c. Agreement with Townsend Public Affairs for State Lobbying Services

- d. Website Development
- e. IEWORKS Virtual Summit
- f. State of the District Update
- g. Conservation Classes Agreement.

DECLARATION OF POSTING:

I declare under penalty of perjury, that I am employed by the West Valley Water District and posted the foregoing External Affairs Committee Agenda at the District Offices on March 8, 2021.



Peggy Asche, Board Secretary



**BOARD OF DIRECTORS
EXTERNAL AFFAIRS COMMITTEE
STAFF REPORT**

DATE: March 11, 2021
TO: External Affairs Committee
FROM: Shamindra Manbahal, Interim General Manager
SUBJECT: AGREEMENT WITH DAVID TURCH & ASSOCIATES FOR FEDERAL LOBBYING SERVICES

BACKGROUND:

On February 12, 2021, the Public Affairs Department, in cooperation with the Purchasing Department, released a Request for Proposal for Federal Lobbying Services. The water district utilized *Planet Bids*, an online competitive bid system utilized by government agencies. The deadline to submit a proposal was February 26, 2021 at 4:00pm. The Purchasing Department received a proposal from David Turch & Associates.

On March 1, staff began reviewing and evaluating the proposal. On March 4, 2021, the review committee (interim general manager/chief financial & administrative officer, public affairs manager, and purchasing supervisor) interviewed David Turch & Associates. Upon review, the review committee came to a consensus to recommend the proposer to the external affairs committee and board of directors for a new contract.

Recently, David Turch & Associates assisted in securing more than \$1 million in grant funds from the U.S. Department of Education for apprenticeship training. In addition, they were successful in securing \$300,000 via the WaterSMART grant. Most importantly, David Turch & Associates were influential in West Valley Water District's (WVWD) selection by the U.S. Environmental Protection Agency's Water Infrastructure Finance and Innovation Act in which WVWD will receive more than \$24 million in low-interest loan.

FISCAL IMPACT:

The public affairs department has sufficient funds for the remaining fiscal year (\$37,500) and will incorporate the agreement amount into the upcoming fiscal year budget.

STAFF RECOMMENDATION:

Staff recommends that this item be submitted for consideration, and that the Board of Directors approve this item and authorize the Interim General Manager to execute the necessary documents.

Respectfully Submitted,

Shamindra Manbahal

Shamindra Manbahal, Interim General Manager

SM:pa

ATTACHMENT(S):

1. Final David Turch Assoc WVWD Proposal 022621
2. Evaluation Form David Turch (AR)
3. Evaluation Form David Turch (NF)
4. Evaluation Form David Turch (RM)

FORM #1 – PROPOSAL REQUIREMENTS

Firm Name	David Turch and Associates
Firm Address	517 2 nd Street, Northeast, Washington, DC 20002
Telephone	(202) 543-3744
Email Address	Jamie.jones@davidturch.com

SECTION. 1 COVER LETTER

David Turch and Associates

February 26, 2021

Mr. Al Robles, Purchasing Supervisor
West Valley Water District
855 West Baseline Road
Rialto, California 92376

Dear Mr. Robles:

David Turch and Associates is very much interested in renewing our federal lobbyist services contract with West Valley Water District (WVWD). We want to continue to represent WVWD and promote your legislative, regulatory and funding priorities at the federal level.

Our teamwork has resulted in substantial wins. After extensive work, WVWD secured Bureau of Reclamation approval to modify a \$300,000 WaterSMART grant. Together, we helped secure millions of dollars from the US Department of Education for a new workforce investment initiative in the Inland Empire, of which WVWD is a key partner. Finally, we were integrally involved in the District's successful effort to obtain an invitation to apply for a \$25 million low interest loan from the Environmental Protection Agency's Water Infrastructure Finance and Innovation Act program. These invitations are difficult to receive and substantially increase the chance of ultimate success.

Our success is based on hard work and experience. We understand the institutions, the people and the processes of our federal system. Members of our firm have a thorough knowledge of the federal government, arising from their previous service in the House, Senate and Executive Branch. We have close working relationships with many Members of Congress on both sides of the aisle and with agencies across the federal spectrum of interest to you. Consequently, our work is relatively unaffected by changes in congressional leadership. We are well known by the chairmen of the committees and the ranking minority members. We are respected for our integrity and work ethic in representing our clients.

David Turch and Associates is an experienced federal government relations firm with a proven track record of success. We look forward to continuing to provide West Valley Water District with the excellent representation in Washington you deserve.

Sincerely,



David N. M. Turch

David Jurch and Associates

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SECTION 3. RESPONSES TO FORM #1 – PROPOSAL REQUIREMENTS

Please provide answers to information requested in Form #1 and signed by Firm's authorized representative.

SECTION 4. EXECUTIVE SUMMARY

- A one-page overview of the proposal, including a summary of your experience with requested services, your approach, date of completion and cost. In addition, the firm shall provide information on the circumstances and status of any disciplinary action taken or pending against the firm during the past two (2) years with regulatory bodies or professional organizations.
- One page overview of the proposal.

Our proposal demonstrates our qualifications, experience and approach necessary to successfully provide the required scope of services delineated in WVWD's Request for Proposals for Federal Lobbyist Services. We are a dominant lobbying firm in Southern California. We have been in the business of advancing and achieving our clients' priorities for well over three decades. We listen to our clients, understand their needs and priorities and tirelessly advocate on their behalf. More importantly, we deliver on their objectives. We are good at what we do.

In the "General Qualifications" under Section 6, we provide a brief overview of the types of critical services we offer our clients from strategic planning, legislative goal setting, intergovernmental liaison and real-time political analysis. We list our clients that have water related projects and interests covering everything from water and wastewater projects to flood control and disaster mitigation and recovery initiatives. We go on to discuss our advocacy team that will be designated to work on behalf of the District.

Under "Experience," we provide a list of our work experience with five clients, including WVWD. We highlight our role in delivering tens of millions of dollars in federal funding for perchlorate wellhead treatment in the Rialto-Colton Basin. We briefly summarize our work in helping the City of Chino secure funding from the Bureau of Reclamation WaterSMART program. In addition, we write about our advocacy work for the City of Temecula and its flood control project and our disaster relief efforts for Fallon County, Montana involving the Federal Emergency Management Agency (FEMA) and the US Environmental Protection Agency (EPA). Finally, we cover some of our work with WVWD.

In the subsection entitled "Approach and Schedule," we provide a more detailed explanation on how we are going to advocate on behalf of the District with congressional offices and committees and federal agencies. We cover congressional timelines, how we serve as your congressional liaison, our bipartisan approach, federal funding opportunities and, finally, our coalition building. In the following segment, we cover our fee schedule, which we propose at \$12,500 per month, and declare that David Turch and Associates does not have any conflict of interests with WVWD.

Under Section 7, "Proposed Communications Tools/Resources and Benefits," we discuss how we report to and communicate with WVWD. In this section we propose organizing a Federal Workshop for District Board and staff members. For Section 8, "Identification of Anticipated Potential Problems," we write that we do not anticipate any specific problems but provide several examples involving how WVWD can set itself up to take advantage of certain funding opportunities. Sections 9, 10 and 11 are "Responses to Forms" #2 (Firm Information), #3 (Project Staff) and #4 (Client References), respectively, and are attachments to this proposal.

- Disciplinary action taken or pending against firm during past two (2) years with regulatory bodies or professional organizations.

There are no disciplinary action(s) taken or pending against David Turch and Associates during the past two (2) years with regulatory bodies or professional organizations.

SECTION 5. SUBCONTRACTING DISCLOSURES

- Firms submitting proposals may subcontract portions of the project to other firms. If this is to be done, that fact, and the name of the proposed subcontracting firms, must be clearly identified in the proposal. Following the award of the contract, no additional subcontracting will be allowed without the express prior written consent of WVWD.

David Turch and Associates does not anticipate having to subcontract any part of the Scope of Services as delineated in WVWD's Request for Proposals for Federal Lobbyist Services. Following award of this contract, if a need arises for a subcontract, David Turch and Associates will seek the direct written consent of WVWD.

SECTION 6. PROPOSAL CONTENT

- Demonstrate how your firm will meet the Scope of Services (Section 2.05)
 - Demonstrate experience
 - Overview of proposed services
 - Describe how your proposal will meet the current and future needs of WVWD's customers and stakeholders
 - Description of your proposed process and approach on this project.
 - List of what WVWD would need to provide to you or assist you with, and a schedule of when it would be needed
 - How you will involve and work closely with the public affairs department
- **General Qualifications**

David Turch and Associates is an experienced federal government relations firm. Since 1987, we have provided comprehensive strategic planning, legislative goal setting, intergovernmental liaison and political analysis. We provide these services to many private companies, city and county governments, and other public service entities across the United States.

David Turch and Associates is a leader in providing federal advocacy services for municipalities, defense, transportation and water related interests. Our clients include public sector entities from across the country to corporations in the U.S. and abroad. Much of our work, however, focuses on serving the needs of public entities. Our proven record of success is a result of collaborating with clients to develop sound and realistic objectives.

We have long-standing relationships with the senior decision-makers on Capitol Hill and federal agencies. We have strong ties with Members from California to Florida, with Republicans and Democrats alike, and in the House and the Senate. As a dominant federal advocacy firm representing California interests, we work with most members from the state. Many Members are personal friends. We are well known by the chairmen of the committees as well as the ranking minority members.

We not only focus on securing congressional support for our clients' priorities but also work with federal agencies, including the White House Office of Intergovernmental Affairs and the Office of Management and Budget. Our firm is staffed, experienced and able to meet the demanding schedules of meetings and conferences important to you. Our firm is large enough to provide all the services you demand.

David Turch and Associates has worked on water related projects for WVWD and a host of public entities including the California cities of Rialto, Colton, Chino, Temecula, Stockton, Calimesa, Lake Elsinore, Burbank/Burbank Water and Power and Fallon County, Montana. We have worked directly with the Bureau of Reclamation, Environmental Protection Agency, US Army Corps of Engineers, Department of Agriculture, and the Department of Defense in securing federal grants for water projects.

Advocacy Team

David Turch and Associates has the right people to achieve your priorities. We have the institutional knowledge to expertly navigate Congress and the Executive Branch. We pride ourselves in working year-round for our clients and are accessible through many means of communication.

Your project manager and day-to-day point of contact will be Jamie Jones, a veteran Hill staffer with over 20 years of advocacy service experience. Jamie has extensive experience working with California public entities, including WVWD. Kevin Bosch, our research director, will assist in providing WVWD with federal grant announcements and legislative/regulatory updates. Marilyn Campbell, our Chief Operating Officer, will handle contract and billing issues. David Turch, along with Jamie Jones, will work with WVWD in executing your strategic legislative plan. While our whole advocacy team will be working on your federal agenda, the general breakdown in the percentage of staff time devoted to the District's activities is roughly: Jamie Jones 70 percent; Kevin Bosch 20 percent and David Turch 10 percent. We also have five other colleagues at the firm who will contribute to servicing the District's agenda as needed. The office of record for each team member is our building located several blocks from the U.S Capitol at 517 2nd Street, Northeast, Washington, DC 20002. For additional information, please refer to Form #3 of this proposal.

- **Experience**

Perchlorate Wellhead Treatment and Bioremediation Funding

Water wells serving the cities of Rialto, Colton, Fontana and Bloomington, an unincorporated area of San Bernardino County, have been contaminated by perchlorate, an ingredient in rocket fuel, forcing the water purveyors to shut down and/or treat wells to remove the contaminant. David Turch and Associates worked with the cities of Rialto and Colton from 2005 through 2010 on securing federal funding to address the perchlorate groundwater contamination in the Rialto-Colton Basin. In advancing our clients' water interests, we worked cooperatively with the two other water purveyors impacted by the pollutant, WVWD and Fontana Water Company, in seeking federal assistance from Congress, the Department of Defense and the Environmental Protection Agency.

When one of our clients sued the Department of Defense as a potential responsible party (PRP) over perchlorate groundwater contamination, we devised a strategy of targeting the Environmental Security Technology Certification Program, an environmental office within the Office of the Secretary of Defense, that allowed the City of Rialto and the other stakeholders to access Defense funds without having the Pentagon acknowledge liability. We worked directly with the Inland Empire congressional delegation, House and Senate committees, and relevant federal agencies to secure over \$23 million in federal aid for wellhead treatments. Part of this funding was used by WVWD to build its bioremediation plants.

When Rialto decided to pursue superfund designation, we engaged the U.S. Environmental Protection Agency (EPA) and relevant congressional committees, in particular the Senate Environment and Public Works Committee, in advancing the City's objective by securing a National Priorities Listing (NPL) of the 160-acre B.F. Goodrich area as a superfund site.

City of Chino

We worked with the City of Chino in 2019/2020 in securing a Bureau of Reclamation Drought Resiliency grant in the amount of \$750,000 for Chino Well 14 On-site Wellhead Treatment. We worked with Bureau officials in Washington, DC and in their regional office in Colorado that administers the grant. The City will construct an on-site wellhead treatment facility to bring a well back into service that had been retired due to groundwater contaminants. The project will provide 3,705 acre-feet per year of treated water to the local potable supply. Almost half of the City's supply is provided by groundwater and this project will support the City in increasing the reliability of its local supplies. The City submitted a previous application for the project in 2018/2019. We scheduled a debrief with the Bureau in 2019 which was critical in identifying the parts of the application that needed to be modified and strengthened.

City of Temecula

We worked with the City of Temecula, Representative Ken Calvert (R-CA) and the US Army Corps of Engineers in securing \$10 million in Construction General funds in the Corps of Engineers FY 2018 Work Plan for the Murrieta Creek Flood Protection and Environmental Restoration Project. The funding was needed to address remaining safety issues Temecula officials had raised with the Corps and to complete Phases 1 and 2A of the project. The Corps was planning to de-scope a key safety and landscape component of the top of both sides of the river bank. The affected area was located in a highly visible segment of the City, winding through the heart of Temecula's "downtown" district in Old Town. We organized numerous meetings and conference calls on the matter with both the Corps and Congressman Calvert's office.

Fallon County, Montana

When a tornado struck the City of Baker, Montana, David Turch flew six hours, then drove 250 miles to the impacted community, arriving on the scene fewer than 24 hours after the tornado struck. He personally reviewed the damage, presented County officials a checklist for disaster relief and the timeline for its execution. David Turch and Associates worked with the County and the Governor's Office to submit a 'major disaster' declaration to the President. Fallon County is currently receiving support from FEMA and ACOE after receiving \$2.1 million from FEMA last fall. When the County recently required an extension, David Turch and Associates presented the compelling reasons to grant the request. It was granted.

When the county was being fined \$37,500 per day by the EPA for a substantial wetlands' violation, DTA coordinated an onsite visit involving the EPA and ACOE for remediation and successfully negotiated total forgiveness of the fine.

West Valley Water District

- BAYWORK/IE Partnership -- We worked on securing congressional and Department of Education support for a joint application spearheaded by Jewish Vocational Service (JVS)/BAYWORK and West Valley Water District, among other partners in the Inland Empire, which was funded by the US Department of Education through the FY 2020 Education Stabilization Fund: Reimagine Workforce Preparation (ESF-RWP) Grants Program. The California Department of Employment Development was the lead applicant. The award, which was announced in October 2020, was for \$14,440,118 to be allocated among five projects, including the JVS/BAWORK Inland Empire initiative.

The San Bernardino County Workforce Development Board, the Los Angeles Black Worker Center, San Bernardino Valley College (SBVC), San Bernardino City Unified School District's Career Technical Education (CTE) program, West Valley Water District, and other local water and wastewater agencies and their labor partners comprise this partnership. This program replicates the successful model of regional outreach, training, internships, and support pioneered through BAYWORK, a water utilities consortium in the San Francisco Bay Area. The Inland Empire partnership creates a talent pipeline to meet industry needs by recruiting college students and co-enrolled high school students in San Bernardino Valley College's Water Technology Program, increasing access to apprenticeship training, and preparing students for entry-level jobs in essential water and adjacent fields. Grant funds support partner-led coordination, recruitment, and classroom training efforts; create internships; leverage local union and community college support to develop a regional apprenticeship program; and fund employer-provided on-the-job experience to ultimately connect vulnerable job seekers to high-quality jobs.'

- EPA WIFIA – We worked with WVWD Board members and staff, Corolla consultants, in releasing a Letter of Interest to the US Environmental Protection Agency to participate in the Water Infrastructure Finance and Innovation Act (WIFIA) loan program to help fund the expansion of the Oliver P. Roemer Water Filtration Facility Project. We secured support letters from Senators Dianne Feinstein, Kamala Harris and Representatives Pete Aguilar and Norma Torres. In preparation for the possibility of pursuing a WIFIA loan, we organized meeting with EPA in 2018 and 2019 for WVWD Board members and staff to discuss the program parameters. In January 2021, the EPA invited WVWD to submit a WIFIA loan application for up to \$25 million.
- \$300,000 WaterSMART Grant – In 2018, WVWD was interested in modifying a 2015 \$300,000 Bureau of Reclamation WaterSMART grant from a purely turf replacement project to an irrigation installment project. We raised the issue with BOR headquarters in Washington, DC and with the agency's Temecula Office. We scheduled follow up conference calls with BOR Temecula officials and secured approval for WVWD to modify the grant.

- **Approach and Schedule – How We Will Meet Current and Future Needs of WVWD’s Customers and Stakeholders**

We maintain close relationships with our clients. Members of the management governing boards of our clients know us personally. We make frequent visits to your area. We listen. We work hard to understand your current needs and your plans for the future. We appreciate the role everyone plays in this team effort.

Following contract renewal, we will travel to WVWD and meet with Board members and staff, and anyone else you designate. We will work with you to review and update WVWD’s short- and long-term priorities. We will raise specific appropriations and grant funding opportunities in this first session of the 117th Congress, in particular a major infrastructure bill President Joe Biden wants Congress to enact this year. We will also cover how best to position the District should Congress reopen the earmark process and how to approach and deal with agencies and congressional offices in a restricted pandemic work environment. Following these planning discussions, we will contact your congressional delegation, relevant House and Senate committees, and federal agencies on your updated policy goals and project list. When it is safe to do so, we will work with you to plan for a District advocacy visits to Washington, DC. These trips can be timed to overlap with water and other District related conferences in our nation’s capital.

One of the most effective ways to promote the District’s priorities is by leveraging WVWD’s elected officials in Washington, DC. Once pandemic restrictions are lifted, we will encourage WVWD to consider sending a group of officials to meet with congressional representatives and relevant House/Senate committees and federal agencies in the winter or spring of each calendar year. If Board members are unable to come to Washington, DC as part of a District delegation, we would like to piggy-back on any non-District related trips Board members may take to our nation’s capital. Your involvement in the federal advocacy process and engagement in public policy deliberations are integral to successfully advancing the District’s priorities.

Congressional Timeline

January through March is the time when public officials across the country frequently come to Washington, DC for the annual meetings of the Association of California Water Agencies, the U.S. Conference of Mayors and the National League of Cities and other associations/organizations that deal with public sector issues. If District officials are in town for these activities, we will encourage you to also participate in Capitol Hill and agency meetings specific to your interests. We will organize and staff these meetings around your planned itinerary. This will give us the opportunity to further promote the District’s federal agenda. While the pandemic has temporarily suspended such activities, we expect to return to the normal rhythms of doing business as we begin to enter a post-pandemic world. In the meantime, our outreach will have to be conducted through virtual meetings with congressional offices and agencies.

During February, March and April, appropriations committees hold their most important hearings on the President’s budget proposal. These hearings offer an excellent opportunity to deliver your message. If the District has a strong vested interest in a particular budget item/issue, we can arrange for you to testify at a hearing as well as help to draft your statement. From about April through September, we regularly meet with Members, senior committee professional staff and executive branch officials to monitor the progress of funding priorities, regulatory reform, grant programs and other District interests.

Appropriations bills are traditionally produced between June and September. These bills are frequently passed on very short notice. An entire year's hard work can be lost overnight. Additional visits, phone calls and letters to congressional offices may be required to ensure the District's interests are protected. The identities and agendas of the decision-makers may not be apparent to outsiders. We know how to close the deal.

How We Serve As Your Congressional/Federal Liaison

One important part of congressional liaison work is simply to be there. We are. We talk with Members and their staffs and understand the latest developments. David Turch and Associates' physical location in an historic district adjacent to the Senate office buildings on Capitol Hill helps.

Promoting your projects and interests to the Congress and federal agencies is best done by keeping it simple. We help develop material and messages that can be encapsulated in one page – or less. The detail, when required, will be attached but the message or request needs to be clear and concise. The follow up is crucial. Reminders are constantly made with key congressional offices and agencies. We keep you informed of progress and problems.

Besides identifying, monitoring and advising you on federal budgetary and regulatory issues impacting the District, we also will track legislative bills that may have a positive or negative impact on your operations. If the District wants to convey its support or opposition on a particular legislative measure, we will draft correspondence for your review and consideration and share your concerns with your congressional delegation and committee members. When there is District interest, we will share copies of bills, amendments and committee reports with you. We will continue to foster and maintain a strong, bipartisan working relationships with your regional and state congressional delegations. When appropriate, we will work in sync with organizations such as the American Water Works Association, the Association of California Water Agencies, the US Conference of Mayors and the National League of Cities to advance your common legislative/funding priorities.

We will, of course, schedule and facilitate meetings for District officials on Capitol Hill and with federal agencies, including with the Bureau of Reclamation, the Environmental Protection Agency, Department of Labor, Department of Education, the Federal Emergency Management Agency, the Economic Development Administration, the US Army Corps of Engineers and the Department of Defense. In addition, we will continue to organize and facilitate contact between WWWD staff and federal agency program managers to discuss and explore various water related grant and loan programs. For example, we have scheduled meetings and participated in numerous conference calls with Bureau of Reclamation's Southern California office in Temecula, Regional Office in Colorado and headquarters in Washington, DC exploring District projects and grant program eligibility. On behalf of the District, we also have organized meetings and conference calls with the US Environmental Protection Agency, Economic Development Administration, the Federal Emergency Management Agency, California's Office of Emergency Services, the US Department of Agriculture, Department of Labor and Department of Education. As WWWD's liaison, we are in regular contact with federal agencies of interest to you.

Demonstrated Bipartisan Support

David Turch and Associates has a working relationship with many Members from both political parties in the House and the Senate. We work closely with the senior decision-makers on Capitol Hill to advance your agenda.

Congressional staff is also important. They provide expert advice and counsel as well as carry out to conclusion decisions made by Members. We pay careful attention to our continuing relationship with staff members. We also work with many of the committees and subcommittees that handle issues important to you.

We are well grounded in the *process* of our government, not just in the *people* elected to govern. Our staff understands how, when and where the laws are written. Consequently, our work is relatively unaffected by changes in congressional leadership.

Federal Funding Opportunities

Part of our strategy to overcome the earmark moratorium is to be aggressive in pursuing federal funding opportunities and regulatory/programmatic issues of concern. We will continue to match the District's priorities with current federal funding programs.

We have one of the most sophisticated grant tracking programs in Washington. We systematically search for programs that will meet your needs. We flag all relevant funding opportunities and guide you through the application process. We are notified by the appropriate agency relevant to WVWD and convey the funding opportunities to you. We work with you to implement our strategy to win political support and pursue funding for your various priorities, including for the expansion of the Oliver P. Roemer Water Filtration Facility, wellhead treatment for arsenic, nitrates and perchlorate, groundwater recharge through the Surface Water Filtration and Injection Filtration (S2WI2FT) Basin Project, bioremediation treatment plant, smart meter replacement, emergency generators to meet the District's emergency preparedness plan, workforce investment/apprenticeship program and much more. For the bioremediation treatment plant, we will explore funding opportunities under the EPA, Bureau of Reclamation, Department of Defense Environmental Security Technology Certification Program and the Department of Energy. And, of course, we will work with your congressional delegation to leverage their support for your federal funding requests as well as advise them of your legislative/regulatory interests and concerns.

Collaborating With National Associations/Organizations

We have coordinated and leveraged our federal advocacy efforts on the District's behalf with a host of national associations and organizations such as the American Water Works Association, the U.S. Conference of Mayors and the National League of Cities. To further enhance WVWD's presence in Washington, we belong to, or actively participate in, a number of organizations which include:

- Association of California Water Agencies
- American Water Works Association
- League of California Cities
- California State Association of Counties

- Washington Area Transit Industry Representatives
- The U.S. Conference of Mayors
- The National League of Cities
- The National Association of Counties
- The National Association of Housing and Redevelopment Officials
- Women in Government Relations

When appropriate, we coordinate and cooperate with other water organizations, public and private sector entities to advance common legislative objectives. Moreover, by leveraging nationally based organizations representing public sector interests, particularly during policy/programmatic campaigns targeting Congress and the administration, we can more effectively advance the District's interests.

• **Fee Schedule**

We are eager to continue our successful relationship with the West Valley Water District. Therefore, we will entertain any fee accommodation required to achieve your goals. We propose no increase in our current, all inclusive, fee established three years ago.

This relationship has resulted in a substantial return on investment to the WVWD. In addition to the approximately 3 million from JVS/BAYWORK, a reprogramed 300K waterSMART grant and roughly 25 million from WIFIA, the agency has established important and ongoing ties to substantial officials in Washington. Those relationships are in some cases critical and need be preserved.

We do not fully understand the RFP request for hourly rates, common to law firms but not our industry. A single call can result in success for our clients, but, the ability to be able to make that call may have required substantial hours of nongermane relationship building.

We propose a monthly retainer at no increase to the current amount of \$12,500. This fee is all inclusive. During the past three years we have not billed for any expenses. This includes any time required outside of normal business hours, which can happen frequently because of the time difference with California, or the long hours extending into the evening here in D.C. We are prepared to put in the time required to pursue your objectives.

Our hourly fee schedule would be:

David Turch	\$425
Jamie Jones	375
Kevin Bosch	325
Alexander Perez	325
Rob Wigington	300
Victor Tambone	350
Marilyn Campbell	275
Maria Cristal Vitela	165
Mark Moran	375
Joseph McLean	350

We performed a cursory analysis of the time required for some of the victories achieved. Hourly fees would have exceeded \$20,00 per month plus expenses.

Again we offer to continue our relationship at no increase to our current fee. The advantage to our business is that we have level income. A similar advantage to the WVWD is that you have a predictable expense amount without surprises for large amounts or extraneous expenses.

- **Rate Proposal Based on Monthly Payment Amount**

Our monthly retainer, for the purposes of this contract, is \$12,500. This payment amount covers all items listed in WVWD's Required Scope of Services

- **Conflict of Interest**

Per the Request for Proposals for Federal Lobbying Services, there are no conflicts of interests between David Turch and Associates and West Valley Water District. No person employed by David Turch and Associates and performing services for the District, in connection with the establishment of any agreements or any projects resulting from this solicitation, has a financial or other personal interests other than employment or retention by the District in any contract or subcontract in connection with this solicitation or any resulting project.

SECTION 7. PROPOSED COMMUNICATIONS TOOLS/RESOURCES AND BENEFITS

- Proposed schedule
- Provide a thorough description of your implementation process
- Other value-added approaches, ideas, recommendations, etc.

We place great emphasis on communication. This is done through personal updates and frequent visits to West Valley Water District. We communicate with District Board Members and staff extensively and regularly expect to hear from you. This gives you immediate information and provides you with the ability to ask detailed questions and provide specific direction. Such personal service fosters improved relations and provides a forum for more detailed examination of your federal issues.

This clear understanding of the District's direction is most useful during the legislative session when we arrange meetings and the opportunity for you to testify before the federal government. Your issues are important -- they deserve proper acknowledgment and action.

We understand how issues can develop quickly and have the ability to adapt to such changing political dynamics to advance or protect the District's priorities. We also track issues not specifically listed but of interest to you. As a client, you are a priority to us. We are always available to you by email and phone call. Moreover, we make regular visits to the District and meet directly with Board members and staff.

We will continue to work closely with the District's External Affairs Committee in promoting and advancing the District's agenda, particularly regarding District sponsored events. We will continue to share District projects and programs in our outreach to congressional offices and federal agencies.

Part of our services is to provide information, research, draft letters of support/opposition and reports/memoranda on a host of topics of interest to the WVWD including: federal laws and proposed legislation affecting water facilities; congressional hearings and markups, reports and testimony; regulations and policies; funding opportunities; and technical reports on federal budgetary/appropriations impacts on your operations. These memoranda are generated proactively and in response to the District’s request and legislative platform and discussions with Board members and staff. We also provide the WVWD with monthly activity reports.

We will be sure to coordinate our outreach to congressional offices, agencies, associations and organizations, particularly when it comes to project awards and development. We will ensure that congressional offices are aware of and participate in WVWD key events. We also will continue to work with WVWD in getting congressional staff to tour your facility to secure a better understanding of your projects, programs and priorities. These visits are invaluable.

Federal Workshop

As part of our effort to strengthen the District’s federal agenda, we recommend holding a federal workshop for your Board and staff members at a time of your convenience. We have found that annual workshops act as a constructive format to get Board members’ input and direction on the District’s federal priorities. During our presentation, we will provide an overview of the federal budget process and water related legislation, explore District priorities and federal funding opportunities and, in coordination with District staff, recalibrate your priority list, if necessary. The workshop can also be planned concurrently with the annual update to the Board of Directors and staff.

SECTION 8. IDENTIFICATION OF ANTICIPATED POTENTIAL PROBLEMS

Identify and describe any anticipated potential problems, the firm’s approach to resolving these problems and any special assistance that will be requested from WVWD.

We do not anticipate specific problems in advancing WVWD’s priorities. Federal programs, however, sometimes set preconditions for grant eligibility. For instance, when WVWD expressed an interest in securing federal funds to acquire emergency backup generators for the operation of certain wells, we scheduled a meeting for Board members and staff with FEMA officials in Washington, DC in 2018. FEMA representatives patched in Cal OES’s point of contact in Sacramento. At that time funding was available through FEMA’s Hazard Mitigation Grant Program (HMGP). A FEMA-approved hazard mitigation plan, however, is a condition for receiving certain types of non-emergency disaster assistance, including funding for mitigation projects. WVWD was advised to conduct a hazard mitigation plan in order to be ready to take advantage of future funding opportunities.

In our meetings with the Bureau of Reclamation in Washington, DC, agency officials have raised Title XVI, a water reclamation and reuse program, as a potential area of interest to the District. Title XVI includes funding for the planning, design, and construction of water recycling and reuse projects in partnership with local government entities. Ground basin recharge projects are an eligible Title XVI activity, something the District has expressed an interest in exploring. Congress does appropriate funds for Title XVI through the annual fiscal Energy and Water Appropriations Act. In order to be eligible to tap into these funds, prospective applicants must have a Bureau of Reclamation approved feasibility study.

Neither one of the issues raised above is a problem. We hold these meetings with District official and agencies to highlight program eligibility requirements and future funding opportunities that WVWD may wish to consider. We strive to present our clients with options and funding opportunities for their respective projects, be it through federal grants or congressional earmarks (should Congress restore the practice).

The undersigned hereby agrees to comply with all the terms and conditions put forth in West Valley Water District's Request for Proposals for Federal Lobbyist Services.

Print Name: David Turch

Signature:



Date: February 26, 2021

SECTION 9. RESPONSES TO FORM #2 – VENDOR INFORMATION REQUIREMENTS

Please provide answers to information requested in Form #2.

FORM #2 – FIRM INFORMATION REQUIREMENTS

Firm Name & Website	David Turch and Associates www.DavidTurch.com
Years in Business	34 years
Firm Parent Company (If Applicable)	Not Applicable
Number and nature of the professional staff to be employed in this engagement on full-time basis	Three professional staff will be engaged on a full-time basis
Number and nature of the professional staff to be employed in this engagement on part-time basis	Up to five professional staff will be employed, as necessary, in this engagement on part-time basis
Main point of contact Name, Title, Email & Telephone	Jamie Jones Senior Associate Jamie.jones@davidturch.com 202-543-3744 Office

SECTION 10. RESPONSES TO FORM #3 – PROJECT STAFF INFORMATION

Please provide answers to information requested in Form #3.

FORM #3 – PROJECT STAFF REQUIREMENTS

Staff Member Name	David Turch
Title	Owner
Length of Tenure	Since the foundation of the firm in 1987
Previous Work Experience	David Turch served more than fifteen years as a legislative aide with Members of both the U.S. House and Senate and both major political parties. After a career on Capitol Hill, he became a division director for two of the nation's largest public relations firms. There, David achieved substantial expertise in the development of successful government marketing strategies.
Educational Background	David was graduated from Saint John's University with majors in economics and business administration
Certificates	
Projects Role and Responsibilities	David will work hand-in-hand with Jamie Jones, your day-to-day project manager
Technical Skills and Qualifications for The Project	After a career on Capitol Hill, he became a division director for two of the nation's largest public relations firms. There, David achieved substantial expertise in the development of successful government marketing strategies.
Hours to Be Worked On-Site	As required
Hours to Be Worked	As required

Remotely

FORM #3 – PROJECT STAFF REQUIREMENTS

Staff Member Name	Jamie Jones
Title	Associate
Length of Tenure	20 years
Previous Work Experience	Prior to joining the firm, Jamie worked for twelve years in the U.S. House of Representatives. As a Deputy Chief of Staff for a member from the Los Angeles County Congressional Delegation, Jamie managed the legislative operations of the office and worked closely with both the Republican and Democratic leaderships of the House. Jamie worked as a consultant/advance representative on a congressional campaign in New York City. He was also a senior associate for a New York-based financial institution.
Educational Background	Jamie holds an advanced degree in International Affairs from The American University
Certificates	
Projects Role and Responsibilities	Your project manager and day-to-day point of contact will be Jamie Jones, a veteran Hill staffer with over 20 years of advocacy service experience. Jamie has extensive experience working with California public entities, including WVWD.
Technical Skills and Qualifications for The Project	Jamie has worked on water issues for public entities for the past 20 years, mostly for California clients. Jamie has developed strong working relationships with key agency officials that manage water related programs.
Hours to Be Worked On-Site	As required

Hours to Be Worked Remotely	As required
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FORM #3 – PROJECT STAFF REQUIREMENTS

Staff Member Name	Kevin Bosch
Title	Director of Research
Length of Tenure	27 years
Previous Work Experience	Prior to joining the firm, Kevin managed a luxury retail store in Georgetown. Currently, he works part time diagnosing plant problems for a prominent retail nursery in Northern Virginia. He is a tried and true problem solver.
Educational Background	Mr. Bosch received his Master of Arts degree in Comparative Politics from the American University in Washington D.C. He holds a Bachelor of Arts degree in Political Science from Calvin College in Grand Rapids, Michigan.
Certificates	
Projects Role and Responsibilities	In his research capacity, Kevin tracks and analyzes legislative and regulatory actions of the federal government that may affect WVWD.
Technical Skills and Qualifications for The Project	Mr. Bosch understands and monitors the grant process and opportunities within the Executive branch, not just one agency, including the interplay of the Congress and Executive branch in spending decisions. Kevin also assists in servicing clients where his knowledge of the complexities in federal system is unparalleled.
Hours to Be Worked On-Site	As required

Hours to Be Worked Remotely	As required
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FORM #3 – PROJECT STAFF REQUIREMENTS

Staff Member Name	Marilyn Campbell
Title	Chief Operating Officer
Length of Tenure	30 years
Previous Work Experience	Marilyn brings extensive management and political experience including staff service on the House Rules Committee, the most powerful committee in Congress. Ms. Campbell also served as a staff member to the Senate Committee on Energy and Natural Resources and the Senate Committee on the Judiciary. Subsequently, Marilyn managed some of Washington’s top law firms and the Washington office of Ferranti International of the United Kingdom, one of the world’s leading defense contractors.
Educational Background	
Certificates	
Projects Role and Responsibilities	Marilyn will manage our contract and billing with WWWD.
Technical Skills and Qualifications for The Project	Not applicable
Hours to Be Worked On-Site	As required

Hours to Be Worked Remotely	As required
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FORM #3 – PROJECT STAFF REQUIREMENTS

Staff Member Name	Victor Tambone
Title	Associate
Length of Tenure	10 years
Previous Work Experience	Mr. Tambone served the country as an Air Force officer for twenty-four years, rising to the rank of colonel. In addition to being a pilot, staff officer, and commander, he served with distinction in the Office of Legislative Liaison for the Secretary of the Air Force. Tambone also served as a program manager for aircraft acquisition, an Advance Agent for Presidential Flight Support, and the military aide to Secretary Henry Kissinger. President Bush appointed Mr. Tambone as the first Chief of Staff, Science and Technology Directorate, U.S. Department of Homeland Security, where he served as special advisor to the members of the Under Secretary’s immediate staff and also as a liaison to other components of the Department, the Administration, and the US Congress.
Educational Background	Victor Tambone attended the Virginia Military Institute and graduated from the United States Air Force Academy. He earned a Bachelor of Science degree in aeronautic engineering and a minor in astronautic engineering. He also holds an advanced degree in international politics from Webster University and is a graduate of the Harvard University Kennedy School of Government, and National Preparedness Leadership Institute.
Certificates	
Projects Role and Responsibilities	We will leverage Vic Tambone’s DHS expertise and connections with DHS agencies, particularly, FEMA.
Technical Skills and Qualifications for The Project	Vic’s experience with the Department of Homeland Security and with its sub-agency FEMA, has proven invaluable to our clients’ success in navigating and securing DHS grants.

Hours to Be Worked On-Site	As required
Hours to Be Worked Remotely	As required

FORM #3 – PROJECT STAFF REQUIREMENTS

Staff Member Name	Alexander Perez
Title	Associate
Length of Tenure	2 years
Previous Work Experience	Prior to joining the firm Alexander worked 3 years in U.S. House of Representatives representing the congressional district of Miami to Key West, FL under Congressman Joe Garcia. Most recently Alexander served as an aide to U.S. Senator Robert Menendez (New Jersey), with Senator Menendez he worked closely with the Senate Foreign Relations Committee.
Educational Background	Alexander is a graduate of Seton Hall University with a degree in Diplomacy/International Relations. He is fluent in Spanish.
Certificates	
Projects Role and Responsibilities	Alex will serve in a support capacity to WVWD’s advocacy team.
Technical Skills and Qualifications for The Project	Alexander Perez brings experience in both Federal and State legislative processes.

Hours to Be Worked On-Site	As required
Hours to Be Worked Remotely	As required

FORM #3 – PROJECT STAFF REQUIREMENTS

Staff Member Name	Joe McClean
Title	Associate
Length of Tenure	5 years
Previous Work Experience	Joe McLean was a member of the founding leadership team of Barak Obama’s successful U.S. Senate race and managed Governor L. Douglas Wilder’s historic election in Virginia, as well as engineering dark horse victories in California, Michigan and Kentucky. He created the institutional development plan for VoteVets.org and The Lantern Project, two groundbreaking new concepts that fundamentally changed the political landscape. Joe served as President and CFO of Heflin & Company, Inc., a commercial construction company in Nashville, and is the fifth generation to raise cotton on his family farm in Quincy, Tennessee. Joe served as legislative assistant in the Tennessee congressional delegation for Ed Jones and was a campaign finance analyst with the Clerk of the U.S. House of Representatives.
Educational Background	Joe holds a A.S. in History/Economics from Freed-Hardeman University, and a B.S. in Political Science/Economics from Middle Tennessee State University
Certificates	
Projects Role and Responsibilities	Joe, with extensive contacts with the new administration, will work with Jamie Jones in outreach to federal agencies.
Technical Skills and	

Qualifications for The Project	
Hours to Be Worked On-Site	As required
Hours to Be Worked Remotely	As required

FORM #3 – PROJECT STAFF REQUIREMENTS

Staff Member Name	Mark Moran
Title	Associate
Length of Tenure	1 Year
Previous Work Experience	<p>From 1993 until 2018, Mr. Moran was the Managing Partner and General Counsel of Hemisphere Capital Partners, a New York-based private equity and venture investment firm, as well as the former Chairman and CEO of Hemisphere's Church Street, LLC hotel subsidiary in Charleston, SC. Hemisphere Capital structured investments in and secured both equity and debt financing for oil and gas, alternative energy, technology, manufacturing and real estate-related projects in the United States, Mexico and Central America.</p> <p>Mr. Moran was formerly Senior Vice President for international capital markets and Counsel for Klingenstein, Fields & Co., a global private banking and investment management firm that represents some of the world's most financially prominent families. At KF & Co., Mr. Moran, who was a registered investment advisor, was primarily responsible for identifying and evaluating multi-national investment opportunities and expanding the firm's presence among high net worth families. Klingenstein Fields had in excess of \$2 billion in private capital under management. While at Klingenstein, Mr. Moran originated, arranged and structured the company's participation in the privatization of Banco Nacional de Mexico, then the largest bank in Latin America.</p> <p>For more than five years, from 1985 through 1990, Mr. Moran served as U.S. Counsel for President Miguel de la Madrid of Mexico and for his successor, President Carlos Salinas de Gortari, personally advising the Presidents on Mexico's relations with the United States on such issue as the media, Congressional relations, finance and law enforcement. Mr. Moran also often served as a personal intermediary between President de la Madrid and</p>

	<p>the White House of President Ronald Reagan. Mr. Moran was an owner, with Mexican partners, of <i>The Caribbean Times and the Alcapulco Times</i>, a chain of tourist-oriented newspapers in that country, as well as a partner in the largest securitization done up to that time in Mexico relating to the Mexico headquarters of PriceWaterhouseCoopers.</p> <p>Earlier in his career, Mr. Moran served as Senior Vice President (International) and Corporate Counsel for the publicly-traded communications firm of Gray and Company, Inc., and as interim President and CEO of Gray's European subsidiary, Gray Espana, S.A., located in Madrid, Spain. Mr. Moran managed Gray's IPO and subsequent acquisition of the high technology communications firm Strayton International</p>
Educational Background	A graduate of Rutgers University, where he obtained a Bachelor of Arts <i>Phi Beta Kappa</i> and was named a <i>Henry Rutgers Scholar</i> , Mr. Moran also earned a Juris Doctorate from Georgetown University Law Center and completed course work on a Masters degree in international finance and economics from the Fletcher School of Law and Diplomacy.
Certificates	He also is a CAMS-certified expert in anti-money laundering and OFAC sanctions regulation.
Projects Role and Responsibilities	
Technical Skills and Qualifications for The Project	
Hours to Be Worked On-Site	As Required
Hours to Be Worked Remotely	As Required

FORM #3 – PROJECT STAFF REQUIREMENTS

Staff Member Name	Rob Wigington
Title	Associate

<p>Length of Tenure</p>	<p>5 years</p>
<p>Previous Work Experience</p>	<p>Rob Wigington is a visionary airport and transportation industry leader with senior management and leadership experience at many airports, large and small. As President & CEO of the Metropolitan Nashville Airport Authority (Nashville, Tennessee, USA) he led an organizational transformation, grew domestic and international air service, built award-winning concessions and customer service programs, and conceived and launched <i>BNA Vision</i> --- a major \$1.2 billion capital development expansion program at the Nashville International Airport. He began his airport management career with the Port Authority of New York & New Jersey, and also held leadership.</p>
<p>Educational Background</p>	<p>Rob holds a Master's degree in Public Administration/ Intergovernmental Management from the University of Southern California and a B.A. in Government from Pomona College in Claremont, California.</p>
<p>Certificates</p>	<p>Rob is an accredited International Airport Professional (IAP) and serves as an instructor for the ACI-ICAO Airport Management Professional Accreditation Program (AMPAP).</p>
<p>Projects Role and Responsibilities</p>	
<p>Technical Skills and Qualifications for The Project</p>	<p>Rob consults to the airport and aviation industry on strategic management, organizational performance, federal government relations and airport funding, passenger experience, strategic communications and leadership development.</p>
<p>Hours to Be Worked On-Site</p>	<p>As Required</p>
<p>Hours to Be Worked Remotely</p>	<p>As Required</p>

FORM #3 – PROJECT STAFF REQUIREMENTS

Staff Member Name	Cristal Vitela
Title	Associate
Length of Tenure	1 year
Previous Work Experience	Cristal worked in a financial institution in Virginia.
Educational Background	Northern Virginia Community College
Certificates	
Projects Role and Responsibilities	Cristal will work in a support capacity with Jamie Jones and David Turch on WWWD issues.
Technical Skills and Qualifications for The Project	
Hours to Be Worked On-Site	As required
Hours to Be Worked Remotely	As required

SECTION 11. RESPONSES TO FORM #4 – CLIENT REFERENCES

Please duplicate form to provide three to five current/former client preferences.

FORM #4 – CLIENTS REFERENCES/CITY OF RIALTO

Client Name	City of Rialto, California
Contact – Name, Title, Email & Telephone	Deborah Robertson Mayor drobotson@rialtoca.gov 909-820-2689
Services Provided and Dates	Perchlorate Wellhead Treatment Funding and Superfund Site 2005 through 2010
Examples of Work (provided links)	Please Refer to Proposal Page #6
Explain similarities in services to those requested by West Valley Water District	The City of Rialto, as a water purveyor, and WVWD have been dealing with same perchlorate plume and both entities are using perchlorate wellhead treatment and have common interest in a coordinated mitigation/clean-up effort.
Explain differences in services to those requested by West Valley Water District	WVWD services are primarily targeted at water related programs and funding while City of Rialto programs extend into more standard municipal initiatives.

FORM #4 – CLIENTS REFERENCES/CITY OF CHINO

Client Name	City of Chino, California
Contact – Name, Title, Email & Telephone	Amer Jakher, P.E. Director of Public Works ajakher@cityofchino.org 909-334-3535

Services Provided and Dates	Secured \$750,000 Bureau of Reclamation WaterSMART Drought Resiliency Grant during period of 2019 and 2020
Examples of Work (provided links)	Please refer to proposal page 7
Explain similarities in services to those requested by West Valley Water District	Both WVWD and the City of Chino have water related interests.
Explain differences in services to those requested by West Valley Water District	WVWD services are primarily targeted at water related programs and funding while City of Chino programs extend into more standard municipal initiatives.

FORM #4 – CLIENTS REFERENCES/CITY OF TEMECULA

Client Name	City of Temecula, California
Contact – Name, Title, Email & Telephone	Matt Rahn, Ph.D., J.D. Mayor Pro Tem Matt.rahm@citycouncil.org 951-694-6416
Services Provided and Dates	Worked with City of Temecula in securing funding from the US Army Corps of Engineers to complete the remaining safety issues on Phases 1 and 2A of the Corps’ FY 2018 Work Plan for the Murrieta Creek Flood Protection and Environmental Restoration Project. Dates 2017-2018.
Examples of Work (provided links)	Please refer to proposal page 7
Explain similarities in services to those requested by West Valley Water District	Like the City of Temecula, WVWD, at some point in the future, may have to engage the Corps of Engineers on a water related issue.

<p>Explain differences in services to those requested by West Valley Water District</p>	<p>WVWD services are primarily targeted at water related programs and funding while City of Temecula programs extend into more standard municipal initiatives.</p>
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RFP: Federal Lobbying Services			
Proposer: David Turch		Evaluator: Al Robles	
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	2
Forms Completed		0-3	3
Experience/Resumes provided		0-5	4
Total			9
Qualifications	25%		
Length of Service more than 4 years		0 / 5	5
Length of Service more than 6 years		0 / 6	6
References		0-3	3
Current Water District Contracts		0-5	3
Past Experience with Water Districts		0-6	4
Total			21
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	2
Recent Successes for Clients		0 / 2	2
Letters of Support/Opposition Discussed		0-6	5
Preparation of project plan and schedule		0-2	2
Number of Staff Available to WVWD		0-10	8
Recommendations		0-4	3
Ongoing activity.urgency of progress		0-2	2
Adapatibility to needs of districts		0-2	2
Monthly reports		0-6	6
Coalition Building		0-8	7
Multilingual		0 / 1	0
Total			39
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	8
Total Price Cost Provided for completion		0 / 10	10
Total			18

TOTAL PROPOSAL POINTS AWARDED:			87
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RFP: Federal Lobbying Services			
Proposer: David Turch		Evaluator: Naseem Farooqi	
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	2
Forms Completed		0-3	3
Experience/Resumes provided		0-5	5
Total			10
Qualifications	25%		
Length of Service more than 4 years		0 / 5	5
Length of Service more than 6 years		0 / 6	6
References		0-3	3
Current Water District Contracts		0-5	5
Past Experience with Water Districts		0-6	6
Total			25
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	2
Recent Successes for Clients		0 / 2	2
Letters of Support/Opposition Discussed		0-6	3
Preparation of project plan and schedule		0-2	2
Number of Staff Available to WVWD		0-10	8
Recommendations		0-4	4
Ongoing activity.urgency of progress		0-2	2
Adapatibility to needs of districts		0-2	2
Monthly reports		0-6	3
Coalition Building		0-8	8
Multilingual		0 / 1	0
Total			36
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	4
Total Price Cost Provided for completion		0 / 10	10
Total			14

TOTAL PROPOSAL POINTS AWARDED:			85	
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RFP: Federal Lobbying Services			
Proposer: David Turch		Evaluator: Naseem Farooqi	
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	2
Forms Completed		0-3	3
Experience/Resumes provided		0-5	5
Total			10
Qualifications	25%		
Length of Service more than 4 years		0 / 5	5
Length of Service more than 6 years		0 / 6	6
References		0-3	3
Current Water District Contracts		0-5	3
Past Experience with Water Districts		0-6	6
Total			23
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	2
Recent Successes for Clients		0 / 2	2
Letters of Support/Opposition Discussed		0-6	5
Preparation of project plan and schedule		0-2	2
Number of Staff Available to WVWD		0-10	8
Recommendations		0-4	5
Ongoing activity.urgency of progress		0-2	4
Adapatibility to needs of districts		0-2	2
Monthly reports		0-6	2
Coalition Building		0-8	8
Multilingual		0 / 1	0
Total			40
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	5
Total Price Cost Provided for completion		0 / 10	10
Total			15

TOTAL PROPOSAL POINTS AWARDED:			88	
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**BOARD OF DIRECTORS
EXTERNAL AFFAIRS COMMITTEE
STAFF REPORT**

DATE: March 11, 2021
TO: External Affairs Committee
FROM: Shamindra Manbahal, Interim General Manager
SUBJECT: AGREEMENT WITH TOWNSEND PUBLIC AFFAIRS FOR STATE LOBBYING SERVICES

BACKGROUND:

On February 12, 2021, the Public Affairs Department, in cooperation with the Purchasing Department, released a Request for Proposal for State Lobbying Services. The water district utilized *Planet Bids*, an online competitive bid system utilized by government agencies. The deadline to submit a proposal was February 26, 2021 at 4:00pm. The Purchasing Department received proposals from the following:

<u>Firm</u>	<u>Monthly Fee</u>
Townsend Public Affairs	\$4,500
White Brenner LLP	\$6,000
Arc Strategies	\$8,000
Lucien Partners	\$12,000
California Strategies & Advocacy	\$15,000

On March 1, staff began reviewing and evaluating the proposals. On March 4 and 5, 2021, the review committee (interim general manager/chief financial & administrative officer, public affairs manager, and purchasing supervisor) conducted interviews with selected applicants.

FISCAL IMPACT:

The public affairs department has sufficient funds for the remaining fiscal year (\$13,500) and will incorporate the agreement amount into the upcoming fiscal year budget.

STAFF RECOMMENDATION:

Staff recommends that this item be submitted for consideration, and that the Board of Directors approve this item and authorize the Interim General Manager to execute the necessary documents.

Respectfully Submitted,

Shamindra Manbahal

Shamindra Manbahal, Interim General Manager

SM:pa

ATTACHMENT(S):

1. Arc Strategies
2. California Strategies & Advocacy
3. Lucien Partners
4. Townsend Public Affairs
5. White Brenner
6. Evaluation Form Arc Strategies (AR)
7. Evaluation Form Arc Strategies (NF)
8. Evaluation Form Arc Strategies (RM)
9. Evaluation Form California Strategies & Advocacy (AR)
10. Evaluation Form California Strategies & Advocacy (NF)
11. Evaluation Form California Strategies & Advocacy (RM)
12. Evaluation Form Lucien Partners (AR)
13. Evaluation Form Lucien Partners (NF)
14. Evaluation Form Lucien Partners (RM)
15. Evaluation Form Townsend Public Affairs (AR)
16. Evaluation Form Townsend Public Affairs (NF)
17. Evaluation Form Townsend Public Affairs (RM)
18. Evaluation Form White Brenner (AR)
19. Evaluation Form White Brenner (NF)
20. Evaluation Form White Brenner (RM)



1121 L Street, STE 408 Sacramento, CA 95814 | www.lawpolicy.com | 916.341.0808 | 916.341-0849 (fax)

PROPOSAL

ARC STRATEGIES, LLC

Proposal Contact:

Dominic DiMare
Partner | Arc Strategies, LLC
1121 L Street #408 | Sacramento, CA 95814
P: 916-341-0808
F: 916-341-0849
ddimare@lawpolicy.com
www.lawpolicy.com

I. Cover Letter

January 26, 2021

Al Robles
 Purchasing Supervisor
 West Valley Water District
 855 W. Baseline Rd.
 Rialto, CA 92376

Dear Mr. Robles:

Thank you for the opportunity to submit a proposal to provide state advocacy services to the West Valley Water District (WVWD). Arc Strategies (Arc) is excited at the prospect of representing WVWD before the California State Legislature, Administration, State departments and agencies on issues influencing your 2021-22 policy and fiscal priorities. All elements of WVWD's Request for Proposal (RFP) requirements have been reviewed and understood. To that end, if chosen, we will perform the services outlined in our proposal. We intend to enter into an agreement under the terms and conditions stated herein. Our team is eager for the opportunity to exceed expectations as your advocates in Sacramento.

Partners Dominic DiMare and Kim Craig will be leads on this contract, with Partner Amy Brown, and legislative advocates Max Perry and Colin Hawley acting in supportive roles.

Dominic is a past Chief Lobbyist and Vice President of Government Affairs for the California Chamber of Commerce, works primarily on water, energy, general business policy, crisis communications and public affairs. He has led several large coalitions comprised of diverse business interests working on a variety of issues, including responses to the statewide energy crisis, outsourcing, taxation, workers' compensation, financial privacy and telecommunications. Additionally, Dominic serves as a board member to his family's produce company the DiMare Company one of the nation's largest producers of fresh market tomatoes.

Kim most recently served as the Chief Deputy Cabinet Secretary in the Office of Governor Edmund G. Brown, Jr. where she managed a variety of issues including Natural Resources, Water, Housing, Transportation and Cannabis. Prior to her time in the Governor's office, Kim served as the Speaker Toni Atkins' lead negotiator on what became Proposition 1 on the 2014 November ballot. The Speaker's office played a major role in ensuring sufficient funding for water storage, ground water remediation and recycled water and worked across party lines to garner the bi-partisan support needed to place the bond on the ballot.

Our collective team has experience in effectively relaying to our clients the policy and political dynamics that influence legislative action. To successfully manage the desired scope of work set forth in WVWD's RFP, we will advise and assist the District with relationship and coalition building, outreach to various state and regulatory agencies, legislative and administrative advocacy, legislative tracking/weekly status reports, and an aggressive pursuit of funding for

WVWD projects. In addition, the cost proposal found herein will remain valid for a period of at least 180 days.

We believe our knowledge and experience on water, energy and local government issues coupled with our strong relationships with decision makers in Sacramento provide for the foundation to represent WVWD's goals, and we are excited about sitting down with your team to discuss a strategic plan moving forward.

Please find herein a summary of our team, historical successes and recommended courses of action. Please call or email us at Dominic DiMare, 916-801-8084 or ddimare@lawpolicy.com.

Respectfully submitted,



Dominic DiMare, Partner on behalf of Kim Craig and Amy Brown
Arc Strategies, LLC

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 - c. Responses to Form 1- pg. 5
 - d. Executive Summary pg. 7
 - e. Subcontracting Disclosure pg. 7
 - f. Proposal Content pg. 7
 - g. Proposed communications and fee details pg. 11
 - h. Anticipated Problems pg. 12
 - i. Responses to Form 2 pg. 13
 - j. Responses to Form 3 pg.14
 - k. Responses to Form 4 pg. 16

III. Responses to Form No. 1

FORM #1 – PROPOSAL REQUIREMENTS

Firm Name	Arc Strategies
Firm Address	1121 L ST STE 408 Sacramento, CA 95814
Telephone	916-341-0808
Email Address	ABrown@lawpolicy.com

In response to West Valley Water District’s Request for Proposals for State Lobbyist Services, please include the following information in this order:

1. Cover Letter
2. Table of Contents
3. Responses to Form #1 – Proposal Requirements
Please provide answers to information requested in Form #1 and signed by Firm’s authorized representative.
4. Executive Summary
 - o A one-page overview of the proposal, including a summary of your experience with requested services, your approach, date of completion and cost. In addition, the firm shall provide information on the circumstances and status of any disciplinary action taken or pending against the firm during the past two (2) years with state regulatory bodies or professional organizations.
5. Subcontracting Disclosure
 - o Firms submitting proposals may subcontract portions of the project to other firms. If this is to be done, that fact, and the name of the proposed subcontracting firms, must be clearly identified in the proposal. Following the award of the contract, no additional subcontracting will be allowed without the express prior written consent of WVWD.
6. Proposal Content
 - o Demonstrate how your firm will meet the Scope of Services (Section 2.05)
 - Demonstrate experience
 - Overview of proposed services
 - Describe how your proposal will meet the current and future needs of WVWD’s customers and stakeholders

- Description of your proposed process and approach on this project.
 - List of what WVWD would need to provide to you or assist you with, and a schedule of when it would be needed
 - How you will involve and work closely with the public affairs department
7. Proposed communications tools/resources and benefits
 - Proposed schedule
 - Provide a thorough description of your implementation process
 - Other value-added approaches, ideas, recommendations, etc.
 8. Identification of Anticipated Potential Problems
Identify and describe any anticipated potential problems, the firm's approach to resolving these problems and any special assistance that will be requested from WVWD.
 9. Responses to Form #2 – Vendor Information Requirements
Please provide answers to information requested in Form #2.
 10. Responses to Form #3 – Project Staff Information
Please provide answers to information requested in Form #3.
 11. Responses to Form #4 – Client References
Please duplicate form to provide three to five current/former client references.

The undersigned hereby agrees to comply with all the terms and conditions put forth in West Valley Water District's Request for Proposals for State Lobbyist Services.

Print Name: Amy Brown

Signature: *Amy Brown*

Date: 2/26/2021

IV. Executive Summary

Arc Strategies' collective team has experience in effectively relaying to our clients the policy and political dynamics that influence legislative action. To successfully manage the desired scope of work set forth in WVWD's RFP, we will advise and assist the District with relationship and coalition building, outreach to various state and regulatory agencies, legislative and administrative advocacy, legislative tracking/weekly status reports, and an aggressive pursuit of funding for WVWD projects. Given the scope of work proposed in the RFP and our experience in managing government and public affairs on behalf of our clients we recommend a monthly fee of \$8000.

Collectively the Arc Strategies team possesses decades of policy and political experience, with very specific experience in water policy. Amy Brown, Dominic DiMare and Kin Craig cut their teeth on complex areas of water policy including the state's latest water bond, Proposition 1 and the Sustainable Groundwater Management Act. All three have worked in varying capacities on issues around water rights, groundwater management, surface storage, water quality and safe drinking water. Ms. Craig in particular has been involved with almost every major water policy matter in the last ten years, in her roles as both a part of a Legislative leadership team or member of the Brown Administration. Brown and DiMare have continuously represented water rights holders for more than a decade and have deep experience representing local governments and special districts. All three have the experience necessary to effectively represent WVWD in Sacramento.

We believe in a team approach to our advocacy. Our basic philosophy is that we work as a team to support each other in our mission to accomplish our client's goals and objectives. Consistent with that approach we hold weekly staff meetings to ensure that as a team we are current on each other's issues and can apportion our staff time and resources where necessary. It also allows each of us to get a weekly update on the status of each client's issues. Were you to engage Arc Strategies, Dominic DiMare and Kim Craig would be your main points of contact, with the rest of the team playing active supporting roles.

Arc Strategies has experienced no disciplinary actions from any regulatory or professional body. We believe that our reputation is your reputation and that our conduct and behavior, by association, reflects upon our clients. Our success is built on our firm's reputation as a credible and trust-worthy partner in the policy making process, so we hold ourselves and our clients to the highest ethical and professional standards.

V. Subcontracting Disclosure

Arc Strategies does not anticipate using any subcontractors in representing WVWD interests in Sacramento. If we anticipate a change in these circumstances we will confer with representatives in a timely manner.

VI. Proposal Content:

Based on our experience representing water agencies and municipal associations for the past two decades, our team is prepared to advocate on behalf of the WVWD on an array of issues, including but not limited to those identified below that have a direct correlation with the District.

Should WVWD decide to enter into a consulting agreement with Arc, our general approach is to conduct a full-day planning meeting with key officials and staff to drill down on specific desired outcomes before hitting the ground running in Sacramento.

We will also recommend having a weekly conference call with WVWD officials/staff to discuss upcoming legislation, budget requests, and other regulatory needs. Arc will also provide a weekly legislative matrix of all legislation the District is monitoring in the new session. Those matrices are submitted with updates and summaries, the latest discussions in the Capitol, and anticipated changes in policy.

The Arc team will also regularly meet with your representatives and other decision-makers to discuss WVWD's positions on pending policy and budget proposals. We also participate in water management coalitions with organizations such as the Association of California Water Agencies (ACWA) and the California Municipal Utilities Association (CMUA) as well as local government coalitions such as the League of California Cities, the State Association of Counties (when applicable), and other energy, water, law enforcement and pension coalitions. As we have experienced in our years as advocates, there is strength in numbers.

LEGISLATIVE ADVOCACY

Our team will work with WVWD staff on newly introduced legislation and state agency activities that pertain to your priority issue areas in a manner that minimizes duplication of efforts and provides the best utility for your policy and public affairs staff. All required duties will be coordinated between our team and your staff, and regular updates will be provided. An updated legislative matrix can be provided weekly during the legislative session. Bill language and position letters will be drafted and prepared as desired and directed.

If selected to represent WVWD, our team will immediately begin working with your staff to identify strategies and initiatives for the 2021-22 session. The District may have interest in sponsoring, co-sponsoring, supporting or opposing legislation. Prior to directly discussing your legislative program in detail, we can only speak in generalities regarding the types of issues and input required from your staff board in order to properly pursue your state advocacy needs.

Ahead of bill introductions or the development of budget proposals, we will maintain contact with legislators, administration officials, governmental agencies, committee staff, local government partners, and others who are interested in topics of concern to WVWD in an effort to determine, as far in advance as possible, pertinent legislation which may be announced. Once identified, we will develop and implement a strategy with appropriate individuals to influence the content of potential legislation prior to its introduction. Such a strategy may include forming a coalition of support with other interested parties and meeting with the potential sponsor to explain the logic of the client's position. In some cases, we will need rapid input from that will not afford long lead times or much advance notice.

Arc will work with WVWD on testimony to be given before any pertinent legislative committee hearing. This includes both the substantive statement and the approach in presenting the testimony. The advocate presents the testimony unless the testimony of the client's representative is deemed more effective. Again, responsiveness is important if we are to alter or reinforce

elements of testimony.

Once a bill passes through committees and reaches the Floor, we will lobby key members and leadership to ensure that our viewpoint is represented in Floor debates. If opposing legislation, we will educate legislators and push for positions and statements in opposition. If supporting, we will prepare selected legislators to assist the author in making favorable statements on the Floor. We will always be present when a bill is heard to assist in gathering votes.

Before a bill reaches the Governor, we will lobby the Governor's Office and relevant state agencies to support WVWD's position. This is an ongoing process as the bill moves through the Legislature, which is given greater emphasis as the measure approaches the Governor's Desk. At this juncture, it may also be important for the District's representatives and leaders to reach out to the Governor. Working with WVWD staff including the public affairs department, we will orchestrate such efforts, which may require specific action by board members and/or members of the leadership team.

It is our view that working cooperatively with the WVWD in the development of its legislative objectives will enable our team to exceed your expectations. Our goal is to become not only outside consultants but integral team members that can bring our skills together with those of your staff.

LIAISON/RELATIONSHIPS

Our team anticipates working closely with WVWD representatives to build a legislative program that reflects your priorities and responds to those needs in all aspects of state government. Our approach to project management relies heavily on coordinated communication between your representatives and our team.

Arc has experience in effectively relaying to our clients the policy and political dynamics that influence legislative action. With the ongoing communication and information sharing that we emphasize, WVWD's decision-making ability increases and the desired legislative outcomes are more readily achieved. Below we describe some of the key aspects of the methodology and tactics we propose to effectively advance your state advocacy interests.

Developing solid relationships with key regional lawmakers is critical. First, it provides an opportunity for an open and honest dialogue of political issues with a familiar face. Secondly, it allows us to identify issues for members early, perhaps before opposing viewpoints are vetted, which will allow WVWD the first opportunity to shape opinions on potentially controversial matters. Finally, highlighting important local issues for Legislators can cement their involvement in crafting solutions, which helps create an ongoing commitment to finding resolution.

Our team also recommends, when appropriate, collaborating with other like-minded entities and associations to magnify the impact of the District's advocacy and find ways in which these groups may coordinate efforts on messaging and outreach. We have identified a few of those potential allies: Metropolitan Water District, Association of California Water Agencies, California Municipal Utilities Association, California Special Districts Association and the California Urban Water Agencies.

Due to our established relationships with individuals representing these associations, we can facilitate meetings with their policy advocates about collaborating on efforts where interests align. Working with several alliances is an effective way of reaching out to a vast number of decision-makers. In addition, many of these groups already work in coalitions on efforts such as redevelopment and realignment. WVWD can participate in such coalitions to cover more ground in the policy areas it prioritizes and to achieve economies of scale in its advocacy work.

Our firm has cultivated Legislative relationships that reach almost every office in the Capitol. All of the members of our team have Legislative experience. We have relationships with key Legislative members and their staff including:

ASSEMBLY

- Eddie Garcia, Chair and Megan Dahle, Vice-Chair, Committee on Water Parks and Wildlife
- Cecilia Aguiar-Curry, Chair and Tom Lackey, Vice-Chair, Committee on Local Government
- Bill Quirk, Chair and Thurston “Smitty” Smith, Vice-Chair, Committee on Environmental Safety and Toxic Materials
- Luz Rivas, Chair and Heath Flora, Vice-Chair, Committee on Natural Resources

SENATE

- Henry Stern, Chair and Brian Jones, Vice Chair, Committee on Natural Resources and Water
- Mike McGuire, Chair and Jim Nielson, Vice-Chair, Committee on Governance and Finance
- Ben Allen, Chair and Patricia Bates, Vice-Chair, Committee on Environmental Safety

In addition to our strong relationships with Legislators we all have relationships with key staff members that in some instances date back over 25 years. These relationships not only reach the relevant committees but also Legislative leadership offices as well. Arc Strategies offers our clients a broad reach across the Capitol not only within the Legislature but across the Governor’s Administration as well.

Specifically, our firm has strong relationships with the appointees and staff at both the State Water Resources Control Board and at the Department of Water Resources. We’ve worked on several issues over the years at the Water Board on the conservation regulations, water quality control plans and the drought declarations. Key relationships include Chair Esquivel, and members Maguire and D’Adamo. We also have solid relationships with board staff including Executive Director, Eileen Sobeck, Chief Counsel, Michael Lauffer, and Erik Ekdahl of the water rights division. We have also had success working with Director Nemeth at DWR on water resource issues as well as with Kamyar Guivetchi and Peter Brostrom on water use efficiency issues.

In addition to the aforementioned agencies and departments, Kim Craig and Dominic DiMare maintain strong relationships with the Executive Teams at the Resources Agency, DWR and

SWRCB. Between them, Kim and Dominic have worked extensively with the following individuals and still have good working relationships with them:

CA NATURAL RESOURCES AGENCY

- Secretary Wade Crowfoot, Deputy Secretary Tom Gibson and Deputy Secretary Nancy Voegel.

DEPARTMENT OF WATER RESOURCES

- Director Nemeth, Deputy Directors Messer and Tjernell.

DEPARTMENT OF FISH AND WILDLIFE

- Director Chuck Bonham.

STATE WATER RESOURCES CONTROL BOARD

- Chair Esquivel, Member D'Adamo, Executive Director Eileen Sobeck, Chief Counsel Michael Lauffer.

CALIFORNIA WATER COMMISSION

- Carol Baker, Vice-Chair and Daniel Curtin, Member

VII. Communications/Fee Schedule

As previously stated, our team's success relies heavily on an open dialogue with our clients. We recommend a full day of discussion regarding legislative/regulatory priorities and subsequent weekly calls with key staff and members. In addition to scheduled call and meetings, we are also available via email and cell phone anytime on an as-needed basis.

As part of the bill tracking and monitoring, we will work with WVWD's governmental affairs staff to develop workable formats to follow each bill of interest. A coordinated approach will be developed so the weekly legislative report meets your needs and expectations. Our team will also tailor the report to include written status of administrative actions pertaining to the District's issues, a summary of proposals/actions and their potential impacts, recommended positions, and upcoming hearing dates.

Our team also reviews each bill by hand and flags those that have a direct impact to clients. Because of our close working relationships with legislators, we often are aware of proposals prior to their introduction and can notify our clients immediately upon learning of the proposals. We are always in direct contact with legislative leaders and staff to better understand any significant issues that may occur in the Legislature but may not be voted out in the bill proposal process.

Arc can also provide any additional monthly, quarterly or yearly briefings to key government affairs staff or the full WVWD staff as needed.

Based on the aforementioned scope of work, we propose a monthly fixed retainer fee of \$8,000. All out-of-pocket expenses, including travel, phone and other incidental costs will be billed

separately and shall not exceed \$500 without prior approval. The contract would be billed on a month-to-month basis, and either party may terminate this agreement by providing thirty-days, written notice.

WVWD would also be responsible for filing quarterly reports to the Fair Political Practices Commission as is required of all lobbyist employers under state law. However, Arc Strategies can provide this service for you for a negotiated fee if desired.

VIII. Anticipated Potential Problems

The Legislative process is replete with any number of challenges and unforeseen problems not the least of which involve natural disasters, pandemics, the economy, conflicting political agendas and human interpersonal relationships. It is difficult to speculate with any certainty the type and severity of challenges that will arise. What is certain is that there will always be some obstacle to overcome.

- IX. Responses to Form No. 2 – Vendor Information Requirements
- X. Responses to Form No. 3 – Project Staff Information
- XI. Responses to Form No. 4 – Client References

FORM #2 – FIRM INFORMATION REQUIREMENTS

Firm Name & Website	Arc Strategies
Years in Business	16
Firm Parent Company (If Applicable)	N/A
Number and nature of the professional staff to be employed in this engagement on a full-time basis	2 partners acting as principle contacts, 2 lobbyists in backup roles, one office manager for scheduling and logistical issues.
Number and nature of the professional staff to be employed in this engagement on a part-time basis	N/A
Main Point of Contact Name, Title, Email & Telephone	Dominic Dimare, Partner, ddimare@lawpolicy.com, 916-341-0808

FORM #3 – PROJECT STAFF REQUIREMENTS

Please copy the table below and complete for each key project staff members (including subcontractors) who will be involved in the project.

Staff Member Name	Dominic Dimare
Title	Partner
Length of Tenure	15 years
Previous Work Experience	Dominic is a past Chief Lobbyist and Vice President of Government Affairs for the California Chamber of Commerce, works primarily on water, energy, general business policy, crisis communications and public affairs.
Educational Background	Dominic earned a Bachelor of Arts degree in History and Public Communications from American University in Washington, D.C. and a Juris Doctorate from the McGeorge School of Law, University of the Pacific.
Certifications	
Project Role and Responsibilities	Key point of contact, lead on all lobbying efforts, team leader to disseminate all info from client to Arc Strategies.
Technical Skills and Qualifications for The Project	Prior work experience includes: Legislative Director for Assemblymembers Dennis Cardoza (D-Atwater), where Dominic was responsible for managing the Assemblyman's legislative agenda; Senior Consultant to the Assembly Committee on Agriculture; and, lobbyist for the Agricultural Council of California, an association that represents agricultural cooperatives.
Hours to Be Worked On-Site	N/A
Hours to Be Worked Remotely	N/A

FORM #3 – PROJECT STAFF REQUIREMENTS

Please copy the table below and complete for each key project staff members (including subcontractors) who will be involved in the project.

Staff Member Name	Kim Craig
Title	Partner
Length of Tenure	2 years
Previous Work Experience	Most recently, Kim served as the Chief Deputy Cabinet Secretary in the Office of Governor Brown, where she managed a variety of issues including Natural Resources, Water, Housing, Transportation and Cannabis. During her tenure in the Governor's office Kim led the negotiations for the administration on Proposition 68.
Educational Background	Kim holds a Master of Public Administration degree from San Diego State University and a Bachelor of Arts degree from the University of California at San Diego.
Certifications	
Project Role and Responsibilities	Key point of contact with Dominic Dimare, co-lead on all lobbying efforts, team leader to disseminate all info from client to Arc Strategies.
Technical Skills and Qualifications for The Project	Kim Craig served as special assistant in the Office of California State Assembly Speaker Toni G. Atkins. She managed all water policy and special projects for the Speaker. She was an advocate at KP Public Affairs from 2012 to 2014, chief of staff in the Office of California State Assembly Member Toni G. Atkins from 2010 to 2012 and deputy chief of staff in the Office of California State Senator Denise Moreno Ducheny from 2005 to 2010.
Hours to Be Worked On-Site	N/A
Hours to Be Worked Remotely	N/A

FORM #4 – CLIENT REFERENCES

Client Name	City of West Sacramento
Contact – Name, Title, Email & Telephone	Aaron, Laurel, City Manager mtuttle@cityofwestsacramento.org 916-617-4500
Services Provided and Dates	Legislative advocacy October 2009-present day
Examples of Work (provide links)	Recently, we sponsored legislation that would lift the ban on infrastructure finance districts (IFDs) in previous redevelopment project areas. The legislation also included a process whereby the City can earmark the tax increment for an IFD through city council approval, subject to the Brown Act.
Explain similarities in services to those requested by West Valley Water District	
Explain differences in services to those requested by West Valley Water District	

FORM #4 – CLIENT REFERENCES

Client Name	City of Riverside
Contact – Name, Title, Email & Telephone	Moises Lopez, Intergovernmental Relations Officer mlopez@riversideca.gov 951-826-5752
Services Provided and Dates	Legislative advocacy february 2017-present day
Examples of Work (provide links)	Our team hit the ground running by lobbying the California Air Resources Board (CARB) in an attempt to overturn a staff recommendation to locate a vehicle testing facility in a competing jurisdiction. We presented key members of the board viable reasons why the facility should be stationed in the City of Riverside. That project will result in several hundred jobs and opportunities for UC Riverside
Explain similarities in services to those requested by West Valley Water District	
Explain differences in services to those requested by West Valley Water District	

FORM #4 – CLIENT REFERENCES

Client Name	California Police Chiefs Association
Contact – Name, Title, Email & Telephone	Ron Lawrence, Ex-President rlawrence@californiapolicechiefs.org 916-626-9111
Services Provided and Dates	Legislative advocacy November 2015-present day
Examples of Work (provide links)	Arc has been integral negotiating California’s modernized view of use of force policy, as well as a plethora of additional issues. Such issues include cannabis legalization and tracking, homelessness and mental health policy, bail reform, tracking technology sanctuary state laws and automatic sentencing enhancements.
Explain similarities in services to those requested by West Valley Water District	
Explain differences in services to those requested by West Valley Water District	



CALIFORNIA STRATEGIES & ADVOCACY, LLC

February 26, 2021

Mr. Al Robles
Purchasing Supervisor
West Valley Water District
855 W. Base Line Road
Rialto, CA 92376

Dear Mr. Robles:

On behalf of California Strategies and Advocacy, LLC, we respectfully submit the enclosed proposal in response to the West Valley Water District's Request for Proposals for State Lobbying Services. We would be honored to serve the needs of the District in the California public policy arena.

California Strategies and Advocacy (CSA) is a firm with statewide presence that specializes in governmental relations strategy, consulting and direct advocacy. We enjoy a broad group of professionals with diverse policy backgrounds that combine to form one of the preeminent firms in California. We are confident we have the experience and expertise to represent the needs of the District in the California public policy arena.

CSA has experience with all the topics and institutions mentioned, as well as existing relationships, that would allow CSA to immediately assist with the District's policy agenda. Kristin is an expert legislative leader who served three terms in the California Assembly, focusing much of her time on water policy, and just completed her service as Chair of the Stanislaus County Board of Supervisors and Board Member for the San Joaquin Valley Air Pollution Control District. Her strong relationships with both Democratic and Republican legislators, including the legislative leaders and key staff, provide clients with unique advocacy access. Jim Lites' experience and expertise covers a wide range of subject matters and agencies, including the state budget. He served in a number of staff roles in the California Legislature before moving into advocacy, including as Chief of Staff to Speaker Emeritus Cruz Bustamante. Senator Jim Brulte (Ret.) is a well-respected, effective leader across the State, frequently called upon by Democratic and Republican decision makers for advice, strategy, and guidance.

The reach and breadth of our clients at CSA means our firm regularly appears before nearly every policy committee in the Legislature and a wide variety of regulatory agencies in Sacramento and across the State. We work closely with legislative leaders, the Governor's Administration, rank-and-file members in the Senate and Assembly, and high-ranking members of virtually every department, agency, commission, and board in California's government. In addition, we have decades of successful outcomes before key regulatory bodies.

We are confident that the collective experience and relationships we have are uniquely able to help WVWD achieve its policy goals and objectives. We have listed the rest of the information requested below and are eager to go further into detail on our experience and relationships through a Zoom or in-person interview.

We thank you for your consideration and look forward to discussing our qualifications.

Sincerely,



Kristin Olsen
Partner



Jim Lites
Partner



Senator Jim Brulte (Ret.)
Partner

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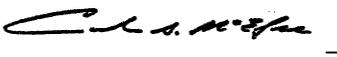
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- Client References
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- WVWD Role in Advocacy
- Communication
- Identification of Anticipated Potential Problems
- CSA Team information and Biographies
- Proposed Schedule
- Proposed Fee Schedule
- Conflict of Interest
- Prohibited Contracts
- Form #2
- Form #3
- Form #4

FORM #1

Firm Name	California Strategies & Advocacy, LLC
Firm Address	980 9 th Street, Suite 2000 Sacramento, CA 95814
Telephone	916-266-4575
Email Address	CamdenM@calstrat.com

The undersigned hereby agrees to comply with all the terms and conditions put forth in West Valley Water District's Request for Proposals for State Lobbyist Services.

Camden S. McEfee

Signature: 

Date: February 26, 2021

Executive Summary

California Strategies and Advocacy, LLC, enthusiastically submits a proposal in response to the Request for Proposals for State Lobbying Services on behalf of the West Valley Water District (WVWD or the District). California Strategies and Advocacy (CSA) is a leading public affairs, consulting, legislative and regulatory advocacy firm with the experience and expertise to successfully represent the District in California public policy circles. CSA has nine offices in the state, with headquarters in Sacramento. Our large geographical presence gives us insight that spans statewide, regional and local perspectives to guide our clientele in pursuit of a successful public policy agenda.

We have assembled a team of skilled strategists, advocates and support to offer a high level of respected and effective strategic counsel and representation. We have the resources to focus on salient issues, monitor current and new developments and bring quality advocacy. We firmly believe active and visible integration of District officials into general and targeted advocacy activities is vital to educate and guide policymakers to the desired outcome. This partnership requires close collaboration and communication and will afford the best opportunity for public policy success. The CSA team can plan for known public policy challenges and respond effectively to those that are unexpected. We have the ability to assess issue dynamics and engage with the WVWD legislative delegation to work toward a successful solution.

CSA professionals will commit the time necessary to serve the needs of the District. While legislative activity is seasonal, planning and collaboration during downtime is often necessary to be fully prepared for the coming year. We will seek to incorporate data and statistics wherever possible to educate and inform and underscore the need for a specific public policy outcome. CSA will work with the District to develop schedules that accommodate the advancement of public policy goals and timelines.

We have a long track record of experience and successful outcomes for a variety of public and private sector clients. Some of our clients are very long-term, with relationships that span over 20 years -- an indication of our ability to forge effective and sustained partnerships.

Overall, CSA presents an opportunity for the District to engage thoughtful and effective representatives in Sacramento, and we look forward to the ability to serve on your behalf. We welcome the opportunity to develop a relationship with WVWD for years to come.

Subcontracting Disclosure

California Strategies and Advocacy will service the West Valley Water District state lobbying needs and requirements fully within CSA resources and does not intend to subcontract for supportive advocacy services.

General Qualifications / Firm Background

California Strategies and Advocacy, LLC, is a leading statewide, full-service government relations and lobbying firm headquartered in Sacramento, with offices in Silicon Valley, Los Angeles, Irvine, the Inland Empire, Monterey, Modesto, and San Diego. We provide targeted legislative, administrative, and

regulatory advocacy, useful policy analyses, and outcomes-based governmental strategies that achieve the objectives of our clients, which include public and government entities, associations, private companies, and non-profit organizations. Our bipartisan firm has unrivaled experience across all three branches of government, state agencies, and on both sides of the political aisle. We have the unparalleled ability to develop broad strategic visions and implement targeted actions needed to achieve results and exceed expectations.

California Strategies, LLC, was founded in 1997, and California Strategies and Advocacy, LLC, was formed in 2004. Over the past 20+ years, the company has grown to include an experienced team of policymakers and political strategists with experience in the highest levels of California state government and proven records of achievement in the government, business, and not-for-profit sectors. Our expertise is navigating the government and public policy decision-making processes. CSA has written, secured approval for, and implemented legislation and regulations, secured public funding (through both grants and state budget allocations) for numerous projects, and executed comprehensive governmental affairs strategies. Today, we have 45 members of the firm – 30 partners and 13 associates and administrative support personnel. CSA currently services the state advocacy needs of 123 public and private sector clients with 20 registered lobbyists.

CSA employs a solution-oriented approach to developing and implementing strategic initiatives based on specific goals, objectives, and priorities to achieve successful results. We will help the District maintain active communication and bipartisan state government relationships to bring first-hand, expert knowledge of the issues that are important to the District.

Over the last 20+ years we have had the opportunity to be very selective on which clients we work for and what projects we work on. Our selective, custom-tailored approach is the key to maximizing successful results for clients. We view our relationships as long-term partnerships. Our clients' needs and problems become our own, and we task ourselves to strategically and efficiently solve potential issues to maximize benefits and opportunities.

We would be honored to serve the legislative advocacy needs of the West Valley Water District (WVWD or District) and help you achieve your public policy goals and objectives in California.

Experience

CSA Legislative Successes

- *Example 1:* We have worked with LP Building Solutions to educate legislators and stakeholders on issues surrounding wood-based construction and home hardening/fire safety standards for building in the Wildland-Urban Interface (WUI). In 2020, despite COVID challenges, after working with the bill authors and speaking with both chairs of the Insurance committees, we were successful in amending legislation (SB 292, SB 1199) to alleviate LP's concerns and remove our opposition.
- *Example 2:* CSA worked with San Diego Gas & Electric to pass AB 3163 last year (now Chaptered into law) in order to expand ways to help meet state renewable/clean energy goals. Additionally, we worked strategically with the same client to kill gut-and-amend legislation (AB 1659) that would have negatively impacted ratepayers across California.

CSA Regulatory Successes

- *Example 1:* CSA helped both EOS Climate (now Xpansiv) and Honeywell Appliances make changes to CARB’s Compliance Offset Protocol for Ozone Depleting Substances (HFC reductions) that helped secure more funding for fixing/replacing rooftop air conditioning units and supermarket refrigeration cases through the use of carbon offsets. This required submitting technical recommendations, meeting with high- and low-level staff, making public comments, and so on.
- *Example 2:* CSA helped a Client providing a “Software as a Service” transportation planning software to secure Software as a License software designation through the Department of General Services and subsequently secure millions of contracts with CARB, Caltrans and the Office of Planning and Research. This required securing letters of support from state agencies for the Client to DGS, working with DGS to secure the state designation, and helping market the product with state agencies.

CSA Budgetary Successes Calstrat has helped secure over \$100 million dollars in clean energy grant and incentive funding for Clients.

- *Example 1:* CSA has worked with ENGIE at the CPUC to allow battery storage projects to receive SGIP and NEM funding. This has required submitting CPUC comments with suggested changes to each program, working with CPUC SGIP Program Administrators to answer Client questions and helping with actual SGIP application submissions.
- *Example 2:* CSA helped Advanced Microgrid Solutions make changes to the CEC EPIC program to allow building efficiency and battery storage programs to qualify, wrote a grant proposal and secured millions of dollars in EPIC funding. This required talking with CEC Commissioners and staff, legislative leaders and advocates for securing funding, strategizing with Client on grant and writing grant.

Client References

San Diego Gas & Electric: Kent Kauss, Vice President for Government Affairs.

(916) 216-4888. kkauss@semprautilities.com

CSA works with SDG&E and its sister company SoCalGas on a variety of issues related to energy policy with the California Legislature and Governor’s Administration.

Brookfield Renewable Energy Marketing: Scott Hennessey, VP, Federal Policy.

(917) 561-5967. Scott.hennessey@brookfieldrenewable.com

CSA works with Brookfield Renewable on many areas of renewable energy policy with the Governor’s Administration and Agencies, the California Legislature, local governments, and others.

San Francisco Bay Area Rapid Transit District (BART): Amanda Cruz, Manager of Government Relations and Legislative Affairs.

(510) 874-7422. ACruz1@bart.gov

CSA works with BART on issues relating to passenger rail with the Governor's Administration and Agencies, the California Legislature, and others.

CSA Approach and Scope of Services

The West Valley Water District, servicing 70,000 customers over multiple municipal jurisdictions, requires unique levels of cooperation and engagement to fulfill the service agreements fundamental to the business and operations of the District. The broad range of engagement necessary to provide successful regional service will translate to the work of public policy agenda execution. CSA will be able to work with the District to formulate effective and respected engagement of state policymakers to pursue the District's public policy goals. We use a knowledge and relationship-based approach in our advocacy work, relying on genuine relationships that CSA partners have in the legislative and regulatory arenas as well as on deep policy knowledge and subject-matter expertise, including complex water policy matters.

Planning / Strategy Sessions – Our team will collaborate with the WVWD team to devise a strategy for advancing the District's legislative, state budget, and regulatory platform and priorities. We spend considerable time with our clients in the preparation of their government relations goals and objectives and to help develop the strategies and tactics to achieve those goals. Our work includes status and strategy sessions throughout the legislative session and can include extensive Fall/Winter planning sessions. Throughout the year, we will provide recommendations in a timely manner that allows WVWD to implement actions in both strategic and tactical ways. We will also provide insight for the District's annual and periodic reviews and updates to its legislative platform and priorities.

Representation and Advocacy with the Legislature, Governor's Office, and State Agencies – By building on and leveraging existing strong relationships with legislative leaders in both the Senate and Assembly, key legislative committee chairs and members, committee consultants and staff, and other elected and appointed officials, we will monitor and gather intelligence about priority bills, amendments, legislative hearings, regulatory proceedings, rulemaking hearings, and other matters important to WVWD. We will schedule meetings with authors, staff, and sponsoring organizations to advocate on behalf of bills favorable to WVWD and against bills that would negatively impact WVWD, and we will be available to testify in committee hearings – if needed - when these bills are being heard. We will also help determine when the Client should engage directly on a measure.

Our team has extensive experience testifying at both legislative and Executive Branch agency and board public hearings. We believe that for public testimony to be effective, it must be preceded by concentrated educational and advocacy meetings with elected or appointed officials who will be overseeing and making official decisions at the public hearing. We work with our clients to develop disciplined messaging and background materials that will be used in these pre-hearing meetings and that will support a specific "ask" of the public official. If working with a coalition of like-minded stakeholders (whether ACSA and/or others), we seek to ensure that all messaging is agreed to in advance and that our coalition partners do not stray in the preliminary meetings or in the public hearing.

In instances when directly sponsoring a legislative measure makes sense, we will work with the WVWD team to draft bill language, secure authors and co-authors, prepare fact sheets and supporting materials,

build coalitions, prepare witnesses for committee hearings, and so on. We will ensure that authors carrying a bill for WVWD feel they have a reliable partner in us and that they have all information needed to pursue successful passage of the bill.

We have also worked closely with Governor Newsom and his staff. One recent project for reference is during our representation in 2019 of the Pacific Gas & Electric investors (over 25 investment firms) through the PG&E bankruptcy proceeding. We coordinated frequently with the Governor's lead staff including Ana Matosantos, Ann Patterson, Tracy Arnold, Paul Rosenstiel, and others to understand and coordinate actions the Governor wanted to see in the bankruptcy court by PG&E. This included setting up meetings, developing presentations, and following up with elected and appointed officials.

Gather and Provide Important Documents – We will provide copies of bills and amendments; committee reports; state agency rules, regulations, or reports; and/or other information reasonably available that is pertinent to WVWD's advocacy program. We will also provide information on emerging issues that could be of interest, conveying our perceptions of the policy and political currents that affect the District's priority policy and budget issues. We closely monitor, report and engage in the agency rule-making process for our clients and have experience working with the Department of Finance and GO-Biz on proposed regulations that must follow the more robust "Major Regulation" rule-making process (\$50M or greater economic impact annually on CA businesses). We will also provide information related to state grant funding opportunities that may become available for District projects.

Tracking Services – Using Capitol Track and other methods, we will monitor all introduced and amended versions of legislation that has potential interest to or impact on WVWD. Our advocacy team has extensive experience tracking newly introduced legislation, last-minute amended legislation, proposed regulations from state agencies, boards and commissions, and state budget items. We coordinate with clients to develop and maintain updated priority bill lists.

Client Communication – We believe the best way to serve clients is to engage in regular and consistent communication, including pre-scheduled weekly status update and planning calls, monthly reports, and an end-of-session comprehensive report. Each of these activities can be done more or less often, depending on the desire of the Client. We seek input from our clients regularly – sometimes daily when needed – on priority activities using a variety of communication avenues, including in-person meetings, Zoom meetings, telephone calls, texts, emails, and written correspondence.

When it comes to client inquiries and/or requests, we respond expeditiously. In fact, our clients frequently complement our timely and frequent communication with them, allowing them to remain informed and confident in our work.

Relationship Building – Our team will help ensure that WVWD leaders build and strengthen relationships with members of the Legislature and legislative leaders, as well as with key water leaders through state agencies, including the State Water Board, DWR, CDFW, and others.

Events – We will represent WVWD at policy and political events, when requested, including caucus policy retreats, member fundraisers, and so on. As one example, Kristin has solid relationships within the legislative women's caucus and represents other clients at the caucus' events.

FPPC – We will fulfill all state registration and reporting requirements imposed on lobbyists, as required by the Fair Political Practices Commission.

WVWD Role in Advocacy

Often, successful advocacy requires clear and concise materials that both educate decision makers and describe the needs of the organization. CSA is skilled at collaborating with clients to develop effective materials. We will rely on the WVWD Public Affairs Department for both general and detailed information on public policy priorities to use in advocacy efforts. CSA will then work with the District to draft and finalize necessary materials.

Direct participation in general and specific advocacy activities is an element we always recommend, including for WVWD officials. General advocacy will consist of meet and greet sessions with policymakers and staff, while specific advocacy will center around the pursuit of specific public policy goals. Often, hearing directly from constituents and service providers is critical in guiding policymakers to conclusions that can satisfy the public policy priorities of the District. Direct engagement should be a consistent component of advocacy, and CSA will advise when general and specific engagement is required.

Communication

CSA will tailor communications to the desires and preferences of the District (also see Client Communication in Scope of Services above). Generally, email and telephonic communications will be frequent, particularly when active advocacy projects are underway. Communication will include reports and descriptions of legislative proposals via tracking services and regular notifications of amendments and relevant hearings, sometimes daily. Otherwise, written communications can be provided of legislative and advocacy activities, which can be transmitted on a schedule desired by the client.

CSA will invest time with District personnel to identify the communication needs and implement them accordingly.

Anticipated Potential Problems

Occasionally, variables around certain topics arise that complicate public policy endeavors. At times, challenges are anticipated; other situations can be unforeseen. Politics and other stakeholders are always factors in policy discussions. When such situations occur, they must be addressed quickly and directly.

CSA will work to address challenges, assess opportunities for compromise, and seek to find the common ground necessary for success. In some scenarios, efforts to reach an agreement can result in agreeing to disagree, which will require direct advocacy to advance our position and goals. The experience, relationships and reputation of CSA principals within the California legislative and regulatory arenas allow us to maximize opportunities to overcome challenges to the District's public policy agenda.

CSA has incredible breadth of experience across the entire firm. There may be situations where we may informally call upon colleagues to assist in certain situations. This is a cultural element of our firm that presents a value-add beyond the lead principals that can accrue to the benefit of all firm clientele.

California Strategies and Advocacy Team

CSA proposes the following team to execute the scope of work desired by the District, which will be carried out principally in the Sacramento headquarters of our firm.

- **Kristin Olsen**, Partner; Kristin is a registered lobbyist and will serve as lead strategist and advocate on behalf of the District. Kristin works in both the Modesto and Sacramento offices of CSA.
- **Jim Lites**, Partner and Vice Chairman; Jim is a registered lobbyist and will serve as strategist and advocate on behalf of the District. Jim is based in the Sacramento CSA office.
- **Senator Jim Brulte (Ret.)**, Partner; Jim will provide strategic consulting and expertise to help accomplish the District's goals. Jim is based in the Inland Empire CSA office.
- **Lily MacKay**, Associate; Lily is a registered lobbyist and will support the District with direct advocacy, communication and other assignments. Lily is based in the Sacramento CSA office.
- **Lina Bernal**, Associate; Lina will provide bill monitoring services and scheduling on behalf of the District. Lina is based in the Sacramento CSA office.

Team Member Biographies

Kristin Olsen • CSA Partner

Olsen helps others effectively work within the government sphere and political landscape, with a proven track record of delivering State funding for water resources. She helped negotiate and pass the 2014 Water Bond and was active in a myriad of policy issues, with emphasis on water, agriculture, education, and government reform. The bipartisan relationships she has developed and experience she has gained over the past 25 years as both a Capitol staffer and an elected official at the local and state levels, including as Minority Leader of the State Assembly, along with her experience as a trade association executive and higher education administrator, make her uniquely suited to help clients navigate the key players, policies, politics, and processes of state and local government.



While serving as one of the top four leaders in the Legislature, Olsen developed a statewide reputation as a dynamic, forward-thinking leader – “the sort of person the Republicans need” (LA Daily News) and whom Democratic Governor Jerry Brown described as “pragmatic and effective.” She was often cited by both Republican and Democratic peers, as well as by reporters in the media, as one of the most effective legislators and communicators, known for building solid bipartisan relationships. During her legislative tenure, she served on the Water (Vice Chair), Insurance, Agriculture (Vice Chair), Health, Privacy, Education (Vice Chair), and Higher Education (Vice Chair) Committees.

Active in her community and across the State, Olsen serves on the Board for Legacy Health Endowment, on the Leadership Council for California Competes, is a founding board member of New Way California,

the Treasurer for Women in California Politics (WICP), and a Board of Director for CA Women Lead that recruits and trains women to pursue appointed and elected office. She is one of just 300 Aspen-Rodel Fellows across the United States and the California State Director for the National Foundation for Women Legislators. In 2018, Olsen was named one of 60 California Influencers – a role in which she provided commentary on policy matters and election issues for McClatchy newspapers across California.

Olsen served four years on the Stanislaus County Board of Supervisors and the San Joaquin Air Pollution Control District (2017-2020), six years in the California State Assembly (2010-2016), five years on the Modesto City Council (2005-10), and two years on the Modesto Planning Commission (2004-05). Professionally, she served as the Assistant Vice President for Communications and Public Affairs at CSU Stanislaus (2006-2010), and as the Senior Communications Manager for the California Restaurant Association (1999-2004). Her first job out of college was as a California Senate Fellow ('96-'97) and then a legislative aide and press secretary in the State Senate.

Olsen graduated magna cum laude with a B.A. from Westmont College and is a strong voice for a well-rounded, liberal arts education. She lives in Modesto, CA, with her three children, and loves music and soccer.

Jim Lites • CSA Partner & Vice Chairman

Jim Lites has over 30 years of experience in government, consulting, and association management.

As a long-time legislative advocate, Jim has experience in various policy arenas including transportation, public transit, tax policy, privacy, housing policy, wireless telecommunications, aviation, passenger rail, public pension policy, mortgage insurance, local government and cargo and goods movement. Jim also engages in the state budget and works regularly with various clients to achieve budget-related goals. Jim currently serves on the Technical Advisory Committee for the San Bernardino International Airport and has previous service on the California Maritime Security Council, the California Freight Advisory Committee and the Advisory Board of Reviver Auto, a California technology start-up company.



In 2009, Jim was selected to serve as the Executive Director of the newly formed California Airports Council (CAC), representing the 31 California commercial airports. The CAC educates policymakers on California commercial aviation and issues that impact airport finance and operations. Over the last 10 years, Jim has helped build the CAC into the respected voice for California's commercial airports and received the Wanamaker Award for his impact on the aviation industry in 2013.

Jim began his public service in the Senate Fellowship Program in 1989, assigned to the Senate Budget Committee. He later served in the State Assembly in various positions including: Chief Consultant to the Assembly Committee on Revenue and Taxation, Chief of Staff to Assembly Member Marguerite Archie-Hudson and Senior Consultant for tax policy, economic development and international trade to Assembly Speaker Cruz Bustamante. Finally, Jim served as Chief of Staff to Speaker Emeritus

Bustamante. Before joining California Strategies, Jim was a Partner in the public policy advocacy firm of Schott & Lites from 1999 to 2015.

Jim volunteered to represent his Arden Park Neighborhood Association pro-bono and played a key role in updating California state law with the enactment of AB 394, Chapter 297, Statutes of 2005. This bill deleted unenforceable racial and religious residency restrictions that still appeared within CC&Rs for older housing developments.

In his community, Jim volunteered as President of the Board of Directors for the Arden Park Dolphins Swim Team from 2004-2007 and Head Coach of the Arden Park Shooting Stars girls youth soccer team from 2001 through 2010. In 2013, Jim was appointed to a vacancy on the Board of Directors of the Arden Park Recreation and Park District and served as Board Chairman in 2015-16. Jim was re-elected in 2016.

Jim served on the Undergraduate Student Association Council as the elected Academic Affairs Commissioner at University of California Los Angeles in 1987 and earned his Bachelor's degree in Political Science from UCLA in 1988. After completing the California State Senate Fellowship, Jim studied international political economy at the Universidad de Belgrano in Argentina in 1990 and is fluent in Spanish. Jim completed his Master's degree in International Affairs at California State University, Sacramento in 1995.

Jim's hobbies include international travel, photography, acid jazz, wine tasting, tropical aquariums and more recently, staying home during COVID. Jim was born in Pasadena, California and currently resides in Sacramento with his wife and has three adult daughters.

Senator Jim Brulte (Ret.) • CSA Partner

Senator Jim Brulte (Ret.) is the only freshman in California history to be elected leader of his party in both the State Senate and the State Assembly. He served in the state legislature from 1990-2004, representing the Inland Empire counties of Riverside and San Bernardino.

During his time in Sacramento, Brulte established a reputation as an expert on the California Budget and wrote comprehensive legislation to reform California's worker's compensation and welfare systems. He also wrote legislation to equalize the education funding formula which supported disadvantaged rural and suburban school districts.

Senator Brulte is a highly acclaimed speaker on California politics and public policy. He is regularly interviewed by local, national and international television, radio and newspaper outlets. His national interviews can be seen on Fox News, CNN, MSNBC, Fox Business, One America News as well as CBS, NBC and ABC. He is also regularly interviewed by national television affiliates in Southern, Central and Northern California.



During his tenure as Chair of the California Republican Party, Brulte focused his party's efforts on electing Republicans to County Boards of Supervisors, City Councils, School Boards and Special

Districts. As a principal of California Strategies, Brulte leverages these local elected official contacts to assist his clients in generating positive outcomes.

Brulte's clients have successfully completed projects in Riverside, San Bernardino, Los Angeles, Kern and Orange Counties.

Recently named one of the 100 most powerful people in Southern California by The Los Angeles Times and one of the top 20 "most powerful political players in California" by Capitol Weekly, Jim Brulte opened the California Strategies Inland Empire office in 2005.

Currently, a member of the Statewide Advisory Board of the Public Policy Institute of California, Brulte has served in three presidential administrations and has been appointed by two California governors to state boards. Capitol Weekly wrote that "over the last 15 years, there has been no more enduring force in California Republican politics than Jim Brulte."

Lily MacKay • Associate & Registered Lobbyist

Lily leads on a variety of projects in both the legislative and public affairs field, blending her skill set from both the public and private sectors. Prior to joining California Strategies, she worked at Unearth Campaigns, a digital public affairs firm, as an account executive where she managed projects, created content, and produced reports explaining campaign metrics for a variety of clients. Her background in client services and digital media combined with several years of experience in the State Capitol brings a unique blend of skills to the California Strategies team.

Mackay received her Bachelor's degree in violin performance from Azusa Pacific University, graduating with honors.



Lina Bernal • Associate

Lina joined California Strategies and Advocacy in 2015 and has over 25 years of association management and legislative advocacy experience. She manages all legislative monitoring and client communications on current and amended legislation.

Lina manages all administrative affairs for the California Airports Council, including meeting planning, logistics & packet preparation, tax compliance, audits, invoicing, and accounts receivable, and coordination and management of the annual Airport Leadership Development Course.

Lina began her career in marketing, working for a subscription electronic legislative tracking service, and subsequently a retail software developer. She also served as an Account Administrator for California Advocates



Management Services. Lina spent 16 years at Schott & Lites Advocates prior to joining California Strategies.

Lina was born and raised in Fairfield, California and graduated from the University of California, Davis with a Bachelor's degree in Communications. She is a former volunteer for the Sacramento Crisis Nursery, and is versed in Spanish and Ilocano, a Filipino dialect. She enjoys wine tasting, traveling, and spending time with her family and their rescue dogs, Felix Navidog and Champion.

Schedule

With regard to scheduling, CSA will invest the time necessary to fulfill the public policy goals of the District. In the legislative context, sometimes the time investment can be seasonal or otherwise tied to the legislative calendar. However, when the Legislature is not in session during the fall, it allows for planning and less formal outreach with policymakers for the coming year.

Regularly scheduled activities on behalf of the WVWD will include bill monitoring and reporting, scheduled discussions with District staff and periodic presentations to the governing body. Overall, collective time commitments among the members of the CSA team may range from 20-40 hours per week, depending upon the level of activity, or during preparation of reports or presentations.

Fee Schedule

- Hourly Fee Option
CSA proposes our hourly rate of \$400 for services and engagement of principals and \$200 for support staff and administrative services.
- Monthly Retainer Option
CSA Proposes a monthly retainer of \$15,000. This will be invoiced monthly and be inclusive of our services except for travel as directed by the client.

Conflict of Interest

California Strategies and Advocacy has not identified any conflicts of interest related to this solicitation of State Lobbyist Services.

Prohibited Contracts

California Strategies and Advocacy has not identified any of the circumstances outlined in the Request for Proposals that constitute a prohibition on entering into a contract with our firm.

Summary

We are confident CSA can play a thoughtful and strategic role to achieve WVWD's public policy objectives. The CSA expertise and experience, budget experience and current relationships with key

state officials in the Legislative and Executive Branches present the District with the best value selection for State Lobbying Services.

FORM #2 – FIRM INFORMATION REQUIREMENTS

<p>Firm Name & Website</p>	<p>California Strategies and Advocacy, LLC www.calstrat.com</p>
<p>Years in Business</p>	<p>California Strategies and Advocacy, LLC – 17 years</p>
<p>Firm Parent Company (if applicable)</p>	<p>None</p>
<p>Number and nature of the professional staff to be employed in this engagement on a full-time basis</p>	<p>None</p>
<p>Number and nature of the professional staff to be employed in this engagement on a part-time basis</p>	<p>Five</p>
<p>Main Point of Contact Name, Title, Email & Telephone</p>	<p>Kristin Olsen, Partner Kristin@calstrat.com (209) 968-9386</p>

FORM #3 – PROJECT STAFF REQUIREMENTS

Name	Kristin Olsen
Title	Partner, California Strategies and Advocacy, LLC
Length of Tenure	Two years
Previous Work Experience	Stanislaus County Supervisor 2017-2020 Red Suit, LLC – Principal and Founder 2016-2018 CA State Assembly Member 2010-2016 Modesto City Councilmember 2005-2010 Director, then AVP at CSU Stanislaus 2006-2010
Educational Background	BA Communication Studies, Westmont College 1996 Graduate fellowship, Sacramento State 1996-97 Executive leadership program trainings taught by U of VA & Harvard faculty 2005-2014
Certifications	Registered Lobbyist
Project Role and Responsibilities	Team Lead / Lobbyist
Technical Skills and Qualifications for The Project	Negotiation, communications, & advocacy skills Strong bi-partisan relationships in the Legislature Knowledge of & experience working on water policy, including groundwater, conveyance, storage, transfers, recycling, desalination, SWP, CVP, affordability...
Hours to Be Worked On-Site	n/a
Hours to Be Worked Remotely	10-20

FORM #3 – PROJECT STAFF REQUIREMENTS

Name	Jim Lites
Title	Partner and Vice Chairman, California Strategies and Advocacy, LLC
Length of Tenure	5.5 years
Previous Work Experience	Schott & Lites Advocates, 17 years Staff person, California State Assembly & Senate, 9 years
Educational Background	Bachelor’s of Arts, Political Science, UCLA, 1988 Master’s of Arts, International Affairs, Sacramento State University, 1995
Certifications	Registered Lobbyist Licensed Real Estate Agent
Project Role and Responsibilities	Strategy and materials development and direct advocacy
Technical Skills and Qualifications for The Project	Lobbyist with 22 years experience
Hours to Be Worked On-Site	n/a
Hours to Be Worked Remotely	10-15, depending upon season and specific projects

FORM #3 – PROJECT STAFF REQUIREMENTS

Name	Senator Jim Brulte (Ret.)
Title	Partner, California Strategies and Advocacy, LLC
Length of Tenure	16 years
Previous Work Experience	Member California State Senate 1996-2004 Member, California State Assembly 1990- 1996
Educational Background	BA Political Science, California State Polytechnic University, Pomona 1980
Certifications	n/a
Project Role and Responsibilities	General legislative and Executive Branch strategist
Technical Skills and Qualifications for The Project	Served as Minority Leader in the State Assembly and State Senate Served in 3 Presidential administrations Served on Commissions appointed by 2 California Governors Served Previously as a consultant to West Valley Water District Serves currently as a consultant to the Inland Empire Utility Agency
Hours to Be Worked On-Site	As needed to interact with Agency Leadership and Staff
Hours to Be Worked Remotely	As needed to successfully implement Agency goals

FORM #3 – PROJECT STAFF REQUIREMENTS

Name	Lily Mackay
Title	Associate, California Strategies and Advocacy, LLC
Length of Tenure	One year
Previous Work Experience	<ul style="list-style-type: none"> Scheduler and Legislative Aide in the CA State Capitol 2017-2019 Associate at Unearth Campaigns, a digital public affairs firm 2019-2020
Educational Background	B.S., Arts from Azusa Pacific, graduating with honors
Certifications	Registered Lobbyist
Project Role and Responsibilities	Legislative support: provide updates on legislation, prepare materials, participate and coordinate meeting requests to legislators, staff and other stakeholders, provide assistance as needed.
Technical Skills and Qualifications for The Project	Provides strong legislative experience and relationships.
Hours to Be Worked On-Site	n/a
Hours to Be Worked Remotely	As needed (TBD)

FORM #3 – PROJECT STAFF REQUIREMENTS

Name	Lina Bernal
Title	Associate, California Strategies and Advocacy, LLC
Length of Tenure	Five years
Previous Work Experience	<ul style="list-style-type: none"> • Legislative Aide, Schott & Lites Advocates, Apr. 2013 – Nov. 2015 • Account Administrator, California Advocates Management Services, Oct. 2012-Apr. 2013 • Legislative Aide, Schott & Lites Advocates, Sept. 1999- Sept. 2012
Educational Background	B.A., Communications from University of California, Davis
Certifications	n/a
Project Role and Responsibilities	Legislative support: monitor legislation, provide updates on amended bills of interest, coordinate meeting requests to legislators, staff and other stakeholders, assist Kristin Olsen, Jim Lites, Senator Jim Brulte (Ret.) and Lily MacKay as needed.
Technical Skills and Qualifications for The Project	Twenty+ years of legislative support experience.
Hours to Be Worked On-Site	n/a
Hours to Be Worked Remotely	As needed (TBD)

FORM #4 – CLIENT REFERENCES

Client Name	San Diego Gas & Electric
Contact – Name, Title, Email & Telephone	Kent Kauss, Vice President for Government Affairs (916) 216-4888. kkauss@semprautilities.com
Service Provided And Dates	State Lobbying Services, 2018-Present
Examples of Work (provide links)	<p>Advocate for & against bills related to wildfires and vegetation management, renewable natural gas, and other policies as requested. Also serve as the lobbying team’s lead for all policy and political activities related to the legislative women’s caucus.</p> <p>Assisted in the passage of AB 1363/Chapter 444 in 2020.</p> <p>Prevented legislation harmful to ratepayers from moving forward: AB 1659.</p>
Explain similarities in services to those requested by West Valley Water District	Legislative lobbying and affiliated services (meeting with legislators and staff, preparing materials, attending events, monitoring hearings, etc...)
Explain differences in services to those requested by West Valley Water District	For SDG&E, we generally do not work in the regulatory space. Also, SDG&E does its own bill tracking and monitoring.

FORM #4 – CLIENT REFERENCES

Client Name	Brookfield Renewable Energy Marketing
Contact – Name, Title, Email & Telephone	Scott Hennessey. VP, Federal Policy (917) 561-5967. Scott.hennessey@brookfieldrenewable.com
Service Provided And Dates	State Lobbying Services, 2019 - Present
Examples of Work (provide links)	Collaborate with San Diego County Water Authority on advancing pumped storage project. Monitor legislative opportunities & threats to Brookfield renewable energy projects. Helped pass SB 364 in 2020.
Explain similarities in services to those requested by West Valley Water District	Meeting with legislators and staff, working with like-minded stakeholders, advancing legislative and regulatory goals, meeting with state agency officials, monitoring legislative hearings & regulatory proceedings.
Explain differences in services to those requested by West Valley Water District	Brookfield Renewable has us follow a very narrow scope of work and prefers us to be in a supporting role rather than lead role when advocating for and against bills.

FORM #4 – CLIENT REFERENCES

Client Name	San Francisco Bay Area Rapid Transit District
Contact – Name, Title, Email & Telephone	Ms. Amanda Cruz Manager of Government Relations and Legislative Affairs Acruz1@bart.gov (510) 464-6146
Services Provided and Dates	Full Legislative Advocacy Services – for sponsored measures: strategy development, solicitation of authorship, collaboration on materials, meeting scheduling, comprehensive advocacy engagement, strategy consulting and problem resolution and Brown Administration advocacy. 1999 through the present.
Examples of Work	Management of BART-sponsored measure, AB 923/Chapter 314, Statutes of 2019 . Provided BART full direct access to CAL-ISO wholesale electricity market. Management of BART-sponsored measure, AB 730/Chapter 46, Statutes of 2017 . Provided BART permanent authority to issue prohibition orders after six-year pilot program. Circulating Letters of Support for legislative signatures in support of BART project funding proposals.
Explain similarities in services to those requested by West Valley Water District	The Scope of Work for legislative advocacy services including monitoring and reporting, management of sponsored bills, strategy development, advocacy on specific proposals, education and communication with the WVWD legislative delegation are examples of similar services.
Explain differences in services to those requested by West Valley Water District	The WVWD services will differ in orientation towards the Water Committees of each house, and state agencies including the Department of Water Resources, California Environmental Protection Agency, Natural Resources Agency and water policy issue stakeholders.



LUCIEN PARTNERS

RESPONSE TO RFP from
West Valley Water District
Professional Services
Sacramento Advocacy and Consulting Services

CONTACT

Darryl Lucien, *Managing Partner*
1017 L Street #246, Sacramento, CA 95814
Phone: (530) 601-9640 or (562) 673-0682
Email: Darryl@LucienPartners.com

A handwritten signature in black ink, appearing to read 'Darryl Lucien', written over a horizontal line.

Darryl Lucien, Project Manager

Contents

Page 5 of the West Valley Water District Request for Proposals for State Lobbyist Services, hereafter referred to as RFP, under “Submittal Requirements” prescribes an order for presenting content that is in conflict with the order prescribed on Page 9 of the RFP. Lucien Partners has formatted this document according to the order prescribed in Page 9, and will insert the contents requested on Page 5 into the “Proposal Content” section of this response.

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RESPONSE TO FORM #1

Page 9 of the RFP requests answers to the information requested in Form #1 and signed by the Firm's authorized representative.

Firm Name	Lucien Global <i>dba</i> Lucien Partners
Firm Address	1017 L Street, #246, Sacramento, CA 95814
Telephone	(562) 673-0682 (mobile)
Email Address	lucienpartners@gmail.com or darryl@lucienpartners.com



Darryl Lucien, Lucien Partners
February 26, 2021

EXECUTIVE SUMMARY

On behalf of the Lucien Partners team, we are pleased to present a response to the West Valley Water District Request for Proposals for State Lobbyist Services. With a proven track record, a wealth of experience, and deft navigation of relevant policy, we propose to guide West Valley Water District (WVWD) through the success of its objectives, and overcome challenges in favor of WVWD's interests in the California Legislature.

Lucien Partners has assisted the most politically imperiled interests overcome hostile regulatory environments at both the state and local government levels. Lucien Partners attributes this success to our multidisciplinary approach, and our development of strategies that are executed with precision and expert sequencing.

Our principal question in every engagement is: "What combination of lobbying, earned and paid media, coalition building, external engagement, and misdirection is necessary to secure the votes needed to complete the client's objective?" From this question we build out multiple recommendations for our clients to consider and we execute accordingly.

Our team possesses deep insight about many of the legislative districts across the state, the voting patterns and rhetoric of legislators, and the relationship between their votes and local politics. This enables us to effectively partner with our clients to provide a complete array of campaign services and to leverage our network to ensure that the agreed upon message is delivered by the right voice for maximum resonance. This hypersensitivity to vote counting is what separates Lucien Partners from our peers.

Our team includes *Managing Partner*, Darryl Lucien, *Strategic Advisors*, Derek Smith, Brian Adams, and Jade Stevens. We are confident that our collective political acumen and expertise will yield the necessary strategic guidance and counsel on regulatory and legislative issues, and foster, strengthen, and maintain effective government relations to ensure that the WVWD is prepared to meet policy challenges. Darryl Lucien will serve as the Project Manager and legislative advocate for WVWD.

The Lucien Partners team brings considerable recent experience in senior capacities, working in the California State Legislature for notable committee chairs and leadership posts. We have shepherded more than 65 bills into law over the past decade, including a delayed placement of the *Safe, Clean, and Reliable Drinking Water Supply Act of 2012 on the ballot*. In addition, our work has successfully secured more than \$650 million in direct budget appropriations for clients.

Lucien Partners proposes to provide state legislative lobbying services for a monthly retainer of \$12,000 per month. Lucien Partners has not had any disciplinary action nor any pending actions against the firm by any public agency or other professional organization.

SUBCONTRACTING DISCLOSURE

Lucien Partners does not intend to subcontract any portion of this work and understands that subcontracting will not be allowed without the expressed prior written consent of WWWD.

PROPOSAL CONTENT

General Qualifications

More than a traditional lobbying firm, Lucien Partners specializes in developing and executing multidimensional campaigns that include strategic messaging, coalition building, stakeholder engagement, voter education, and strategic media engagements.

We understand that effective influence, with the goal of achieving significant legislative and budgetary objectives, often requires a multi-pronged approach to cultivate legislative and regulatory champions. We specialize in the development of proactive and comprehensive Government Relations Action Plan, which incorporates multiple support and influence elements to increase the probability of success.

As a part of our Government Relations Action Plan, we emphasize continuous, proactive engagement and communication with prospective legislative champions. As issues of community and regional significance often lack sufficient representation, Lucien Partners understands the value of cultivating these relationships to increase awareness of and receptivity to client interests, through continuous engagement and education, with an appropriate level of context and history to further our clients' interests.

Over the past 11 years, our approach has aided our professionals to cumulatively procure more than \$1.6 billion dollars in State General Fund for various initiatives, through the annual State Budget Act, and secure passage of more than 65 bills through the legislative process.

The collective policy, political, and communications experience possessed by the Lucien Partners team is unrivaled among Sacramento lobbying firms. Our firm has been at the forefront of the most contentious political battles during the Governor Newsom's first three years, and we have successfully helped our clients achieve compromises that have not injured their interests.

The following personnel on the Lucien Partners team will assist in providing comprehensive services:

Darryl Lucien, Managing Partner at Lucien Partners, will serve as the project manager, political strategist, and will liaise with the Legislature and Governor's administration to represent WWWD interests. Lucien will be responsible for providing between 65% and 90% of the services given that this RFP predominantly focuses on lobbying services.

Brian Adams, Strategic Advisor at Lucien Partners, will advise on political strategy, coalition building strategies, and external relations strategies for Lucien Partners. Adams may join meetings with Lucien Partners and the WWWD, on occasion, but will not substantially interface with the WWWD. Adams will provide between 5% and 30% of the services depending on the needs and engagements of WWWD.

Derek Smith, Strategic Advisor at Lucien Partners, will advise on strategies to navigate the Newsom administration, including the California Natural Resources Agency and its purview, and the California Environmental Protection Agency and its purview. Smith may join meetings with Lucien Partners and the WWWD, on occasion, but will not substantially

interface with the WVWD. Smith will provide between 15% and 30% of the services depending on the needs and engagements of WVWD.

Jade Stevens, Communications Director, will advise and develop strategies on media relations if a determination is made that media engagement is likely to bolster WVWD's legislative and regulatory strategies. Lucien Partners will not engage with any media outlets, discreet or overt, without prior discussion with WVWD officials. Stevens will not typically interface with the WVWD except in cases where her role becomes a pivotal component of success. Stevens will provide between 5% and 30% of the services depending on the needs and engagements of WVWD.

Kenedi Rogers, Legislative Analyst at Lucien Partners, will provide administrative support services to Darryl Lucien. Rogers will not directly interface with the WVWD, the Legislature, or the Governor's administration.

PROJECT ORGANIZATION - KEY PERSONNEL

Darryl Lucien is the *Managing Partner* at Lucien Partners, bringing more than 12 years of senior legislative, governmental advocacy, public affairs, and political campaign experience.

Lucien will serve as the project manager for this proposed contractual relationship. His achievements include shepherding over 60 bills into state law, and secured hundreds of millions of dollars in funding for its California clients and constituents.

Lucien has a comprehensive understanding of the political gradations that guide decision-making in the Legislature, with consistent involvement in high-stakes political battles. With the breadth of his legislative experience serving as Policy Director to the Assembly Majority Leader and Speaker *Pro Tem*, superior coalition building acumen, and knowledge of policy details, Lucien has assembled a team which approaches crises with confidence, and helps clients navigate disadvantageous political terrains with tactical superiority.

In addition to Lucien's legislative experience, he has served as the political director for the California Legislative Black Caucus's political program, has managed multiple ballot measure campaigns, and managed electoral campaigns for members of the state Legislature.

Lucien has leveraged this experience to produce public affairs strategies that are tailored to tangibly assist lobbying teams successfully count votes. All of Lucien Partners public affairs strategies take political winds, leanings, and landmines into consideration as we assist clients navigate both external and internal political pressures.

Lucien has worked extensively with organized labor across the state. He serves as a delegate to the Los Angeles County Federation of Labor and on their Council on Political Education, the largest regional labor organization in the State. As a respected advocate for working people who, Lucien can hold labor leaders accountable.

Lucien attended Pierce College in the Los Angeles Community College District, earned a Bachelor of Arts in political science from CSU Long Beach, and is a church pianist and

percussionist. He has served on the City of Sacramento's Planning and Design Commission for five years. Lucien lives in Sacramento, Los Angeles, and the Inland Empire with his wife and six children.

Brian Adams serves as a *Strategic Advisor* at Lucien Partners, specializing in issue campaigns, political campaigns, public advocacy campaigns, and coalition building.

He is an industry leader recognized for his digital media and coalition building strategies on political campaigns', and his rolodex of political influencers across the state.

Adam's work for statewide messaging and coalition building initiatives has produced significant results. His recent work has included overseeing the California End Child Poverty campaign. This campaign concluded with the allocation of \$2 billion in state appropriations to eliminate child poverty in California. Brian has also managed the Keep CA Clean public affairs initiative, an online campaign, to build political support for the waste management and recycling industry. The result of this campaign was a \$300 million allocation from the State General Fund for the industry.

Adam's work has been featured in Campaigns and Elections, Los Angeles Times, Sacramento Bee, KPCC, Jewish Journal, LA Weekly, Patch, Argonaut, and many more local publications. In addition, his work has been featured in all of California's major television markets. He has advised the following organizations on curating digital strategies: U.S. Department of Housing and Urban Development, Los Angeles City Council, Emerge California, Ignite, Special Needs Network, City of Carson, and several members of the California State Legislature.

Adams received his baccalaureate education from Hobart and William Smith Colleges in New York and is a husband and parent of one son.

Derek Smith serves as a *Strategic Advisor* at Lucien Partners, bringing 30-plus years of experience and relationships in land use, infrastructure, energy, and procurement advocacy.

Mr. Smith is a longtime politico in Bay Area politics, having served on the transition team of Mayor-elect Gavin Newsom, and as a fixture in San Francisco politics regularly engaging with the San Francisco Public Utilities Commission, the Port of San Francisco, and San Francisco City Hall on land use and procurement related matters.

In both public and private sector settings, his procurement expertise has resulted in the production of over 10,000 residential units, commercial space, educational and recreational properties. Mr. Smith's projects have employed thousands of Californians, generated nearly one billion dollars of economic activity, and brought a quarter-billion dollars in capital investment to the State.

Mr. Smith's background is in construction management, but because of regular advocacy in the Bay Area and his proximity and longtime friendship with Gavin Newsom, he launched Marinship Consulting in 2019 to assist clients navigate the objectives of Governor Newsom's administration. Through his work at Marinship Consulting he advised Fortune 500 companies and investor-owned utilities on how to navigate the California Public Utilities Commission, California Energy Commission, and the California Natural Resources Agency.

Mr. Smith recently joined Lucien Partners in 2021 to build out a full-service regulatory engagement arm within Lucien Partners to provide comprehensive services that are impactful and in the interests of clients and the State of California.

Passionate about a better California for all of the Golden State's residents, he applies his craft with discretion and vigor. Mr. Smith is a graduate of the University of California at Berkeley and Stanford University with degrees in mechanical (bachelor of science) and civil engineering (master of science), respectively. A proud parent of two young adult sons and a college-going daughter, he lives in the San Francisco Bay Area.

Jade Stevens is the *Head of Communications* at Lucien Partners, will lead all media strategy, manage and curate additional relationships in media, curate content, and oversee management of all media assets.

Stevens is an award-winning public relations strategist and writer, with professional management experience in the public and private sectors. She has been engaged in community, government and media relations; crisis communications; events and communications planning; issues and crisis management; philanthropy and cause-related marketing; social media, digital and website content management.

Stevens is proud to have been able to offer her insight to an expansive list of clients in categories spanning from banking, entertainment, technology, healthcare and financial services. Her relationships have earned clients' coverage in top tier media including New York Times, Los Angeles Times, San Francisco Chronicle, Sacramento Bee, Los Angeles News Group, CalMatters, Huffington Post, La Opinión, Blavity, BuzzFeed, Complex, Telemundo, and Univision, among others. A frequent public speaker on public relations and communications topics, Jade serves as a lecturer at California State University, Dominguez Hills communications program. She is past president of the Young Professionals at the Public Relations Society of America, Los Angeles chapter, and still advises a number of elected officials on media relations.

Stevens attended the University of Redlands, earned her Bachelor of Science in public relations and advertising from CSU Dominguez Hills and a Master of Business Administration with an emphasis in marketing and business analytics from the Marshall School of Business at the University of Southern California. She lives in Los Angeles and the Inland Empire.

ORGANIZATIONAL STRUCTURE OF TEAM



Most of the work will be performed out of our Sacramento office.

DEMONSTRATED EXPERIENCE

Lucien Partners has represented multiple clients who are members of the Fortune 500 on expansive, politically charged battles. Additionally, Lucien Partners has also represented technology unicorns (companies whose valuation exceeds \$1 billion), a nearly \$1 billion private equity fund, several law enforcement unions whose annual departmental budgets collectively exceed \$2.5 billion, and the second largest school district in the country (Los Angeles Unified School District) whose annual budget is \$8.9 billion dollars. Additionally, Lucien Partners has consistently helped clients who were perceived as political underdogs navigate complex political issues and emerge successfully.

Lucien Partners’ experience includes representing some of the most politically imperiled clients and successfully defending their interests. Our client list includes the following:

1. *Los Angeles Unified School District,*
2. *United Health Care,*
3. *General Motors,*
4. *Postmates,*
5. *Bulletin Displays,*
6. *Los Angeles Police Protective League,*
7. *San Francisco Police Officers Association,*
8. *American Investment Council*
9. *American Hospital Properties of California, LLC*
10. *Bluestone Safe*

11. *Deputy Sheriffs Assn of San Diego,*
12. *Pierce Health Solutions,*
13. *Bill Bloomfield,*
14. *RAI Services Company,*
15. *Better Place Forests,*
16. *Aura Financial,*
17. *Charles R. Drew University of Medicine and Science,*
18. *L.A. Promise Fund.*
19. *The Chernin Group (TCG) Capital*

We believe our work on behalf of the following clients best represents our ability to successfully help clients overcome significant political challenges:

Name of Client: Los Angeles Police Protective League & California Coalition of Law Enforcement Associations (CCLEA)

Contact: It is best to contact both Teresa Ochoa (teresa@lappl.org) & Craig Lally, President, at the same time via email; (craiglally@lappl.org); (661) 714-2634.

Scope: State Legislative Advocacy, State Regulatory Advocacy, State and Local Political Consulting, State and Local Coalition Building.

Narrative:

The law enforcement profession has received an unparalleled level of international scrutiny over the past three years. This scrutiny reached a feverish pitch in 2020 in response to an unjustified murder in Minneapolis. This event provoked international protests for more than 75 days, placing policymakers and law enforcement organizations on a collision course over the future of the profession in state capitals across the country.

Lawmakers were eager to act, and unfortunately introduced an unprecedented wave of draconian measures designed to punish the profession instead of focusing on meaningful reforms that would catalyze culture change, behavioral practices, and recruitment practices.

Lucien Partners positioned its clients to have meaningful and honest discussions about reforming the profession, in stark contrast to many law enforcement unions. Initially, the tensions were too high for collaborative discussions. Consequentially, Lucien Partners was asked to embark on a major educational campaign to mitigate and defeat adverse policy proposals.

Lucien Partners made these early findings:

- The Legislature, even those lawmakers with substantial local government experience, did not understand the profession of policing. There existed a substantial body of literature on “force science,” a meld of psychology, physiology, and endocrinology, that the Legislature had not factored into its policy deliberations.
- Law enforcement unions did not have a history of seeking to use the legislative process to advocate for the further professionalization of the profession.
- The messaging from law enforcement unions was often unpersuasive and lacked policy merit. The worst groups ignored public opinion while the best groups were unaware of the opinions of the Legislature concerning the profession.
- Police organizations did not effectively fight misinformation.
- Legislators’ expectations of law enforcement did not match the administration of justice in California through policy, procedure, officer training, and the realities of the profession.

- Each law enforcement agency is governed by different rules, resulting in disparate outcomes.
- Recent public events, unrelated to policing in California, created an unavoidable political mandate to pass sweeping legislation injurious to the profession.

These findings resulted in Lucien Partners working collaboratively with multiple unions and consultants to develop a comprehensive public affairs campaign.

Our team performed extensive research into policies, academic research findings, and notable publications on policing. We managed public opinion research, both focus groups and polling, and merged policy research with public opinion research to develop cogent policy platforms. We developed meaningful, broadly supported police reforms for which to advocate, and public policy arguments in opposition to injurious legislative proposals. This information was distributed to lobbying teams and utilized to develop collateral educational materials, produce video content to support legislative findings, amplified on the campaign's digital media platforms, and equipped lawmakers with politically palatable, coherent, and justifiable reasons for not supporting ill-advised "reforms."

The culmination of this effort resulted in the passage of landmark legislation to require law enforcement agencies to improve accountability of police. Passage of this legislation, the intensity of our lobbying effort, and the goodwill that was developed as a good-faith negotiator assisted our coalition defeat nearly a dozen bills against the backdrop of the most difficult period in the history of the profession.

Name of Client: Postmates

Contact: Vikrum Aiyer, Vice President of Government Affairs; vikrum.aiyer@gmail.com; (510) 468-9841. It is best to contact Vikrum via text to setup a call with him.

Scope of work performed: General Local Legislative Advocacy, Political Consulting, Coalition Building.

Narrative:

Lucien Partners was asked to assist Postmates navigate legislation that threatened to result in the loss of substantial revenue to the company. Policy makers were debating the imposition of a rate cap on food delivery platforms to provide economic relief for restaurants. The author of the motion was unwilling to negotiate on any terms, further solidifying the challenges.

The Lucien Partners team quickly identified the following complex set of challenges the company was facing:

1. Aside from articulating the impacts of the proposed policy on the delivery platforms, the public policy argument as to why the rate cap should not be adopted was unclear.
2. The company had few external allies or coalition partners to augment the lobbying effort.
3. Emergency legislation was being adopted in record timing.
4. Policymakers were foregoing policy committee hearings, which both eliminated a prospective chokepoint and accelerated the timeline of ordinance adoption.
5. The company had not identified a someone to champion defeat or amendments to the introduced legislation.
6. Print publications were highlighting perspectives from notable restaurants and chefs (all of whom were white), which had a considerable adverse impact to the delivery platforms, but not conveying the unintended policy consequences of the proposed ordinance.
7. Organized labor was politically agitating policymakers to support the proposed ordinance, and the food delivery platforms lacked comparable political heft.
8. The murder of George Floyd distracted the attention of the public and policymakers on issues related to food delivery, price gouging, and the Gig economy to those of police accountability and structural racism.

The Lucien Partners team analyzed the proposed policy and quickly concluded that the policy would have a disproportionately negative impact on minority-owned restaurants. We also developed resonant arguments concerning how the policy would exacerbate the creation of food deserts within low-income areas, in the midst of a pandemic.

Recognizing that delivery platform companies did not have the credibility to convey these messages, the Lucien Partners team leveraged its relationships with Black Business groups and other business organizations to equip these organizations with this message. Lucien Partners later expanded this coalition to include notable high-profile nonprofit organizations, minority-owned restaurants, and neighborhood influencers within key districts.

The Lucien Partners team organized this coalition of businesses, educated and rallied them behind the issues and talking points, and prepared them to formally and independently engage key policymakers.

On April 27, 2020, the LA Times senior food writer authored an article entitled “*LA looks to help restaurants by capping food delivery fees at 15%.*” providing notable amplification and political momentum to the author of the rate cap motion. To counter this messaging, on May 18, 2020, an LA Times article was published entitled “*In twist, dozens of Los Angeles restaurants oppose delivery app fee cap.*”

The Lucien Partners team successfully leveraged our coalition into an article that detailed our policy arguments against the rate cap. It further cemented the message to policymakers that the unintended consequences of the policy should not be overlooked, especially as it relates to minority restaurants, among the hardest hit by the pandemic.

Lucien Partners leveraged its policy acumen and its relationships within the organized labor community as an opportunity to discuss an alternative to the rate cap that would benefit both public sector city unions, and the delivery platforms. We assembled a coalition of labor unions to join the delivery platform companies in opposition to the rate cap, despite the tensions over Proposition 22.

This political shift, combined with our robust earned and paid media strategies enabled Lucien Partners to effectively make the case to the Chair of the committee that this proposed policy deserved considerable committee scrutiny. While the Chair had the authority to waive consideration of the policy, the Chair chose to hold a committee hearing, allowing food network companies additional time to build out our public affairs strategy.

In the interim, Lucien Partners assisted Postmates in guiding the following efforts: recruiting notable community leaders, organizing and deploying restaurant owners to engage electeds, drafting a variety of tailored talking points, authoring unique letters of opposition for submission by various groups, placing opinion-editorials in ethnic newspapers, executing several media buys on platforms targeted to garner attention from specific policymakers, assisting in the coordination of public testimony from drivers and merchants on the Postmates platform, and recruiting workers and community organizers to place calls, emails, and provide public testimony.

Lucien Partners subsequently formalized the Black Restaurant Coalition as a voice to augment and supplement Postmates on issues of mutual concern and interest.

This effort “encouraged” the Chair of the Committee to dilute the harmful impacts of the proposed policy.

Name of Client: Charles R. Drew University of Medicine and Science

Contact: Angela Minniefield, *Vice President of Strategic Advancement*
(323) 563-4969.

AngelaMinniefield@cdrewu.edu; Best contact - email Ms. Minniefield with cc: to Cazzie Burns(cazzieburns@cdrewu.edu) to arrange call.

Scope: General Local Legislative Advocacy, Political Consulting, Coalition Building.

Narrative:

CDU successfully obtained more than \$10 million in revenue from the state of California in 2019 after executing an ambitious legislative strategy architected by Lucien Partners.

Lucien Partners assisted CDU in liaising with its existing allies more intentionally and conveying a persuasive message to a broader group of legislators about the importance of funding CDU to achieve their policy aspirations.

CDU is the only Historically Black Graduate Institution in the West, and its promise as a premier educational institution in South Los Angeles has never been realized since its creation in the aftermath of the Watts riots.

Lucien Partners developed an advocacy and engagement strategy that presented compelling data and analyses to illustrate the overlap of CDU's mission and the Legislature's stated public policy goals. Lucien Partners cultivated a coalition of political partners that included the California Medical Association, local elected officials, state legislators, congressional representatives, the California Hospital Association, notable primary care clinics, and nonprofit allies that have political reach throughout Southern California.

We leveraged these coalitions to successfully procure funding from the Office of Statewide Health Planning and Development, Proposition 63, Proposition 56, and the General Fund through the State Budget Act.

Execution of this comprehensive strategy yielded more than \$10 million in funding for CDU in 2019-20 fiscal year.

PROPOSED PROCESS AND METHODOLOGY TO ACCOMPLISH THE WORK

Our distinction is evidenced by the breadth and variety of relationships we use to build impactful coalitions, and by the innovative strategies we employ to produce measurable results for clients. We employ an analytical approach to determine the political pressure points and the conditions that are necessary for policy initiatives to gain traction.

Organizational and Administrative

Lucien Partners customarily begins the conversation seeking to understand the client's perception of their government relations program. Using a traditional SWOT (Strengths,

Weaknesses, Opportunities, Threats) analysis, our team seeks to align with issues that are important to the client, and challenges assumptions, when necessary.

Lucien Partners will also inquire to better understand WVWD's recent accomplishments, pending legislative projects, organizational and operational goals, history of labor relations, and the status of envisioned capital outlay projects. Lucien Partners will produce a set of recommendations, in the form of a Government Relations Action Plan, that will guide our work through the next year, highlight key performance indicators, identify prerequisite actions that must be taken to achieve objectives, and prioritize engagements.

Given the timeline outlined in this RFP, Lucien Partners anticipates expediting this process and also immediately briefing WVWD on all introduced legislation to begin developing an engagement strategy.

General Legislative Engagement and Representation

Lucien Partners will monitor all legislative and regulatory items of interest to the WVWD, and attend all public hearings that have or are likely to agendize these items for consideration. The WVWD will receive a synopsis of actions taken and recommendations to consider.

Lucien Partners will proactively advise the WVWD on opportunities to sponsor legislation, including drafting legislative language, seeking legislative authors and co-authors, coalition building, negotiating with the Legislature, Governor's office, and opponents concerning amendments, providing the WVWD with a vote count ahead of key legislative votes, and actively lobbying for support of our legislation.

Lucien Partners will work with the WVWD to develop amendments to legislation and regulations that are hostile to the WVWD and WVWD ratepayers. If seeking amendments is impractical, Lucien Partners will propose strategies to defeat the legislation and work to reduce the likelihood of success. These strategies may include strategically positioning key officials from the WVWD to provide public testimony, facilitating *ex parte* communications with key legislators and staff, and other strategies.

Lucien Partners will draft official correspondence, for WVWD's review and approval, to distribute to the Legislature indicating the WVWD position and rationale. In addition to the necessary technical information, Lucien Partners will research and formulate arguments for maximum resonance.

Government Relations Action Plan

The Lucien Partners approach to advocacy involves high-level execution of continuous campaigns to position the WVWD to maximize its legislative and state budgetary impact. These campaigns may include procuring state general fund dollars and bond funding, passing or defeating legislation, and successfully managing relationships with state officials.

Most public sector agencies develop a set of legislative principles to guide their advocacy efforts and help legislative advocates understand the issues and interests of the agency. Lucien Partners recommends building a comprehensive strategy to strengthen WVWD political

vulnerabilities, maximize its ability to close on its opportunities, and mitigate threats. This Government Relations Action Plan would yield actionable strategies to facilitate WWWD short, medium, and long-term goals. It includes message development, communications, partnerships, coalitions, and sequence.

Concerning water policy in California, stakeholders must be intentional in their development of strategy and execution. The efforts of the Latino Water Coalition were instrumental in galvanizing Latino Democratic Caucus Members to agitate the Democratic Caucuses in the Legislature to move on what culminated in the Safe, Clean, and Reliable Drinking Water Supply Act of 2010. A great degree of intentionality will continue to be necessary to have the opportunity to shape the future of water and energy policy in California.

High Touch/High Engagement Regulatory/Legislative Approach

Lucien Partners' approach to executing an ambitious agenda is to preemptively cultivate legislative champions, allies, and supporters. An ongoing channel of communication with a broad cross-section of key decision-makers on WWWD-related interests is needed. It is essential that local state representatives are kept abreast of WWWD priorities, including water quality, water treatment, capital outlay, the status of water supplies, and threats to water reliability.

It is also important to note that municipalities and special districts often overlook opportunities to effectively communicate with legislators and their staff. In any meetings with legislators, the electeds and staff are seeking to discern what the legislative action item is, if any. These communications should be consistent and in furtherance of the Government Relations Action Plan referenced above.

If the WWWD has established this infrastructure, Lucien Partners will work with the SDCWA to build upon existing efforts. Lucien Partners can also work with the SDCWA to develop a comprehensive, well-organized presentation.

In addition to the WWWD and Inland Empire legislative delegation, Lucien Partners recommends the continuous assessment of WWWD's relationships with key legislators outside of the Inland Empire. On behalf of the WWWD, Lucien Partners will leverage its extensive relationships with the Chairs of the Legislative Committees that have jurisdiction over water, energy, the environment, and the budget committees and subcommittees. It is imperative that the WWWD exert influence outside county lines to run an effective advocacy program in Sacramento.

Coalition Building

Working in coalitions is an essential activity that the WWWD should undertake in Sacramento. Coalition work may add considerable political weight to our efforts in shaping proposed regulations and bolster the WWWD case for budget appropriations and grant dollars. Public sector agencies do not have the ability to leverage the same political strategies as the private sector. Lucien Partners recommends building and maintaining a strong rolodex of allies, and

demonstrating leadership through consistent, strategic and timely communications with the Legislature.

Potential coalition partners may include allied water agencies, labor unions, environmental groups, business groups, ethnic business groups, civil rights organizations, and tribal nations. To the extent that the WVWD has common ground or common grievances with other water agencies of size, the WVWD may want to consider taking a leadership role in collaborating to jointly convene the legislative representatives of these agencies.

Lucien Partners recommends maintaining and building coalition partners to form a chorus on budget asks, which have the potential to create jobs, improve water quality, and advance important public policy goals for which there is substantial legislative interest. Lucien Partners has successfully assembled coalitions for statewide ballot measures, and for numerous clients to overcome formidable political opposition.

Brian Adams will take a leadership role in any local coalition-building efforts that are needed for success in Sacramento, as he is in regular collaboration with labor unions, business interests, and key stakeholder groups across the state. Darryl Lucien also fulfills a similar role handling statewide interest groups in Sacramento and also has extensive relationships in Los Angeles County.

Synchronizing with the Inland Empire delegation

Lucien Partners is well positioned to be a continuous facilitator of this legislative delegation on a range of topics to ensure the flow of critical information to the delegation. Additionally, lawmakers are prone to disconnect from their district without consistent, meaningful engagements. The WVWD should consider the value and necessity of multiple convenings of the legislative delegation to discuss issues of regional significance, including but not limited to issues involving energy, water, land use, and other issues of significance. Building upon this concept, the WVWD should consider formalizing partnerships with water agencies who have similar interests to collectively convene legislative representatives to begin building the foundation for a larger campaign aligned with the Government Relations Action Plan.

Messaging Alignment

Lucien Partners asserts that the WVWD should continuously identify the nexus between the prevailing conversations in the Legislature and WVWD interests, and develop campaigns to advance progress toward the achievement of the goals outlined in the Government Relations Plan. A brief example, for WVWD consideration, is below:

Wildfire prevention and mitigation have been important conversations over the past few years. This will not seem immediately relevant to water agencies across the state in the eyes of most legislators and legislative staff. However, the question that Lucien Partners asks is this: is there a role or significant impact that funding groundwater recharge efforts can play to reduce the severity of wildfires in Fire Hazard Severity Zones? Clearly, the state has taken an increasing interest in funding brush clearing and mitigation efforts, but should the state also be thinking about the nexus between

wildfire mitigation and water policy? Some researchers have found that when a fire occurs, almost 10 times more land is burned in a hydrological drought year than in a non-drought year. There is, perhaps, sufficient evidence to make a case, if reinforced by science, that the impacts of wildfires on groundwater or the impacts of groundwater on wildfires is worthy of additional conversation and funding to water agencies to undertake additional groundwater cleanup and recharge.

Climate change is an elevated priority in Sacramento, however, the resources distributed through the state's cap and trade focus minimally on the impacts of sea level rise on saltwater intrusion and wastewater treatment plants. Governor Newsom proposed a \$4.8 billion climate bond in his initial 2020 Budget Act proposal, but sidelined the effort as COVID-19 became the state's highest priority. Should WVWD consider aggressively staking out a public position that solidifies water priorities as an important component of a climate bond? Once this is determined, the Lucien Partners team can work with the District to develop a multi-dimensional campaign to elevate this as a priority of statewide concern.

As legislative priorities shift, the WVWD should be mindful of the intersections between shifted priorities and WVWD short, medium, and long-term objectives. Aligning messaging with the prevailing political winds is not guaranteed to gain traction, but if the message achieves saturation, the probability of success increases exponentially.

DESCRIBE HOW YOUR PROPOSAL WILL MEET THE CURRENT AND FUTURE NEEDS OF WVWD'S CUSTOMERS AND STAKEHOLDERS

Lucien Partners will meet the current and future needs of the District and its stakeholders by developing and executing strategies to advance legislation and procure resources for the district. This includes working closely with the WVWD to build political support for grant applications to ensure these applications successfully advance and ensuring that the District's voice is

While some firms propose to assist with grant writing applications, Lucien Partners focuses more closely on ensuring that grant applications are viewed as a policy and political priority.

LIST OF WHAT WVWD WOULD NEED TO PROVIDE TO YOU OR ASSIST YOU WITH, AND A SCHEDULE OF WHEN IT WOULD BE NEEDED

To successfully assist clients accomplish their goals, Lucien Partners recommends clients do the following:

- Allocate time for a biweekly, recurring call to discuss District business.
- Quickly establish legislative and budgetary priorities for the 2021-22 legislative cycle.

- Provide access to the District’s leadership team so that Lucien Partners professionals can quickly access the correct person to procure information as necessary.
- Prescribe the most effective methods of communications for issues requiring a quick response.

The District should also be ready to provide data on District operations that will assist Lucien Partners develop a compelling narrative about what the district’s needs are.

HOW YOU WILL INVOLVE AND WORK CLOSELY WITH THE PUBLIC AFFAIRS DEPARTMENT

Lucien Partners develops strategies that leverage all components of a public affairs program in order to achieve objectives. Having a vision for how the instruments of an elite public affairs program form an effective chorus in Sacramento compels our team to be in close contact with other public affairs professionals on the execution of a plan.

PROPOSED COMMUNICATIONS TOOLS/RESOURCES AND BENEFITS

Ongoing Client Communication

The Lucien Partners approach to communication includes a concise summary of information, regular updates on pending action items, attachment of detailed materials—including bill matrices, bill text, bill analyses, regulatory communications, letters of support and opposition for bills, vote cards, information regarding the status of legislation, and a contextual summary.

Lucien Partners uses a range of mediums to communicate with clients, including traditional e-mail, Slack, WhatsApp, Microsoft Teams, and G Suite products. Our team will align with client preferences. Lucien Partners will work with WVWD to design a communication schedule, including recurring meetings, to provide legislative updates, convey progress on action items, and propose alternative plans. Our team is committed to working with WVWD to determine the right balance and method of communication.

Proposed Schedule

Per the tentative schedule for awarding a contract, WVWD will need to move quickly to build its program in light of the following deadlines that have passed:

- Presentation of the Governor’s proposed 2021 Budget Act.
- Deadline to have new legislation drafted by legislative counsel.
- Deadline to introduce legislation for the 2021 legislative cycle.
- Furthermore, legislative referrals to policy committees will have already begun.

First 15 days:

- Lucien Partners will be prepared to brief with WVWD on all bills referred to policy committees immediately after receiving notice to proceed, and seek to understand budgetary goals, and specific regulatory challenges.
- Lucien Partners will seek to understand the coordination, roles, and interplay of all WVWD contractors and internal legislative staff. Additionally, Lucien Partners will work with WVWD on protocols for communications.
- Policy Committees may begin within the first 10 days but there is a high probability that policy committees will not begin until late March or after Spring recess.
- Darryl Lucien will directly notify (via text, call, or email) the following legislators that Lucien Partners will commence representing WVWD:
 - Senator Henry Stern (D-Calabasas) and his staff, Chair of Senate Natural Resources and Water
 - Senator Bob Wieckowski (D-Fremont) and his staff, Chair of the Senate Budget Subcommittee on Resources and Water
 - Speaker Anthony Rendon (D-Southgate) and Alf Brandt (his resources staff person)
 - Assemblymember Richard Bloom (D-Santa Monica) and his staff, Chair of the Assembly Budget Subcommittee on Transportation and Resources
 - Assemblymember Luz Rivas (D-Los Angeles) and her staff, Chair of the Assembly Natural Resources Committee
 - Assemblymember Eduardo Garcia (D-Coachella) and his staff, Chair of the Assembly Water, Parks, and Wildlife Committee
 - Remaining members of the WVWD legislative delegation and their staff.
- Lucien Partners will contact the Governor's administration, consistent with the assigned scope of work, to ensure they associate Lucien Partners with SDCWA:
 - Wade Crowfoot, Secretary of the Natural Resources Agency
 - Jared Blumenfeld, Secretary of the California Environmental Protection Agency
 - Kate Gordon, Christine Hironaka, and Rachel Waggoner in the Governor's office.
 - Jolie Onodera, in the Department of Finance
 - And other regulators, consistent with Lucien Partners assigned scope.

First (60 days)

- Setup meetings with the San Diego legislative delegation, key legislators, and committee members of relevant committees to discuss the year's legislative, budget, and regulatory priorities.
- Begin discussions with the Governor's administration about the agency's key legislative, regulatory, and budget priorities.
- Develop Government Relations Action Plan for the responsibilities and objectives assigned to Lucien Partners.
- Begin discussions with prospective external partners, allies, etc., consistent with

Action Plan and WVWD's approval.

- Assess the value of media liaising and engagement to achieve legislative, regulatory, budget goals.

FEE SCHEDULE

Lucien Partners proposes the following monthly fee schedule:

- **Legislative Advocacy** - \$12,000
 - *The proposed services included with this fee include:*
 - **LEGISLATIVE & REGULATORY ADVOCACY** - Monitoring, advising, and representing clients before the California Legislature, Governor's Office, and state regulatory agencies.
 - **COALITION BUILDING & STAKEHOLDER ENGAGEMENT** - We cultivate and galvanize strategic alliances to equip Lucien Partners clients with the political muscle needed to achieve victory.
 - **RESEARCH, PLANNING, & STRATEGY** - We analyze the political landscape, frame the issue, identify potential allies and opponents, develop action items, mitigate risks, establish timelines, and build audibles into clients' political game plans.
- Lucien Partners can provide the following services for an additional fee:
 - **PROJECT MANAGEMENT** - We design and execute complex campaigns that include elements of media, advocacy, external relations, mobilization, and coordination of interests, messages, and stakeholders to convince public officials.
 - **VOTER EDUCATION & MOBILIZATION** - Lucien Partners is prepared to strategically educate and mobilize voters and important constituencies on clients' issues if lawmakers aren't prepared to listen. When voters speak, nothing else matters.

METHODOLOGY: This fee reflects the multiple staff who will involve themselves in this process. Additionally, West Basin Municipal Water District, Central Basin Municipal Water District, and Eastern Municipal Water District all pay similar rates.

Identification of Anticipated Potential Problems

Lucien Partners does not anticipate, outside of legislative engagements, any potential problems in providing the level of service outlined in this proposal.

Responses to Form #2 - Vendor Information Requirements

Firm Name & Website	Lucien Global <i>dba</i> Lucien Partners
Years in Business	June 2018 - Present
Firm Parent Company	Not Applicable
Number and nature of professional staff to be employed in this engagement on a full-time basis	2, unless the scope of engagement calls for additional elements
Number and nature of professional staff to be employed in this engagement on a part-time basis	2, unless the scope of engagement calls for additional elements
Main point of Contact:	Darryl Lucien, Managing Partner darryl@lucienpartners.com 562-673-0682

Responses to Form #3 - Project Staff Requirements

Staff Member Name	Darryl Lucien
Title	Managing Partner
Length of Tenure	2018 - Present
Previous Work Experience	California State Assembly (2010 -2018)
Educational Background	B.A. from CSU Long Beach
Certifications	N/A
Project Roles and Responsibilities	Project Manager, Lead Lobbyist & Strategist
Technical Skills and Qualifications for the Project	N/A
Hours to be worked on-site	Approximately 10 - 30 hours per week
Hours to be worked remotely	N/A

Staff Member Name	Brian Adams
Title	Strategic Advisor
Length of Tenure	January 2021 - Present
Previous Work Experience	Trusted Messenger Marketing (2012 -2016) California State Assembly (2014-2017)
Educational Background	B.A. from Hobart and William Smith Colleges
Certifications	N/A
Project Roles and Responsibilities	Media & Coalition building strategist
Technical Skills and Qualifications for the Project	N/A
Hours to be worked on-site	Approximately 5 - 10 hours per week unless more time is necessary
Hours to be worked remotely	N/A

Staff Member Name	Jade Stevens
Title	Head of Communications
Length of Tenure	June 2020 - Present
Previous Work Experience	Los Angeles City Controller (2018-2019) California State Assembly (2016 -2017)
Educational Background	B.A. from CSU Dominguez Hills MBA from Univ. Southern CA
Certifications	N/A
Project Roles and Responsibilities	Leverage media to impact and assist lobbying engagements; develop marketing/lobbying materials for high productivity meetings
Technical Skills and Qualifications for the Project	N/A
Hours to be worked on-site	Approximately 10 - 12 hours per week unless more time is necessary
Hours to be worked remotely	N/A

Staff Member Name	Derek Smith
Title	Strategic Advisor
Length of Tenure	June 2020 - Present
Previous Work Experience	Marinship Development Interest (2005 - Present)
Educational Background	B.S. from UC Berkeley M.S. from Stanford
Certifications	N/A
Project Roles and Responsibilities	Watch and inquire on regulatory developments of significance.
Technical Skills and Qualifications for the Project	N/A

Hours to be worked on-site	Approximately 5 - 10 hours per week unless more time is necessary
Hours to be worked remotely	N/A

Responses to Form #4 - Client References

Client Name	Los Angeles Police Protective League & California Coalition of Law Enforcement Associations (CCLEA)
Contact - Name, Title, Email, & Telephone	It is best to contact both Teresa Ochoa, Assistant, (teresa@lappl.org) & Craig Lally, President, at the same time via email; (craiglally@lappl.org); (661) 714-2634.
Services Provided and Dates	June 2018 - Present
Examples of Work	See Appendix B
Explain Similarities	The scope of work similar and Lucien Partners is prepared to, appropriately, bring the same level of intensity to ensure that WVWD is known, well-received, and positioned to take advantage of all available opportunities.
Explain differences	Law enforcement lobbying is high intensity lobbying that requires multipronged strategies, depth of relationships, and an ability to quickly synthesize complex, controversial, emotionally charged information into intelligible information. West Valley may find itself in similarly intense scenarios, but it is unlikely that the intensity will reach the same fever.

Client Name	Postmates
Contact - Name, Title, Email, & Telephone	Vikrum Aiyer, Vice President of Government Affairs; vikrum.aiyer@gmail.com; (510) 468-9841. It is best to contact Vikrum via text to setup a call with him.
Services Provided and Dates	May 2020 - Present
Examples of Work	See Appendix A
Explain Similarities	Postmates sought an advocacy firm with the sophistication to develop multidimensional strategies to achieve objectives under tense circumstances.
Explain differences	<p>Much of the work performed for Postmates involved blitzing various governmental entities to quell substantial public policy concerns. Lucien Partners was hired well after problems began to emerge.</p> <p>WVWD is in a unique position to build a program that insulates the organizations from additional scrutiny and/or criticism and thus starts on solid footing.</p>

Client Name	Charles R. Drew University
Contact - Name, Title, Email, & Telephone	<p>Contact: Angela Minniefield, <i>Vice President of Strategic Advancement</i> (323) 563-4969. AngelaMinniefield@cdrewu.edu; Best contact - <i>email Ms. Minniefield with cc: to Cazzie Burns(cazzieburns@cdrewu.edu) to arrange call.</i></p>
Services Provided and Dates	January 2019 - Present
Examples of Work	http://lawattstimes.com/index.php?option=com_content&view=article&id=5937:charles-r-drew-university-of-medicine-and-science-earns-7-5-million-appropriation-from-california-legislature-the-budget-act-of-2019-includes-allocation-for-enrollment-growth-activities-student-support-services-and-academic-facilities-upgrades&catid=24&Itemid=119
Explain Similarities	Both WVWD and CDU are regarded similarly in that they are public serving institutions and the goals to obtain more state funding are similarly aligned although they do not conflict given the distinct sources of funding each organization is seeking.

Explain differences	The primary differences are that each organization is concerned about very distinct policy areas and budget funding areas.
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Certifications

Lucien Partners certifies that it is in compliance with the conflict-of-interest provisions listed on page six of the RFP.

The undersigned hereby agrees to comply with all of the terms and conditions put forth in West Valley Water District’s Request for Proposals for State Lobbyist Services.



Darryl Lucien, Lucien Partners
February 26, 2021

Appendix A - Postmates

Earned Media Coverage



In an unexpected move, more than 20 Los Angeles restaurants, including Canter's, Sichuan Impression and Sweetfin, have signed a petition opposing a City Council proposal to cap third-party delivery app fees.

protocol

support Black-owned restaurants. "By having the visibility that they now have on these delivery apps and having the opportunity to market themselves, they're reaching a new audience that would not probably have found them."



Sealed delivery bag
LOCAL BUSINESS
Restaurants, Drivers Oppose LA County Push for Delivery Drivers to Get Food Safety Training

Coalition Building and Grassroots Organizing

Supporting Organizations

- **Community**
 - NAACP Los Angeles Chapter
 - Southern Christian Leadership Conference
 - Congress of Racial Equality
- **Faith-Based**
 - Baptist Ministers Conference of Los Angeles
 - Ward AME Church
- **Community Based Organizations**
 - Black Business Association
 - Crenshaw Chamber of Commerce
 - Community Build
 - Vermont Village EDC
- **Local Media**
 - California Black Media
 - Our Weekly
 - Glorified Christian Newspaper
 - LA Focus
 - PACE Newspaper
 - Los Angeles News Observer
 - Los Angeles Standard Newspaper
- **Black Owned and Operated Restaurants**
 - Harold and Belle's
 - Mel's Fish Shack
 - Post and Beam
 - Southern Girls Dessert
 - Stout Burgers
 - Court Cafe



NAACP LA



CRENSHAW CHAMBER OF COMMERCE



post & beam



CALIFORNIA BLACK MEDIA



Opposition Letters



May 15, 2020

Hon. Curren Price, Councilmember
Los Angeles City Council Economic Development Committee, Chair
200 N Spring St, Room 480
Los Angeles, CA 90012

RE: Council File No.: 20-0470

Dear Chairman Price:

The undersigned coalition of unions are strongly opposed to implementing a rate cap on third-party food delivery providers because we believe that this is action is not the best direction to take for the City of Los Angeles.

The City of Los Angeles is facing a historic budget deficit that is being balanced on the backs of the working families that we collectively represent. Many of the city's unions are being furloughed and asked to delay receipt of collectively bargained benefits when we can least afford to be absorbing these spending cuts. The cost of living in our city remains out of reach for even the highest paid workers our coalition represents.

We urge you and the Council to consider the enactment of an economic resiliency fee or tax that is placed upon food delivery apps such as Postmates, DoorDash, UberEats, and GrubHub. We are currently in discussions to understand the potential revenue estimates of such a fee or tax but believe that this sum could raise between \$9 million to \$20 million dollars or more over the next fiscal year. This has potential to not only benefit the restaurants you care about, but also city workers.

We ask you to table this motion where it currently sits to allow us more time to explore the revenue opportunities that may be available for the city to backfill the cuts that are being imposed on our members.

Sincerely,

Steve E. Belhumeur, Executive Director
Engineers & Architects Association of Los Angeles

Victor Gordo, Business Manager
Laborer's International Union of North America Local 777

Ron Miller, Executive Secretary
LA/OC Building & Construction Trades Council



July 23, 2020

The Honorable Hilda Solis, Supervisor
856 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisor Solis:

The NAACP of Los Angeles, National Action Network, Southern Christian Leadership Conference, Baptist Ministers Conference, Congress of Racist Equality and Ward African Methodist Episcopal Church strongly opposes the requirement of food delivery platform workers to have a food handler certification card to operate in Los Angeles County. The idea of this policy would be harmful to Black individuals and people of color who are trying to survive while trying to navigate this new normal amid the coronavirus pandemic.

The reasoning for requiring a food handler certification is not clear. These workers do not handle the food in any way. Delivery drivers should not be penalized for factors outside of their control and for those that which primarily fall on those that prepare the food.

A requirement for certification will create yet another barrier for people of color who make up the majority of the food delivery driver workforce and are looking for gainful employment. While the overall unemployment rate went down in response to businesses beginning to reopen that it continues to rise for Black individuals and people of color. This certification creates another hurdle that eligible, yet unemployed, Black workers will have to jump through if the Board of Supervisors support this. It will discourage many, who are already facing hiring discrimination and systemic obstacles, in their job search to consider food delivery as a means for generating income.

Collectively, our organizations have more than 250 years of experience fighting for civil rights justice and have mobilized no less than 5 million to fight for the removal all barriers of racial discrimination and ensure the political, educational, social and economic equality of all citizens. Our mission is to ensure a society in which all individuals have equal rights without racial discrimination.

We should prioritize dismantling systemic racism over this policy which is not manageable for Black individuals and people of color. Help us seek true parity for our community by voting against the requiring delivery drivers to carry food handler cards.

Sincerely,

Alice Haddy-Hampstead
President, NAACP - Los Angeles Branch

Adrian Durr
Chairman, Congress of Racial Equality (CORE)
Founder, Kingdom Day Parade Los Angeles

John Eger
Rev. John E. Eger
Ward AME Church

Rev. Jonathan Bledsoe
Western Regional Director National Action Network

Paula Wilton Davis
CEO, Southern Christian Leadership Conference
California

Paula Pitt Talbot
President, Baptist Ministers Conference of Los Angeles and Southern California

CC: Supervisors Mark Ridley-Thomas, Sheila Keuhl, Kathryn Barger and Janice Hahn



6/29/2020

The Honorable Hilda Solis, Supervisor
856 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisor:

I Gregg Dulan strongly oppose any rate cap on third-party food delivery providers. The impact of the coronavirus has been substantial to Black-owned restaurants. The request for policy change will strongly disadvantage small businesses and low income as well as minority communities. Outside of this conversation restaurants have expressed concern with the soaring costs of goods and fixed expenses.

The pandemic has caused long-term problems in access to capital, racial health disparities, and difficulties in providing for the vulnerable. The Black restaurant industry's economic pain caused by the pandemic is just beginning and will be long-lasting.

Please help avoid unnecessary strain and prolonged harm by voting against the rate cap and urging that efforts to help Black restaurants take priority in your discussion.

Sincerely,

Gregg Dulan
Owner
Dulan's



6/29/2020

The Honorable Hilda Solis, Supervisor
856 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisor:

Deyanah Othman strongly opposes any rate cap on third-party food delivery providers. The impact of the coronavirus has been substantial to Black owned restaurants. The request for policy change will disadvantage us even more in economic development, growth, and small business preservation. Outside of this conversation restaurants have expressed concern with the soaring costs of goods and fixed expenses. Our community cannot afford this.

The pandemic has caused long-term problems in access to capital, racial health disparities, and difficulties in providing for the vulnerable. The Black restaurant industry's economic pain caused by the pandemic is just beginning and will be long-lasting.

Please help avoid unnecessary strain and prolonged harm by voting against the rate cap and urging that efforts to help Black restaurants take priority in your discussion.

Sincerely,

Deyanah Othman
Manager
Orleans & York

Black Restaurant Coalition of Los Angeles Members



Paid Media



La Opinión
Desde 1920

SUSCRIBETE AHORA
Sólo \$3.5 por mes

CORONAVIRUS AYUDA ECONÓMICA DONALD TRUMP SALUD INMIGRACIÓN CENSO 2020 COMIDA AUTOS

GRACIAS
Concejal Curren Price por preservar el acceso a los alimentos en nuestra comunidad.
Sinceramente, Sus Restaurantes Del Sur De Los Angeles

ELECCIONES 2020

Colapsan líneas telefónicas para solicitar ayuda económica para indocumentados de California

Necesitamos tu ayuda
El coronavirus está provocando una caída dramática en nuestros ingresos a pesar de que nos está leyendo más gente que nunca.
Pero nuestro compromiso con la comunidad es firme. Seguiremos informando gratis.

El condado de Los Ángeles espera reabrir el 4 de julio

DHS amplía las restricciones fronterizas con México y Canadá hasta el 22 de junio

Digital Content and Website Development



Black Business Association
 May 30, 2020 · 🌐

City Council will make a decision on Wednesday that could increase customer charges for food delivery app services and lower the wages for drivers through a delivery rate cap for restaurants.

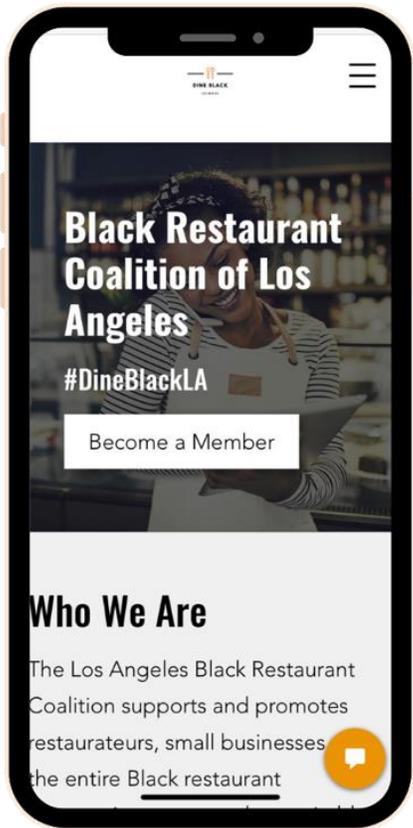
The apps cannot afford to lose that amount of revenue from restaurants. The loss of revenue is so much that it will cause apps to reduce drivers and restaurants from our community on the platform.

As we continue to battle with the coronavirus, we can't risk something as essential as food.

Help Us Keep Food in South LA and make your voice heard by clicking the link and signing this petition.

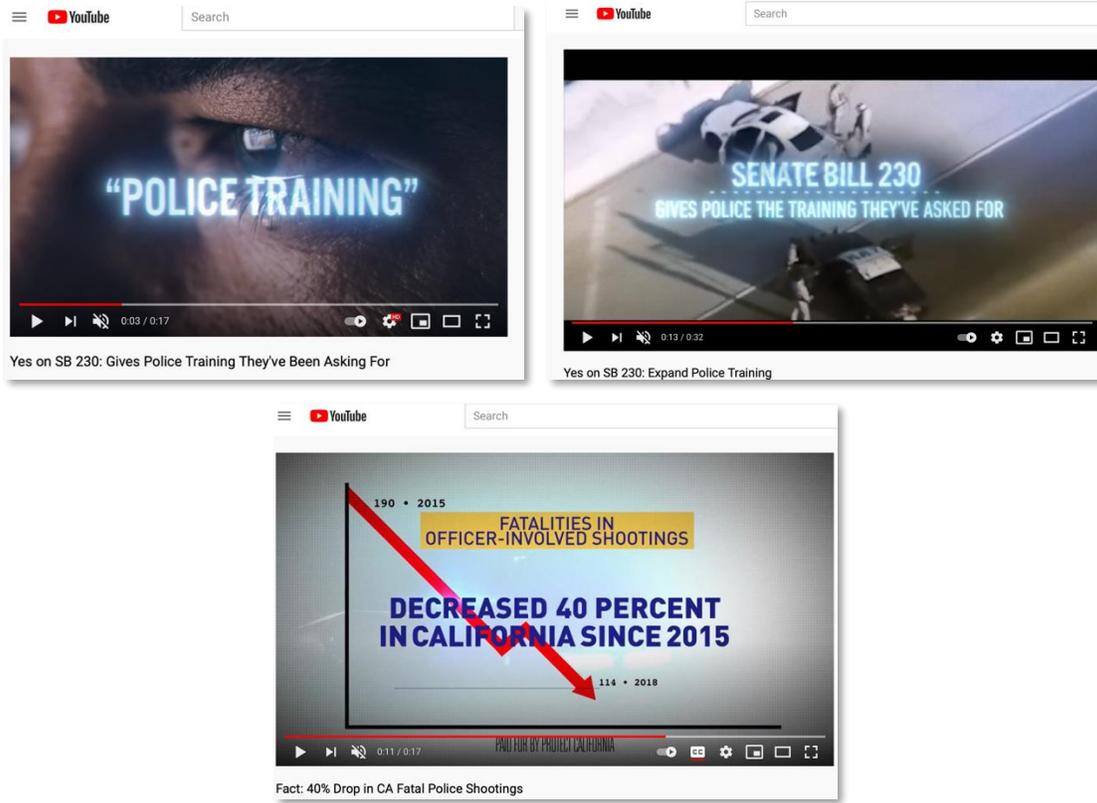
bit.ly/FOODINSOUTHLA

**The City of Los Angeles
 has introduced a new law
 that could make it
 more expensive to order
 delivery from your favorite
 LA restaurants.**



Appendix B - Law Enforcement

Video Development



Website Content Development



Collateral Development

POLICING IN CALIFORNIA: MYTH VS. FACT

Issue 1: Fatal Officer Involved Shooting (OIS) Incidents 2015-2018

MYTH:
The ACLU's Lizzie Buchen recently wrote: "...every day that goes by without addressing California's epidemic^{1,2} of police violence is another day that a police officer may violently take another life."

FACT:
California Fatal OIS Incidents 2015-2018³

Year	Incidents
2015	139
2016	131
2017	112
2018	114

National Fatal OIS Incidents 2015-2018⁴

Year	Incidents
2015	93
2016	92
2017	97
2018	94

According to the Washington Post's Fatal Force Database, California has experienced a **40% DECREASE** in Fatal OIS incidents since 2015.

Protect California's comprehensive plan to create safer neighborhoods addresses the systemic issues contributing to crime and strives to ensure each interaction between California public safety officers and the communities they serve is grounded in mutual respect.
See Protect California's Plan to achieve these goals at www.Protectca.com

POLICING IN CALIFORNIA: MYTH VS. FACT

Issue 2: Fatal OIS Incidents—California vs. National Average

MYTH:
The ACLU's Lizzie Buchen recently wrote: "California police kill people at a rate **37 percent higher** than the national per capita average."

FACT:
NATIONAL PER CAPITA AVERAGE %^{1,2}

State	% Change
#1 New Mexico	+212.21%
#2 Alaska	+211.49%
#3 Arizona	+180.27%
#4 Oklahoma	+162.96%
#5 Kansas	+154.11%
#6 Colorado	+153.33%
#7 Idaho	+142.19%
#8 Nevada	+137.92%
#9 Arkansas	+128.95%
#10 Wyoming	+127.20%
#11 Utah	+86.86%
#12 Montana	+85.54%
#13 North Dakota	+72.09%
#14 Kentucky	+60.08%
#15 Georgia	+27.26%
ACLU CALIFORNIA MYTH	+37%
#16 Oregon	+23.12%
#17 Missouri	+20.55%
#18 West Virginia	+22.20%
#19 Tennessee	+26.03%
#20 South Dakota	+15.59%
#21 Mississippi	+9.88%
#22 Louisiana	+5.52%
#23 Vermont	+4.79%
NATIONAL AVERAGE	0.53%
#24 Texas	-1.40%
#25 Washington	-2.22%
CA CALIFORNIA	-5.43%

According to the Washington Post's Fatal Force Database, California is **5.43% BELOW** the national per capita average. **THE ACLU IS NOT BEING TRUTHFUL.**

Senate Bill 230 is part of Protect California's comprehensive plan to improve outcomes when public safety officers interact with the community they serve. Senate Bill 230 will provide the training officers have been asking for.
See Protect California's Plan to achieve these goals at www.Protectca.com

Experts Agree...Pulling these 4 Levers Will Improve Officer/Community Outcomes

QUALITY TRAINING
Reduce the number of high risk events through better training for public safety officers.
SB 230

STRONG POLICIES
Establish minimum standard for use-of-force/evaluation policies and reporting procedures.
SB 230

REDUCE ACCESS TO GUNS
Prevent high-risk individuals from access to guns.
Go to ProtectCA.com to see our plan to make California safer.

REDUCE VIOLENT CRIME
Reduce violent crime and the number of arrests.

NUMBER OF ARMED & PROHIBITED PERSONS

(Per APSS Database)

Year	Number of Armed & Prohibited Persons
2008	10,266
2009	13,707
2010	16,921
2011	18,268
2012	19,008
2013	19,770
2014	21,249
2015	20,490
2016	20,483
2017	21,426
2018	22,574
2019	23,222

1 icon = 2,000 ARMED & PROHIBITED PERSONS

San Francisco Chronicle
March 15, 2019
California struggles to seize guns from people who shouldn't have them

Los Angeles Times
March 15, 2019
Number of criminals who improperly own guns increases in California

www.ProtectCA.com

Opposition Letters



March 7, 2019
 Honorable Xavier Becerra
 1300 "I" Street
 Sacramento, CA 95814-2919

RE: Armed and Prohibited Persons System

Dear Attorney General Becerra,

We have read with great concern the recent news reports about the 23,200 criminals and mentally ill people improperly owning firearms in California. These individuals and their weapons pose a significant threat to both public safety officers and the residents we serve. We commend your efforts and the efforts of your investigators in addressing this growing backlog.

The law enforcement coalition partners that formed Protect California are committed to working with you and your office, the legislature and Governor Newsom to find immediate solutions to remove these weapons from those identified in the Armed and Prohibited Persons System as swiftly and safely as possible. This system was created by a unanimous vote of the State Legislature in 2001 and has taken thousands of weapons off California's streets.

Each member organization within Protect California is committed to meet with their respective Chief of Police or County Sheriff to seek resources from the local level to assist your office in seizing prohibited weapons from criminals and the mentally ill.

According to credible research, removing guns from high risk individuals will have a positive impact on outcomes when public safety officers and the residents we serve interact and reduce crime. Protect California is committed to working toward achieving these positive outcomes as part of our comprehensive plan to improve safety for all Californians.

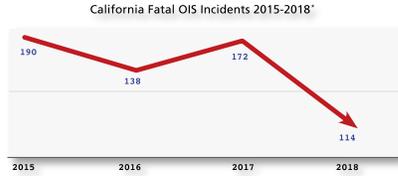
To learn more about our efforts please go to ProtectCA.com.

Sincerely,
 Rob Harris, President
 Protect California

© 1308 West 8th Street, #400, Los Angeles, CA 90017 | 424-348-4282 | www.protectca.com


www.Protectca.com

↓ Although Fatal Officer Involved Shootings (OIS) in California have **Declined 40%** since 2015, **We Need SB 230!**



Experts Agree... **Pulling these 4 Levers Will Improve Officer/Community Outcomes**






QUALITY TRAINING

Reduce the number of high risk events through better training for public safety officers.¹

SB 230

STRONG POLICIES

Establish minimum standard for use-of-force/ de-escalation policies and reporting procedures.¹

SB 230

REDUCE ACCESS TO GUNS

Prevent high-risk individuals from access to guns.²

See Protect California's Letter to AG Becerra RE Armed and Prohibited Persons System

REDUCE VIOLENT CRIME

Reduce violent crime and the number of arrests.³

Go to ProtectCA.com to see our plan to make California safer.

www.Protectca.com

*Source: Bloomberg - First News https://www.bloomberg.com/news/2018-03-06/california-shootings-2015-2018.html; www.usdoj.gov; Los Angeles Times; www.themobilejournal.com
¹ Study can reduce the number of high-risk events by better training for schools, youth, mental health, and law enforcement. (Source: Center for Public Safety, University of Pittsburgh)
² https://www.pewresearch.org/fact-tank/2018/02/22/guns-are-not-the-only-way-to-kill/; www.usdoj.gov
³ Police shootings closely track three factors: the total number of police interactions with the public, the nation's murder rate and the yearly number of arrests for violent crime. (Source: University of California, Irvine)

Test and Polling Public Sentiment

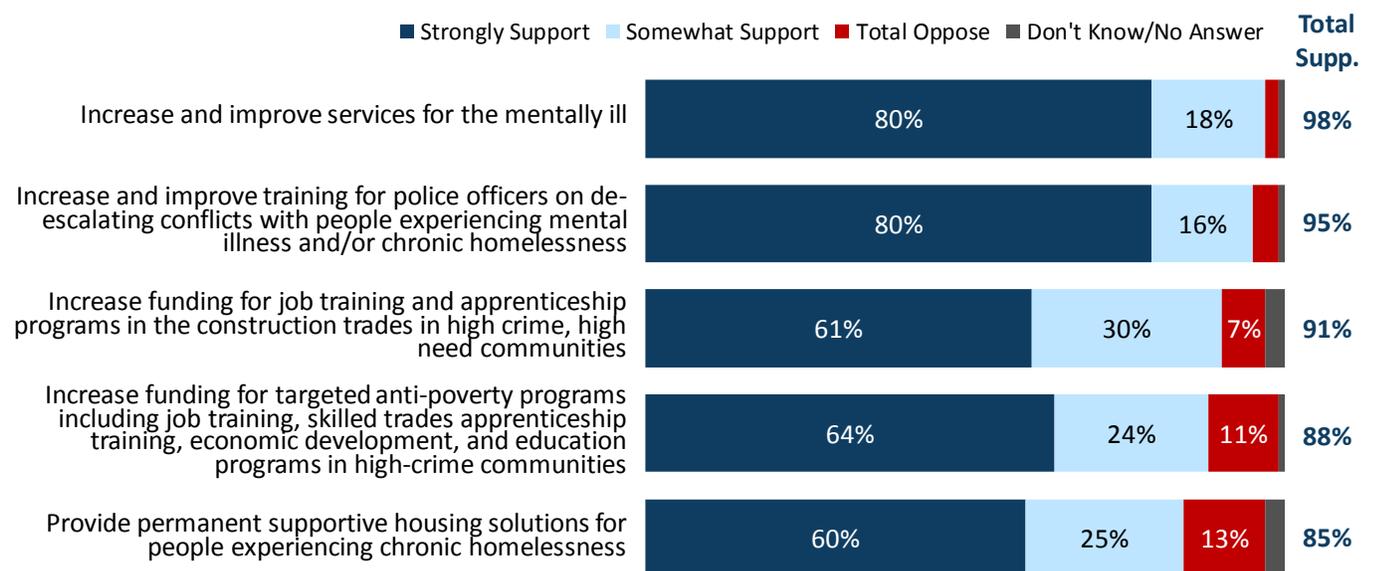


TO Interested Parties
FROM FM3 Research
RE: California Voter Attitudes on Public Safety Proposals
DATE February 6, 2019

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of 800 registered voters in California that found **overwhelming support for proposals to improve public safety with a plan that includes better training for law enforcement officers, services for people experiencing mental illness or homeless, and funding for job training in high-crime communities**¹. Further, the survey shows that California voters have strongly favorable opinions of local law enforcement officers in their community and believe officers have a difficult and dangerous job. Key findings from the survey include:

Nearly 90 percent or more support each of five proposed steps that are part of a plan to improve public safety in California. As shown in Figure 1, nearly every surveyed voter (98%) supports increasing and improving services for the mentally ill, including 80 percent who “strongly” support it. Voters also nearly unanimously support increasing training for police officers on de-escalating conflicts with people experiencing mental illness or homelessness (95% total support; 80% “strongly” support).

Figure 1: Support for Proposals to Improve Public Safety in California

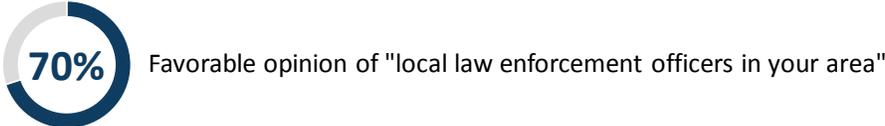


There is also strong support for other elements of a plan to address the root causes of crime, including increasing funding for job training and apprenticeship programs in construction trades (91% total support; 61% “strongly” support) and increasing funding for a variety of anti-poverty programs in high-crime communities (88% total support; 64% “strongly” support); and providing permanent supportive housing solutions for the chronically homeless (85% total support; 60% “strongly” support).

Support for these components of a public safety plan is also broad. **Majorities of all major demographic groups support each component**, including all political parties, age grouping, racial/ethnic groups, genders, education attainment levels, household income levels, and major regions of the state.

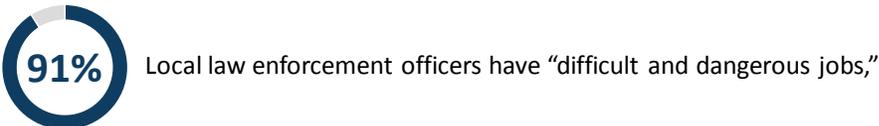
Further, the survey found that voters have broadly favorable opinions of local law enforcement officers and recognize that their job is difficult and dangerous. Seven-in-ten voters (70%) have a favorable opinion of local law enforcement officers in their area (Figure 2), compared to just two-in-ten who have unfavorable opinions and 10 percent who did not offer an opinion.

Figure 2: Favorability Rating of Local Law Enforcement Officers

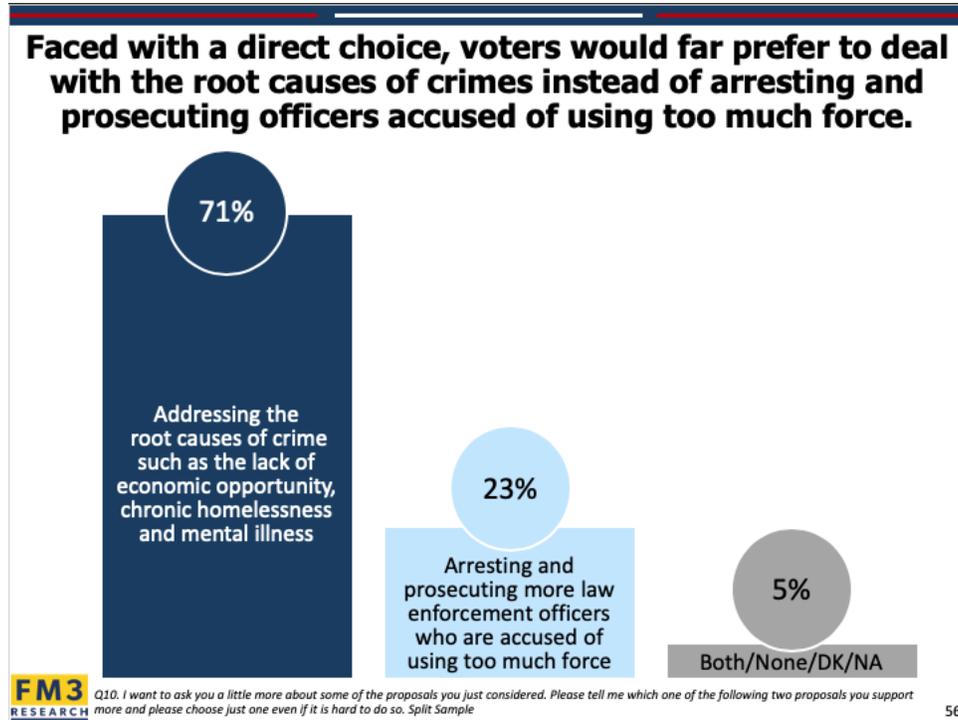


In addition, more than nine-in-ten voters (91%) agree that law enforcement officers have a "dangerous and difficult job," more than ten times the number who do not think so - just 8% (Figure 3).

Figure 3: Agreement that Law Enforcement Officers Have "Difficult and Dangerous Jobs"



Finally, when faced with a direct vote choice, voters would far prefer to deal with the root causes of crimes instead of arresting and prosecuting officers accused of using too much force (Slide below).



ⁱ **Survey Methodology:** From December 9 - 13, 2018, FM3 completed 800 telephone interviews (landlines and cell phones) with registered voters in California. Survey interviews were conducted in English and Spanish. Results have a margin of sampling error of $\pm 3.5\%$ at the 95% confidence interval. Some percentages may not sum to 100% due to rounding.



WWW.TOWNSENDPA.COM

SACRAMENTO • WASHINGTON, DC
NORTHERN CALIFORNIA • CENTRAL CALIFORNIA
SOUTHERN CALIFORNIA

**West Valley
Water District**

**Proposal for
State Lobbyist Services**

February 26, 2021

TOWNSEND
PUBLIC AFFAIRS
EST TPA 1998

February 26, 2021

Rickey Manbahal, Acting General Manager
West Valley Water District
855 W. Base Line Road
Rialto, CA 92376

Dear Mr. Manbahal:

Thank you for the opportunity for Townsend Public Affairs, Inc. ("TPA") to submit our proposal for State Lobbyist Services to the West Valley Water District ("District").

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 \$1.8 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. Please contact us if you have any questions or need additional information. We would be honored to serve the West Valley Water District.

Yours truly,



Christopher Townsend
President



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3. RESPONSES TO FORM #1 – PROPOSAL REQUIREMENTS

FORM #1 – PROPOSAL REQUIREMENTS

Firm Name	Townsend Public Affairs, Inc.
Firm Address	925 L Street, Suite 1404, Sacramento, CA 95814
Telephone	(916) 447-4086
Email Address	Office Contact, TPA State Capitol Director Casey Elliott CElliott@townsendpa.com

In response to West Valley Water District's Request for Proposals for State Lobbyist Services, please include the following information in this order:

1. Cover Letter
2. Table of Contents
3. Responses to Form #1 – Proposal Requirements
Please provide answers to information requested in Form #1 and signed by Firm's authorized representative.
4. Executive Summary
 - A one-page overview of the proposal, including a summary of your experience with requested services, your approach, date of completion and cost. In addition, the firm shall provide information on the circumstances and status of any disciplinary action taken or pending against the firm during the past two (2) years with state regulatory bodies or professional organizations.
5. Subcontracting Disclosure
 - Firms submitting proposals may subcontract portions of the project to other firms. If this is to be done, that fact, and the name of the proposed subcontracting firms, must be clearly identified in the proposal. Following the award of the contract, no additional subcontracting will be allowed without the express prior written consent of WWD.
6. Proposal Content
 - Demonstrate how your firm will meet the Scope of Services (Section 2.05)
 - Demonstrate experience
 - Overview of proposed services
 - Describe how your proposal will meet the current and future needs of WWD's customers and stakeholders



PROPOSAL REQUIREMENTS

- Description of your proposed process and approach on this project.
 - List of what WVWD would need to provide to you or assist you with, and a schedule of when it would be needed
 - How you will involve and work closely with the public affairs department
7. Proposed communications tools/resources and benefits
 - Proposed schedule
 - Provide a thorough description of your implementation process
 - Other value-added approaches, ideas, recommendations, etc.
 8. Identification of Anticipated Potential Problems
Identify and describe any anticipated potential problems, the firm's approach to resolving these problems and any special assistance that will be requested from WVWD.
 9. Responses to Form #2 – Vendor Information Requirements
Please provide answers to information requested in Form #2.
 10. Responses to Form #3 – Project Staff Information
Please provide answers to information requested in Form #3.
 11. Responses to Form #4 – Client References
Please duplicate form to provide three to five current/former client references.

The undersigned hereby agrees to comply with all the terms and conditions put forth in West Valley Water District's Request for Proposals for State Lobbyist Services.

Print Name: Christopher Townsend, President

Signature:



Date: February 26, 2021



4. EXECUTIVE SUMMARY

TPA is submitting the following proposal to West Valley Water District to provide State Lobbyist services. This proposal demonstrates our experience and expertise in working with water and sanitation agencies to achieve their state legislative and funding priorities.

TPA is one of the largest advocacy firms in California and is continually recognized as a “top ten” firm registered with the California Secretary of State. Founded in 1998 by Christopher Townsend, TPA is a government relations firm that provides state and federal advocacy services to public agencies, non-profit organizations, and private companies that aim to improve their communities through policy navigation in a variety of areas by executing an advocacy agenda.

Since 1998, TPA has worked with the Legislature and Executive branches to shepherd **over 100** client-sponsored bills signed into law and secure **over \$1.8 billion** in funding for our clients. The balanced and comprehensive service that TPA has utilized to secure these victories will be utilized and leveraged on behalf of West Valley Water District.

TPA utilizes a strategic and comprehensive approach to initiate, develop, and carry out effective strategies to influence legislative and administrative activities and effectively lobby on behalf of the District. This approach includes:

- Conducting a detailed orientation
- Developing a legislative strategy
- Implementing the legislative strategy utilizing the following tactics:
 - Building and strengthening relevant relationships
 - Leveraging relationships for the strategic advocacy plan
 - Coordinating meetings and advocacy trips
 - Drafting talking points and briefing materials
 - Tracking legislation
 - Crafting testimony and position letters
 - Identifying opportunities to sponsor legislation and build coalitions
 - Drafting bill language and other necessary materials
- Providing bi-weekly, monthly, and annual progress reports to the District
- Presenting to the Board of Directors External Affairs Committee

As an extension of your staff, TPA will organize advocacy trips to Sacramento for the District Board of Directors and District management to engage first-hand on priority issues. These efforts combined with tactical and consistent follow-up would undoubtedly lead to the notable achievements for the District. Additionally, TPA will support the District in identifying funding opportunities through state and regional grants and the State Budget.

Included in this proposal is a fee proposal of \$4,500 per month (\$54,000 annually) to provide State Lobbyist services to the District for a period of one year, with two additional one-year contract extensions.

No disciplinary action is either pending or has been taken against TPA in the past two (2) years with state regulatory bodies or professional organizations.



5. SUBCONTRACTING DISCLOSURE

TPA will NOT partner with a subcontractor to provide State Lobbyist Services to the District.



6. PROPOSAL CONTENT

DEMONSTRATE HOW YOUR FIRM WILL MEET THE SCOPE OF SERVICES (SECTION 2.05)

• DEMONSTRATE EXPERIENCE

ABOUT TPA

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 **\$1.8 billion** in state, federal, and local government grants as well as grants from nonprofit organizations and private companies
- Longevity: 23 years (founded in 1998)
- Number of Employees: 15
- Number of Registered State Lobbyists and Grant Writers: 12
- 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 and County Governments
 - Water and Sanitation Districts
 - Transportation Districts
 - K-12 School and Community College Districts
 - Parks and Recreation Districts
 - Museums, Science Centers, and Cultural Facilities
- Areas of Specialization:
 - Local Governance (Cities, Counties, Special Districts)
 - Water and Sanitation Policy and Infrastructure
 - Transportation 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:
 - 7th of 486 Firms Registered for 2019-20 Legislative Session
 - 98th Percentile



PROPOSAL CONTENT

LEGISLATIVE ADVOCACY ACHIEVEMENTS

Policy Sector	Issue	Description
Local Governance	Local Control and Finance	<ul style="list-style-type: none"> Public Facilities and Finance Public Employee Programs Contractual Assessment Programs Infrastructure Financing Opportunities
	Public Employee Benefits	<ul style="list-style-type: none"> PEPRA Compliance JPA Benefits Medical Benefits Vesting
	Cannabis	<ul style="list-style-type: none"> Drafting Local and State Cannabis Regulations Local Control
Water and Sanitation	Water Quality	<ul style="list-style-type: none"> Drinking Water Public Health Regulations Groundwater Pollution Liability Groundwater Management Plans Direct/Indirect Potable Reuse
	Water Infrastructure	<ul style="list-style-type: none"> State Bond Funding for Water Projects Local Reliability Projects Water Conservation Programs
	Sanitation Infrastructure	<ul style="list-style-type: none"> Integrated Regional Watershed Projects Advanced Water Treatment Facilities
Transportation	Local Streets and Roads	<ul style="list-style-type: none"> State Highway Relinquishments Local Venue Signage on State Highways
	State Highway System	<ul style="list-style-type: none"> State Bond Funding for Highway Projects Expansion of Toll Lanes/Toll Roads
Housing and Community Development	Affordable Housing	<ul style="list-style-type: none"> Developing Funding for Affordable Housing Expanding Affordable Housing Eligibility
	Economic Development	<ul style="list-style-type: none"> Capital Investment Incentive Program Expansion Enterprise Zone Program Regulations Military Base Re-Use Land Planning
	Redevelopment	<ul style="list-style-type: none"> Agency Dissolution Process Developing Post-RDA Funding Sources State Liability Reduction
Recreation and Natural Resources	Park Facilities	<ul style="list-style-type: none"> Joint-Use Projects with Schools Districts State Bond Funding for Local Park Projects (Propositions 11, 68, and 84)
	Greenhouse Gas Reduction	<ul style="list-style-type: none"> TOD Housing to Support Cap and Trade Objectives Increase Transit Accessibility for Active Transportation
Cultural and Historical Resources	Cultural Facilities	<ul style="list-style-type: none"> CA Cultural and Historical Endowment CA Nature Education Facilities Program
Public Safety	Public Health	<ul style="list-style-type: none"> Air Pollution Reduction Methods Treatment of the Remains of a Deceased Veteran Resources
	Crime Reduction	<ul style="list-style-type: none"> Sex Trafficking Control Gun Control
	Local Law Enforcement	<ul style="list-style-type: none"> Increasing Local Police Presence/COPS Police Body Cameras Regional Public Safety Task Force Initiatives
Education	Community College Districts	<ul style="list-style-type: none"> Veterans Resources Alternative Energy Job Training ADA Reform
	K-12 School Districts	<ul style="list-style-type: none"> K-12 Safety Planning Programs Joint Use Projects with Civic Agencies
	School Facilities	<ul style="list-style-type: none"> Charter School Facilities Funding Community College Facilities Funding K-12 School District Facilities Funding

A DETAILED SCHEDULE OF OUR STATE, FEDERAL, AND LOCAL LEGISLATIVE ADVOCACY ACHIEVEMENTS CAN BE PROVIDED UPON REQUEST



PROPOSAL CONTENT

FY 2019-20 STATE BUDGET EARMARKS

This table provides an overview of the direct budget allocations secured on behalf of our clients from the 2019-20 State Budget. TPA worked closely with our clients to identify priority projects for each funding request. TPA then worked with members of the Assembly and Senate Budget Committee, as well as the Governor's Administration, to ensure our client's projects were included in the final budget approved by the Legislature.

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 Renovations	\$500,000
City of Costa Mesa	Lions 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 Marr Bluffs Stabilization Project	\$6,130,000
Tri Valley Cities Coalition	Dublin Sports Grounds All Abilities Playground	\$1,400,000
TOTAL FY 2019-20 STATE BUDGET EARMARKS		\$36,230,000



PROPOSAL CONTENT

GRANT 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
Water and Sanitation	\$117.8 Million	\$7.7 Million	\$125.5 Million
Transportation	\$546.6 Million	\$101.7 Million	\$648.3 Million
Housing and Economic Development	\$397.6 Million	\$5.0 Million	\$402.6 Million
Public Safety	\$59.9 Million	\$54.8 Million	\$114.7 Million
Parks and Recreation	\$105.8 Million	\$6.2 Million	\$112.0 Million
Cultural Resources	\$112.6 Million	\$7.0 Million	\$119.6 Million
Education	\$247.9 Million	\$44.8 Million	\$292.7 Million
TOTAL	\$1.588 Billion	\$227.2 Million	\$1.815 Billion

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



• OVERVIEW OF PROPOSED SERVICES

TPA will perform the following tasks to provide State Lobbyist services to the District, as requested in the RFP:

- Conduct a detailed orientation
- Develop a legislative strategy
- Implement the legislative strategy utilizing the following tactics:
 - Building and strengthening relevant relationships
 - Leveraging relationships for the strategic advocacy plan
 - Coordinating meetings and advocacy trips
 - Drafting talking points and briefing materials
 - Tracking legislation
 - Crafting testimony and position letters
 - Identifying opportunities to sponsor legislation and build coalitions
 - Drafting bill language and other necessary materials
- Provide bi-weekly, monthly, and annual progress reports to the District
- Present to the Board of Directors External Affairs Committee
- Maintain and present a ongoing list of state funding opportunities

• DESCRIBE HOW YOUR PROPOSAL WILL MEET THE CURRENT AND FUTURE NEEDS OF WVWD'S CUSTOMERS AND STAKEHOLDERS

TPA's mission is to be Champions for Better Communities. All of the work TPA performs is born out of respect and awe of the critical services local public agencies provide for their residents. TPA's expertise advocating for the needs of local public agencies in Sacramento is an invaluable resource to WVWD customers and stakeholders. This specialized service includes extensive information sharing and achieving legislative results. WVWD can use this information to help long term planning initiatives and make informed and timely decisions that will benefit WVWD customers and stakeholders. TPA is also focused on legislative results, and advocates for legislation that will help WVWD activities and projects, or fight back measures that erode local control and negatively impact the services WVWD customers and stakeholders receive.

WVWD customers and stakeholders deserve services that meet their current and future needs. These needs include high quality drinking water at an affordable price, a resilient infrastructure, and exceptional customer service. As climates change and the State's water outlook continues to be unpredictable and volatile, is it important that the needs of WVWD customers and stakeholders are prioritized and considered in Sacramento during the legislative and regulatory process.

• DESCRIPTION OF YOUR PROPOSED PROCESS AND APPROACH ON THIS PROJECT.

TPA will implement the following strategic, comprehensive, and client-centric approach to provide State Lobbyist services to West Valley Water District:

- **Conduct Detailed Orientation:** TPA utilizes a comprehensive onboarding process that includes extensive meetings with various relevant members of District leadership and key District departments to help develop a strategic plan that is carefully tailored to satisfy the



PROPOSAL CONTENT

needs of the District, 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 District to develop an official legislative platform and strategy that represents the District's priorities in Sacramento. This blueprint will be shared with key stakeholders in the State Legislature and Governor's Administration.

TPA will support the District Board of Directors and District management in conducting an annual review and as-needed updates to the District's Legislative Platform and Legislative Priorities (*RFP Scope of Required Services*).

- **Implement the Legislative Strategy:** TPA will advocate for the District's legislative agenda, in coordination with District staff, utilizing the following methods (*RFP Scope of Required Services*):
 - **Build and Strengthen Relevant Relationships:** TPA has cultivated a network of valuable bi-partisan relationships that will be leveraged to promote the District's legislative agenda. As the District's advocate and liaison, TPA will help the District build and strengthen working relationships with the following key stakeholders (*RFP Scope of Required Services*):
 - West Valley Water District Legislative Delegation:
 - Senator Connie Leyva
 - Senator Richard Roth
 - Assembly Member Eloise Gomez Reyes
 - Assembly Member Sabrina Cervantes
 - Governor's Administration and Agency Leadership:
 - Governor Gavin Newsom
 - Executive Secretary Jim DeBoo
 - Cabinet Secretary Ana Matosantos
 - Policy Advisor Joey Freeman
 - Lieutenant Governor Eleni Kounalakis
 - State Treasurer Fiona Ma
 - State Controller Betty Yee
 - Attorney General Xavier Becerra
 - Secretary Wade Crowfoot, Natural Resources Agency
 - Secretary Jared Blumenfeld, California Environmental Protection Agency
 - Director Karla Nemeth, Department of Water Resources
 - Director Keely Bosler, Department of Finance
 - Executive Director Eileen Sobek, State Water Resources Control Board
 - Board Member Sean Maguire, State Water Resources Control Board Member



PROPOSAL CONTENT

- State Legislative Leadership:
 - Senate President Pro Tempore Toni Atkins
 - Senate Republican Leader Scott Wilk
 - Assembly Speaker Anthony Rendon
 - Assembly Republican Leader Marie Waldron

- Key Legislative Committees:
 - Senate Committee on Natural Resources and Water
 - Senate Committee on Governance and Finance
 - Senate Committee on Environmental Quality
 - Senate Committee on Appropriations
 - Assembly Committee on Water, Parks, and Wildlife
 - Assembly Committee on Natural Resources
 - Assembly Committee on Local Government
 - Assembly Committee on Environmental Safety and Toxic Materials
 - Assembly Committee on Appropriations

In addition to the relationships listed above, TPA will leverage our strong working relationships with the Association of California Water Agencies and other associations and advocacy organizations that share the District's position on matters that are pertinent to the District's Legislative Platform (***RFP Scope of Required Services***).

- **Leverage Relationships for Strategic Advocacy Plan:** TPA will engage various techniques to leverage our network of key relationships on behalf of the District (***RFP Scope of Required Services***):
 - Schedule and facilitate meetings for the District to discuss relevant legislation
 - Prepare all briefing materials and talking points for the District
 - Brief legislative offices and stakeholders on the District's legislative agenda
 - Follow-up on meetings to ensure commitments and deliverables are being met

- **Coordinate Advocacy Trips:** TPA will work with the District to coordinate advocacy trips to Sacramento to meet with the District's legislative delegation, as well as legislators that serve on committees relevant to the District's agenda. Furthermore, whenever possible, TPA will also schedule site visits by legislators to the District.

- **Track Legislation:** TPA will identify, analyze, and monitor all State legislative, budgetary, and intergovernmental matters relevant to the District's legislative platform and assess their potential impact on the District. TPA will advise the District on matters that could have a significant impact on the District's fiscal, operational, and environmental health, and the overall quality of life enjoyed by the District's residents (***RFP Scope of Required Services***).



PROPOSAL CONTENT

TPA will provide the District with copies of bills, amendments, committee reports; State agency rules, regulations, and reports; budget proposals and other reasonably available information that is pertinent to the District's governmental affairs programs (***RFP Scope of Required Services***).

- **Craft Testimony and Position Letters:** TPA will prepare and submit written and verbal testimony regarding legislation relevant to the District. TPA will also draft and deliver position letters to legislators and key officials on specific bill language.
- **Draft Bill Language:** TPA will assist the District in identifying local and regional legislative needs, pursuing bill sponsorship opportunities, building coalitions, and advocating for the passage of sponsored legislation (***RFP Scope of Required Services***). TPA will draft language and amendments for relevant legislation, as required to protect and promote the District's agenda.
- **Provide Progress Reports:** TPA will confer regularly with the District on our activities. TPA will provide monthly electronic reports on the status of all legislative activity, such as bill language, amendments, and committee analyses (***RFP Scope of Required Services***). In addition to written reports, TPA will be available to the District Board of Directors and District management for conference calls, in-person and virtual briefings, meetings, and presentations (***RFP Scope of Required Services***).

TPA will participate in regularly scheduled calls (at least bi-weekly) with District staff to provide information and advice regarding State activities pertinent to the District (***RFP Scope of Required Services***). During these scheduled calls, TPA will present any updates to the ongoing list of potential state grant funding opportunities TPA has identified on behalf of the District (***RFP Scope of Required Services***).

TPA will prepare and present an annual report to the District Board of Directors External Affairs Committee summarizing the lobbying and government relations activities and results on legislative, budgetary, and other intergovernmental matters advocated or advanced on behalf of the agency during the year (***RFP Scope of Required Services***).

- **Prepare and File Lobbying Disclosure Reports:** TPA will prepare and file, on behalf of the District, all applicable state lobbying disclosure reports (***RFP Scope of Required Services***).
- **LIST OF WHAT WVWD WOULD NEED TO PROVIDE TO YOU OR ASSIST YOU WITH, AND A SCHEDULE OF WHEN IT WOULD BE NEEDED**

TPA will rely on District staff to provide technical project information, budget details, and project timeline information as appropriate. TPA is prepared to draft all briefing materials, talking points, position letters, and bill language.



- **HOW YOU WILL INVOLVE AND WORK CLOSELY WITH THE PUBLIC AFFAIRS DEPARTMENT**

TPA believes there are three essential characteristics of effective advocacy to successfully advance the policy issues of local governments. These characteristics inform our client-centric approach to providing state legislative advocacy services and serve as our commitment to work collaboratively with the District's public affairs department.

- 1. Strong Partnership Between Client and Advocate**

Strong working partnerships between an advocate and their client is essential to successful advocacy. In a strong working partnership, the advocate understands the client's goals and priorities, and the client understands their advocate's abilities. In working together, the client can be confident their advocate will develop and implement a strategy that will accomplish their goals, while working as an extension of their staff, minimizing the burden on the client and maximizing success.

- 2. Proactive, Not Reactive**

TPA believes in strategic planning to best achieve the objectives of the client. Strategic planning also allows for the client and advocate to work "as one," in order to be nimble and efficient to seize new opportunities that present themselves throughout the process.

- 3. Continuous Contact and Education**

TPA strives to continually educate our extensive network of key stakeholders and decision makers regarding our client's agendas. TPA develops quick briefing documents, that are easy to digest, with graphics and photos, explaining our client's priorities and identifying key support for these priorities across various constituencies. This continuing education all is essential in securing support to transform our client's vision into legacy.



7. PROPOSED COMMUNICATIONS TOOLS/RESOURCES AND BENEFITS

PROPOSED SCHEDULE

Tasks to Be Completed	Tentative Schedule
Conduct Detailed Orientation	Second Quarter 2021
Develop Legislative Strategy	Ongoing
Update Legislative Strategy	As Needed
Implement the Legislative Strategy	Ongoing
Build and Strengthen Relevant Relationships	Ongoing
Leverage Relationships for Strategic Advocacy Plan	Ongoing
Coordinate Advocacy Trips	Third Quarter 2021
Track Legislation	Ongoing
Craft Testimony and Position Letters	As Needed
Draft Bill Language	As Needed
Provide Progress Reports: Monthly Reports	Monthly
Provide Progress Reports: Bi-Weekly Calls	Bi-Weekly
Provide Progress Reports: Present Annual Report	Annually
Prepare and File Lobbying Disclosure Reports	Quarterly

PROVIDE A THOROUGH DESCRIPTION OF YOUR IMPLEMENTATION PROCESS

TPA will work with the District to establish the best mechanisms to ensure a timely response from TPA to District staff on all inquiries relating to the Scope of Services. TPA will adopt the District's preferred methods of communication and maintain regular communication with the District for the duration of the contract. This regular communication will allow for timely and informed responses to the District.

The TPA Southern California office is located within close proximity to the District, giving TPA the ability to quickly respond to requests by the District in-person if need be. This proximity also allows TPA to be able to attend meetings with District staff and various departments, as well as District Board of Directors meetings with little notice.

TPA will strive to respond to each direction and inquiry from the District as soon as possible. TPA aims to respond to all email requests within 48 hours. TPA will communicate realistic timelines for all projects, directions, and inquiries from the District requiring more than a brief timeline to complete.



PROPOSED COMMUNICATION TOOLS

OTHER VALUE-ADDED APPROACHES, IDEAS, RECOMMENDATIONS, ETC.

TPA believes that funding success for our clients requires much more than simply reacting to existing grant programs when they are announced. TPA believes that maximum funding success for our clients requires aggressive PROACTIVE strategy and effort to CREATE new funding opportunities via legislative-directed spending in the budget as well as new grant programs that are tailored to ensure eligibility and maximum competitiveness for client projects. While these activities above and beyond the typical grant writing scope of work, TPA believes a creative legislative component is critical to maximize funding success for the District.

In addition to utilizing a creative legislative component to maximize funding, TPA will utilize the following strategic approach to support District's grant activity, going above and beyond simply identifying state grant funding opportunities:

- **Craft Strategic Funding Plan:** Utilizing the information gathered during the onboarding process, TPA will coordinate with the District and various District departments to develop a proactive and comprehensive strategic funding plan that serves the District's priorities. ***The plan will do more than simply identify District projects;*** it will outline and prioritize multiple funding options for each project. It will also identify key "strings attached" to help assess the cost/benefit ratio for each grant opportunity.
- **Identify, Research, and Monitor Grant Funding Opportunities:** TPA will utilize list-serve subscription programs, funding workshops, agency canvassing, and other networking tactics to support the District's grant activity and ensure every potential opportunity is identified and reviewed for relevance with the District's projects. TPA will then share these opportunities with the District for further assessment and determination if a grant application is warranted.
- **Leverage Relationships for Strategic Funding Plan:** When the District is pursuing a grant opportunity, TPA will leverage relationships with relevant officials and program officers in the funding agency to ensure that the District's grant applications are aligned with the goals of the specific grant program and that the applications are well-crafted and well-positioned for funding.
- **Post-Grant Submittal Advocacy:** After a District grant application has been submitted, TPA will frequently contact legislators and agency officials to follow up on the status of the grant application and promote its need and urgency. This will include drafting letters of support after grant submissions and distributing them to legislators for their consideration. In addition, TPA will work with legislators to reach out to individual granting agencies to provide background on District's projects and convey their support for those projects.
- **Comprehensive Follow-Up on Unsuccessful Applications:** Despite all best efforts, some grant applications are not selected for funding. In those instances where grant applications are unsuccessful, TPA will work with the relevant funding agencies to set up in-person or telephone debriefing sessions to discuss the grant applications and how to best revise the grant applications for the next funding round to ensure success.



8. IDENTIFICATION OF ANTICIPATED POTENTIAL PROBLEMS

IDENTIFY AND DESCRIBE ANY ANTICIPATED POTENTIAL PROBLEMS, THE FIRM'S APPROACH TO RESOLVING THESE PROBLEMS AND ANY SPECIAL ASSISTANCE THAT WILL BE REQUESTED FROM WWVD.

TPA does NOT anticipate any potential problems providing State Lobbyist services to the District. TPA project managers Casey Elliott and Eric O'Donnell will oversee the project team to ensure all deliverables are met. Should a problem arise, Casey, Eric, and the proposed team will be supported by an additional eight TPA legislative and funding advocates. The breadth and depth of experience of the TPA team means that as many advocates as needed can be deployed to maximize success for the District while minimizing the burden on District staff.

In the event there is an urgent request, TPA asks that the District respond within a 48-hour period. TPA will communicate realistic timelines for all projects, directions, and inquiries requiring more than a brief timeline to complete.



9. RESPONSES TO FORM #2 – VENDOR INFORMATION REQUIREMENTS

FORM #2 – FIRM INFORMATION REQUIREMENTS

Firm Name & Website	Townsend Public Affairs, Inc. www.Townsendpa.com
Years in Business	23 years (founded in 1998)
Firm Parent Company (If Applicable)	None.
Number and nature of the professional staff to be employed in this engagement on a full-time basis	<p>TPA proposes a dedicated team of four full-time state advocates to perform State Lobbyist Services for the District:</p> <ol style="list-style-type: none"> 1. Christopher Townsend <i>President</i> 2. Casey Elliott <i>State Capitol Director</i> 3. Eric O'Donnell <i>Senior Associate</i> 4. Cori Takkinen <i>Senior Director</i>
Number and nature of the professional staff to be employed in this engagement on a part-time basis	No additional professional staff will be employed on a part-time basis.
Main Point of Contact Name, Title, Email & Telephone	<p>Main Point of Contact: TPA Senior Associate Eric O'Donnell Email: EODonnell@townsendpa.com Telephone: (916) 447-4086</p> <p>Main Point of Contact for Proposal: TPA Senior Associate Claire Alex Email: CAlex@townsendpa.com Telephone: (949) 399-9050</p>



10. RESPONSES TO FORM #3 – PROJECT STAFF INFORMATION

FORM #3 – PROJECT STAFF REQUIREMENTS

Please copy the table below and complete for each key project staff members (including subcontractors) who will be involved in the project.

Staff Member Name	<p>Christopher Townsend</p> 
Title	President
Length of Tenure	<ul style="list-style-type: none"> • 23 years as the Founder and President of TPA • 40 years of experience in public affairs, legislative advocacy, and grant writing
Previous Work Experience	<p>PepsiCo/Taco Bell Corp., Irvine, CA <i>Senior Director, Government & Community Affairs, 1992-1998</i></p> <p>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.</p> <p>Stein-Brief Group, Inc., Dana Point, CA <i>Vice President, Public Affairs, 1982-1992</i></p> <p>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.</p>
Educational Background	<p>JFK School of Government, Harvard University, Cambridge, MA <i>Master of Public Administration, 1991</i></p> <p>Claremont McKenna College, Claremont, CA <i>Bachelor of Arts, Political Science, Magna cum Laude, Political Science Honors Prize, 1982</i></p>

PROJECT STAFF INFORMATION

	<p>Coro Fellow <i>Southern California, 1981</i></p> <p>Harry S Truman Scholar <i>California, 1980</i></p>
Certifications	Registered State Lobbyist
Project Role and Responsibilities	Strategic Advisor
Technical Skills and Qualifications for the Project	<p>Christopher provides leadership to a team of 12 advocates and grant writers while managing the development and implementation of strategies for the agendas of each client. His achievements include:</p> <ul style="list-style-type: none"> • 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 \$1.8 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. • 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.



PROJECT STAFF INFORMATION

	<ul style="list-style-type: none"> • 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.
Hours to be Worked On-Site	None. As the pandemic continues, all work will be completed remotely, unless requested by the District.
Hours to be Worked Remotely	Estimated 2 hours per month



PROJECT STAFF INFORMATION

Staff Member Name	<p>Casey Elliott</p> 
Title	State Capitol Director
Length of Tenure	<ul style="list-style-type: none"> • 15 years at TPA • 20 years of experience in public affairs, legislative advocacy, and grant writing
Previous Work Experience	<p>Assemblyman Tom Umberg <i>Legislative Assistant, 2006</i></p> <p>Casey managed legislation for the Member, including education, workers' compensation, and school facilities measures. Casey staffed the Member on the Assembly Education committee. He also worked closely with legislative staff, committee consultants, state agencies, and interested parties on legislation. In addition, he advised the Member and Chief of Staff on pending legislation.</p> <p>Secretary of State <i>Legislative Coordinator, 2005-2006</i></p> <p>Casey briefed the Secretary of State and senior staff members on legislation affecting the agency. Casey worked with Division Chiefs, senior staff members, and the Secretary of State to develop legislative positions for the agency. Casey also worked with Department of Finance, state agencies, and other interested parties on issues that affected the Secretary of State. In addition, he researched and drafted legislative proposals for the agency.</p> <p>Secretary of State <i>Legislative Analyst, 2003-2005</i></p> <p>Casey assisted in the research and development of legislation. In addition, Casey worked closely with the State Legislature, Governor's Office staff, committee consultants, Department of Finance, state agencies, and other interested parties on issues that affected the Secretary of State. Some of Casey's special projects included staffing various taskforces, assisting in the development of spending plans for legislatively mandated programs, and election-night support.</p> <p>Office of the Governor <i>Senior Legislative Assistant, 2000-2003</i></p> <p>Casey chaptered all bills that the Governor signed and he processed all vetoed measures. Casey worked closely with the Secretary of State, Chief Clerk of the Assembly, and the Secretary of the Senate throughout the bill</p>

PROJECT STAFF INFORMATION

	chaptering process. Casey also supervised a staff of 10 personnel during the creation and assembly of up to 1500 bill files presented to the Governor.
Educational Background	University of California, Davis <i>Bachelor of Arts, Political Science, 2000</i>
Certifications	Registered State Lobbyist
Project Role and Responsibilities	Project Manager, State Legislative Advocate
Technical Skills and Qualifications for the Project	<p>As State Capitol Director, Casey oversees a team of 12 TPA lobbyists registered with the California Secretary of State. Casey has been responsible for developing and implementing the advocacy strategies that transformed over 100 client-sponsored bills into law. He also provides timely expert analysis of legislative and budget proposals introduced each legislative session for their potential effect on TPA clients. Some of Casey's accomplishments include:</p> <ul style="list-style-type: none"> • Casey designed the legislative strategy for the City of Santa Ana to secure a direct funding allocation in the FY 2018-19 State Budget in the amount of \$4 million to upgrade water infrastructure within the City. Casey worked with the City's legislative delegation, staff from the Assembly and Senate Budget Committees, and the Department of Finance to ensure funding was included in the State Budget for the City of Santa Ana to install advanced water metering infrastructure in the City. This funding will allow the City's water customers to have real-time access to their water usage, which will help facilitate water conservation and reduce customers' utility bills. • Through his work with the Department of Finance, the Legislature, and the Office of the Governor, Casey has been able to lessen the impact of RDA dissolution on TPA clients. Specific outcomes include: having over \$30 million in projects in Santa Ana, Brea, and Hayward recognized as enforceable obligations; facilitating accelerated transfer of former RDA assets in Buena Park to allow for new development; and the passage of legislation to allow expenditure of certain development agency bond proceeds. • Casey helped the Newhall County Water District co-sponsor SB 634 (Wilk) which established a new water district to serve as the primary water wholesaler and retailer for the Santa Clarita Valley. Casey coordinated efforts with the other impacted water agencies and stakeholders to develop a coalition of local support for the legislation. The legislation, which contained the enabling act for the new district as well as provisions that allowed for a modified LAFCO process, was approved by the Legislature and signed into law by Governor Brown. • Casey helped the Orange County Water District sponsor the first legislation in the nation, AB 2022 (Gordon), that would allow for the bottling of treated recycled water. Casey worked with the



PROJECT STAFF INFORMATION

	<p>Legislature throughout the legislative process and gained support for the bill to ensure its successful passage. The bill was signed into law, thus allowing for the limited bottling of highly treated recycled water produced by the District's Groundwater Replenishment System.</p> <ul style="list-style-type: none"> • Casey helped the Rancho Santiago Community College District and Coast Community College District secure over \$68 million in funding through the State Budget for three capital outlay facilities projects. Casey worked with the districts' legislative delegation, budget committee staff, and the Community College Chancellor's Office to advocate for the priority budget items, including having the projects recommended for funding by the Board of Governors of the California Community Colleges. The funding for these three projects will allow for the design and construction of three new buildings that will provide state of the art learning environments for community college students in Orange County.
Hours to be Worked On-Site	None. As the pandemic continues, all work will be completed remotely, unless requested by the District.
Hours to be Worked Remotely	Estimated 6 hours per month.



PROJECT STAFF INFORMATION

Staff Member Name	<p>Eric O'Donnell</p> 
Title	Senior Associate
Length of Tenure	<ul style="list-style-type: none"> • 6 years at TPA • 6 years of experience in public affairs, legislative advocacy, and grant writing
Previous Work Experience	<p>City of Brea <i>Community Services Senior Leader, 2009-2015</i></p> <p>Eric was responsible for the organization, design, and implementation of all elements of youth sports programs for over 200 children and 400 parents. Eric helped to orient, train, and supervise new staff in all aspects of their job responsibilities.</p>
Educational Background	<p>Chapman University, Orange, CA <i>Master of Public Administration, 2020</i></p> <p>California State University, Fullerton <i>Bachelor of Arts, Business Administration, General Management, 2014</i></p>
Certifications	<ul style="list-style-type: none"> • Registered State Lobbyist • Possesses Drinking Water Distribution Operator (D1) and Drinking Water Treatment Operator (T1) certifications from the State Water Resources Control Board
Project Role and Responsibilities	Project Manager, State Legislative Advocate, Water Policy Specialist
Technical Skills and Qualifications for the Project	<p>Since joining TPA, Eric has worked with numerous public agencies to secure grant funding for water and sanitation policy and infrastructure, natural resources, and parks and recreation. Some of his accomplishments include:</p> <ul style="list-style-type: none"> • Eric worked with the City of Laguna Beach to sponsor AB 2172 (Petrie-Norris) to allow for the relinquishment of a portion of Laguna Canyon Road (SR-133) from the State to the City. The relinquishment will lead to the City pursuing community supported improvements that enhance pedestrian and vehicle safety and wildfire resilience. Eric worked with Caltrans and various Committee staff to ensure the bill passed with bi-partisan support. • Eric worked with the City of Avalon to secure a direct funding allocation in the FY 2019-20 State Budget in the amount of \$500,000 to remove and replace single-walled underground fuel storage tanks with safer and more durable double-walled underground fuel storage tanks. Eric worked closely with the City's legislative delegation as well as legislative staff from the Assembly and Senate Budget Committees as well as the Speaker and Senate



PROJECT STAFF INFORMATION

	<p>Pro Tem's offices to ensure that the funding was included in the FY 19-20 State Budget for the City of Avalon to complete this critical environmental protection project. This funding will allow the City's marine fuel dock in the harbor to continue operating and will provide a critical resource for the community.</p> <ul style="list-style-type: none"> • Eric worked with the Orange County Sanitation District to secure a \$1 million grant award from the Department of Water Resources' Integrated Regional Water Management Grant Program to replace a critical sewer line. Eric worked closely with staff at the Orange County Sanitation District, the Department of Water Resources, and the Santa Ana Watershed Project Authority throughout the development and implementation of the grant program. • Eric was critical in facilitating a resolution to a Redevelopment Dissolution related issue for the City of Stanton that resulted in the City receiving over \$2.1 million in loan repayment. Eric worked closely with the City, the City's legislative delegation, and executive staff from the Department of Finance to identify a solution. The favorable resolution resulted in the Department of Finance approving a previously denied line item on the City's Recognized Obligation Payments Schedule (ROPS), thus awarding the City a loan repayment. • Eric helped the City of Fountain Valley secure a \$226,000 grant from the Active Transportation Program, administered by the Southern California Association of Governments and the California Transportation Commission. The funding allowed the City to build ADA accessible pedestrian curb ramps within neighborhoods that are located near five elementary and middle schools in the Fountain Valley School District and the Ocean View School District. The project will provide greater mobility for the public and improve the safety of the City's routes to local schools.
Hours to be Worked On-Site	None. As the pandemic continues, all work will be completed remotely, unless requested by the District.
Hours to be Worked Remotely	Estimated 12 hours per month.



PROJECT STAFF INFORMATION

Staff Member Name	<p>Cori Takkinen</p> 
Title	Senior Director
Length of Tenure	<ul style="list-style-type: none"> • 10 years at TPA • 12 years of experience in public affairs, legislative advocacy, and grant writing
Previous Work Experience	<p>County of Orange, Board of Supervisors <i>Policy Advisor for Supervisor John Moorlach, 2010</i></p> <p>Cori served as a policy advisor for, then-County of Orange Supervisor (and who is now a Senator in the State Legislature). Cori was responsible for research, analysis, and subsequent recommendations of all policy issues relating to Orange County Public Works as well as state and federal legislation. Cori served as a liaison between the Supervisor and County staff, constituents, and community groups.</p> <p>Tom Campbell for US Senate Campaign, 2010</p> <p>Cori reported to campaign's Director for Research and Policy. Cori drafted Mr. Campbell's "Statement for Financial Services Reform."</p>
Educational Background	<p>Chapman University, Orange, CA <i>Master of Public Administration, 2014</i></p> <p>Claremont McKenna College, Claremont, CA <i>Bachelor of Arts Economics and Government with Leadership Sequence, 2011</i></p>
Certifications	Registered State Lobbyist
Project Role and Responsibilities	State Legislative Advocate
Technical Skills and Qualifications for the Project	<p>Throughout her tenure at TPA, Cori has been responsible for securing millions in competitive grant funds for local public agency clients. In addition to her expertise on municipal and water infrastructure issues, Cori has a strong network of relationships with State Legislators, key staff, various state agencies, and the County of Orange. Cori's funding and policy experience, as well as her network of relationships, makes her an effective advocate for clients. Some of Cori's accomplishments include the following:</p> <ul style="list-style-type: none"> • Leveraging relationships with the State Legislature, Cori secured an earmark in the FY17-18 State Budget in the amount of \$20 million to form the North Orange County Public Safety Task Force. This Task Force will serve six TPA clients: the cities of Anaheim, Brea, Buena Park, Fullerton, Placentia, and Stanton. These cities will be able to facilitate regional collaborative efforts to combat



PROJECT STAFF INFORMATION

	<p>homelessness, youth violence, and other critical public safety issues in the region.</p> <ul style="list-style-type: none"> • Cori worked with the City of Brea to secure over \$10 million from local, state, and federal sources for the Tracks at Brea project. The project is a four-mile multi-use rail to trail project that will traverse the City. Funding sources include: the US Environmental Protection Agency, California Natural Resources Agency, Strategic Growth Council, California Transportation Commission, and the Southern California Association of Governments. • Cori worked with local public agency clients to secure over \$1 million in Sustainable Communities Planning Grants from the Strategic Growth Council. Cori worked closely with the Strategic Growth Council staff throughout the development and implementation of the grant program and wrote numerous successful applications for TPA clients. • Cori worked with the City of Costa Mesa to secure \$1 million in 2019 Active Transportation Grant funding. The project is the highest ranked project in Orange County and the fifth highest ranked project in the SCAG region. The project will revolutionize the motorized environment in Costa Mesa by creating an off-road Class 1 multi-use trail and Class IV cycle tracks between Harbor Boulevard and Fairview Road. The project includes pedestrian improvements and other enhancements to increase the quality and safety of bicyclists and pedestrians along Merrimac Way.
Hours to be Worked On-Site	None. As the pandemic continues, all work will be completed remotely, unless requested by the District.
Hours to be Worked Remotely	Estimated 6 hours per month.



11. RESPONSES TO FORM #4 – CLIENT REFERENCES

FORM #4 – CLIENT REFERENCES

Client Name	East Orange County Water District
Contact – Name, Title, Email & Telephone	Lisa Ohlund, Former General Manager (Retired December 2020) l.ohlund@me.com (949) 842-3351
Services Provided and Dates	TPA is the current state lobbyist for East Orange County Water District. The contract began in August 2016.
Examples of Work (provide links)	As the state legislative advocate for the District, TPA has crafted and implemented the District's legislative advocacy strategy in Sacramento including drafting taking positions on key legislation and testifying at Committee hearings. Furthermore, TPA created and maintains the District's Legislative Platform which outlines and represents the District's legislative positions.
Explain similarities in services to those requested by West Valley Water District	The State Lobbyist services requested by West Valley Water District represent the same services TPA provides to East Orange County Water District.
Explain differences in services to those requested by West Valley Water District	In addition to state legislative advocacy services, TPA provides federal legislative advocacy and grant writing services to East Orange County Water District.



CLIENT REFERENCES

Client Name	Yorba Linda Water District
Contact – Name, Title, Email & Telephone	Brett Barbre, General Manager brbarbre@ylwd.com (714) 701-3020
Services Provided and Dates	TPA is the current state lobbyist for Yorba Linda Water District. The current contract began in February 2021. TPA previously served as the District's state lobbyist from 2006 to 2017.
Examples of Work (provide links)	TPA worked closely with the YLWD on SB 946 (Huff, 2014). SB 946 replaced the City of Yorba Linda's seat on the Orange County Sanitation District Board of Directors with the Yorba Linda Water District. This replacement was pursuant to a mutual services agreement between the City and the District, where the City transferred sewer service and responsibility to the District. Because the Orange County Sanitation District was created by an act of the Legislature, the Board composition had to be changed with legislation.
Explain similarities in services to those requested by West Valley Water District	The State Lobbyist services requested by West Valley Water District represent the same services TPA provides to Yorba Linda Water District.
Explain differences in services to those requested by West Valley Water District	There are no differences in the services requested by West Valley Water District and the services provided to Santa Clarita Water Agency.



CLIENT REFERENCES

Client Name	Santa Clarita Water Agency
Contact – Name, Title, Email & Telephone	Steve Cole, Assistant General Manager scole@scvwa.org (661) 297-1600
Services Provided and Dates	TPA served as the state lobbyist for Santa Clarita Water Agency (formally Newhall County Water Agency) from 2016 to 2018.
Examples of Work (provide links)	TPA co-sponsored SB 634 (Wilk) on behalf of the Newhall County Water District. The bill established a new water agency (a merger of Newhall County Water District and Castaic Lake Water Agency) to provide wholesale and retail water service to the Santa Clarita Valley. The bill, which was the culmination of work between NCWD and the Castaic Lake Water Agency, allowed for the unification and modernization of water management and delivery while improving service and saving millions of dollars for the community. TPA worked closely with local representatives, numerous policy committee members, and other stakeholders, and ultimately secured bi-partisan support for the legislation and it was signed into law.
Explain similarities in services to those requested by West Valley Water District	The State Lobbyist services requested by West Valley Water District represent the same services TPA provided to Santa Clarita Water Agency.
Explain differences in services to those requested by West Valley Water District	There are no differences in the services requested by West Valley Water District and the services provided to Santa Clarita Water Agency.



FEE SCHEDULE

ALL-INCLUSIVE MONTHLY FEE

DESCRIPTION OF SERVICES	FEE
State Lobbyist Services	\$4,500 per Month*
State Legislative Advocacy	
• 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
• Budget Funding Opportunities	Included
• Provide Progress Reports	Included
• Legislative Briefings and Presentations	Included
• Prepare and File Lobbying Disclosure Reports	Included
Grant Funding Support	
• Craft Strategic Funding Plan	Included
• Identify, Research, and Monitor Grant Funding Opportunities	Included
• Leverage Relationships for Strategic Funding Plan	Included
• Post-Grant Submittal Advocacy	Included
• Comprehensive Follow-up on Unsuccessful Applications	Included
<i>*The monthly fee includes all reasonable business and travel expenses</i>	

HOURLY BILLING RATE

KEY PERSONNEL	HOURLY FEE*
Christopher Townsend, President	\$250
Casey Elliott, State Capitol Director	\$225
Cori Takkinen, Senior Director	\$225
Eric O'Donnell, Senior Associate	\$175
All Staff Blended Hourly Rate	\$175
<i>*Hourly fees include all reasonable business and travel expenses</i>	

TPA RECOMMENDS OUR MONTHLY FEE PLAN AS A MORE COST EFFECTIVE OPTION THAN BILLING BY THE HOUR.





Proposal to Provide State Lobbying Services – West Valley Water District

February 26, 2021

Presented By:

White Brenner LLP

1414 K Street, 3rd Floor
Sacramento, CA 95814

Telephone: 916.468.0950

Fax: 916.468.0951

February 26, 2021

Re.: West Valley Water District Request for Proposal to Provide State Lobbying Services

To Whom It May Concern,

We appreciate your interest in considering White Brenner LLP to assist you and your client in its State Lobbying efforts.

While there are many excellent lobbying law firms in California, White Brenner LLP possesses experience and capabilities that significantly differentiate us from every other firm in the political arena.

First, we are very familiar with California's political, legislative and regulatory landscape and our attorneys and lobbyists have a combined 65 years of California experience in state government.

Second, we have a long and productive history working on behalf of a variety of agencies, corporations and trade associations in the Capitol, Governor's Office and Executive Branch.

Third, we will be able to integrate advocacy with your client's public relations efforts in a way that supercharges efforts by leveraging our political contacts with your client's communication outreach.

The following information illustrates our firm's ability to tailor a strategy based your client's needs.

We appreciate your consideration and the opportunity to work with you

Should you have any questions, please do not hesitate to contact me directly. Thank you for your consideration.

Kind regards,

White Brenner LLP

Randy Pollack

Randy Pollack
Enclosure

{CW012805.3}

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Form #1

Firm Name	White Brenner LLP
Firm Address	1414 K Street, 3 rd Floor Sacramento, CA 95814
Telephone	916-468-0950
Email	randy@whitebrennerllp.com

Executive Summary

As of February 2021, Churchwell White LLP is now White Brenner LLP (“Firm” or “White Brenner”). White Brenner is pleased to present this proposal to provide State Lobbying Services to the West Valley Water District (“District”) in response to the Request for Proposals (“RFP”).

Churchwell White LLP has deep roots in California, representing many trade associations, businesses and public agencies throughout the State. Located within blocks of the State Capitol in Sacramento, our legislative advocates are dedicated to providing advice and expertise at the highest levels of law and regulatory policy. The Firm’s attorneys and legislative advocates have all achieved extraordinary results by staying singularly focused on proactively solving the issues facing our clients with a diligent work ethic.

The Firm is well-versed in water, pesticides, recycling, and other environmental laws and regulations. The intersection of regulatory advocates and public law attorneys provides the Firm with a unique perspective on regulatory issues relevant to businesses operating in California. Furthermore, it allows the Firm to take an often proactive approach when addressing our clients’ needs, while keeping services cost-effective and within budget.

Neither the Firm, nor any of its attorneys, have been subject to regulatory action, tax liens, or other legal sanctions. Furthermore, none of our attorneys, proposed or otherwise, have been the subject of a complaint filed with the State Bar, or received discipline imposed by the State Bar. All of the Firm’s attorneys are licensed to practice in California and are in good standing with the California State Bar.

Firm Background

As of February 2021, Churchwell White LLP is now White Brenner LLP (“Firm” or “White Brenner”). White Brenner is pleased to present this proposal to provide State Lobbyist Services to the West Valley Water District (“District”) in response to the District’s Request for Proposals (“RFP”). The Firm is uniquely qualified and prepared to deliver the highest quality lobbying services.

Firm Description

White Brenner LLP is a law firm with deep roots in California. Based in Sacramento, we have a particular focus on sound public policy. Our lawyers and lobbyists work in the areas of government relations, regulatory, municipal, special districts, political, ethics and conflicts of interest, real estate and land use, environmental and natural resources, water, litigation and more. We are recognized for our expertise in highly specialized areas not commonly found at other firms. We diligently represent private businesses, cities, counties and special districts. Our partners have years of experience at some of the largest global and national law firms, including Greenberg Traurig, Littler Mendelson, and Stoel Rives.

The attorneys at White Brenner LLP take great pride in their work, producing powerful solutions to the most complex legal issues. White Brenner LLP clients also benefit from attorneys who are thought leaders and deal makers that bring a common sense approach to the practice of law. We focus on results, while providing exceptional client service and helping our clients navigate across complexities that are unique to California. Whatever the context, most businesses, municipalities or governmental bodies are in a perpetual cycle of growing, strengthening or defending their business. White Brenner LLP has the expertise to provide clients with the leadership, advocacy and creative solutions they need to be successful.

Values

What sets a law firm apart from all others? Its culture, its brand and its commitment. White Brenner LLP delivers on its commitment to clients and to the people that work so hard to deliver exceptional service and value to clients each and every day. What makes White Brenner LLP unique is that we don’t just write down values and ignore them when things get tough or when following them earns us less money. We honor them. We live by them.

Our values serve as a framework for our firm and guide every aspect of our business strategies. We believe that if we continue to honor these values, we will continue to accomplish our goal of being a leading provider of highly sophisticated, government-related legal services. Our attorneys and professionals work for the Firm because they

enjoy delivering high level, creative legal work with a true commitment to our clients and the communities we represent.

Diversity

At White Brenner LLP, diversity is an essential part of our firm identity. We are committed to fostering an inclusive community of professionals of all races, religions, genders, sexual orientations and family structures. We see our individual differences as an asset that enhances the quality of life for each of us and strengthens what we can accomplish as a firm. We believe our success is directly attributable to the unique skills, talents and viewpoints contributed by attorneys from a variety of different backgrounds and beliefs. The groundbreaking work we handle at White Brenner LLP benefits from our diversity.

White Brenner LLP works hard to create a workplace that allows our attorneys, paralegals, and staff to transcend differences and value similarities to ensure we provide our clients with a distinctive level of client service.

Scope and Location

Throughout our eight years of operation, the Firm has been proud to represent a range of public interests across the state. The Firm proudly serves as City Attorney or Special Counsel to the cities of Angels, Atwater, Ceres, Dixon, Newman, Oakdale, Patterson, Riverbank, Sonora, Turlock, and San Bruno, to name a few. The Firm also serves as General Counsel or Special Counsel to the California Electronic Recording Transaction Network, the San Miguel Community Services District, Grizzly Flats Community Services District, Westley Community Services District, Rio Linda-Elverta Community Water District, South San Joaquin County Fire Authority, Fort Ord Reuse Authority, Georgetown Divide Public Utility District, Reclamation District 799, North Yuba Water District, Nevada Irrigation District, and Riverbank Local Redevelopment Authority, among others. In addition, our attorneys are often hired by other prominent public and municipal law firms seeking assistance with complex litigation, transactions, and regulatory compliance matters.

Legal Name and Address

White Brenner LLP
(Formerly Churchwell White LLP)
1414 K Street, 3rd Floor
Sacramento, CA 95814

Telephone: 916.468.0950

Fax: 916.468.0951

Qualifications

White Brenner LLP, formerly Churchwell White LLP, was founded by Douglas L. White, Barbara A. Brenner, and Randy Pollack . The three veteran lawyers from big firms came together to build a unique business with expertise in government, public agency, environmental, employment, land use, regulatory and political law, without the conflicts of interests they experienced at other large firms. Our partners recognized opportunities to complement each other's practices and provide integrated expertise to clients. We believe there is a need and demand for a firm that is not pure lobbying or litigation but combines specialized legal expertise with the government affairs angle. As such, the lobbyists and attorneys at White Brenner take great pride in our work, producing powerful solutions to the most complex legislative issues. We focus on results, while providing the type of exceptional and personal client service only found at fresh, emerging law firms.

White Brenner proudly serves as legislative advocates to the International Franchise Association, Consumer Data Industry Association, Home Instead, American Chemistry Council, and the Carpet & Rug Institute, to mention a few. We also monitor and lobby on legislative issues for the cities of Ceres and Dixon, as well as serve as general and special counsel to several local agencies, special districts and the cities of Angels Camp, Benicia, Ceres, Dixon, Newman, Oakdale, Orange Cove, Patterson, Riverbank, San Bruno, Santa Clara and Sonora. We have also been hired by trade associations and private entities seeking assistance with complex legal, legislative and regulatory compliance matters. We will use this expertise and experience to further the client's procurement efforts and objectives.

White Brenner is well-versed in franchise, environmental, utilities and energy, privacy and consumer protection, water, labor and employment and revenue and tax laws, regulations and California codes. The intersection of lobbyists with attorney backgrounds provides the Firm with a unique advantage and perspective on legislative and regulatory issues relevant to the client's needs.

Experience

Government Relations

White Brenner stands out from others by providing in-house legislative and governmental affairs services for private and municipal clients. The Firm is ideally positioned to provide exceptional government relations, lobbying, and political and public law representation to its clients. Randy Pollack, one of the Firm's partners, has over 30 years of experience working in and around the State capitol as a legislative advocate. As a former chief consultant and chief of staff to an Assemblymember, Mr. Pollack has well established relationships with legislators and staff of both parties, which are instrumental in laying a foundation for effective representation for our clients. In addition to Mr. Pollack, Nubia Goldstein is experienced in California's Bagley Keene Act and public records and serves as the city attorney for several cities in Northern California. Additionally, Kerry Fuller has over 7 years in practicing public law, land use, environmental and water law.

Legislature

Our team has a strong reputation and brings excellent working relationships with legislators and state agencies to the table. We would continue to strengthen these existing relationships in our work and advocacy on behalf of the client. We will build on the client's reputation as a highly credible source of information and a key voice on issues by setting up appropriately timed meetings with state legislators, legislative staff and legislative committee staff to educate them on the client's issues. We believe we can work collaboratively to leverage the client's assets and increase the client's profile and position in the State's procurement process.

Proposed Team

Our Firm is committed to proposing the most qualified team tailored to meet the needs of each client. As such, we are proposing the following members of our staff as your primary legislative team.



Randy Pollack

Randy will serve as the State Legislative Lead and the client's key contact for state issues. He will oversee day-to-day activities, as well as manage outreach to the state agencies and legislature. Furthermore, Randy will coordinate with assigned staff to ensure coordination and implementation of a comprehensive strategy for the client.

As a founding partner of White Brenner LLP, Randy has over 25 years of experience working in and around the state government as a legislative advocate. As a former legal advisor to a governor and chief consultant and chief of staff to an Assembly Member, Randy has well established relationships with legislators and staff of both parties, which are instrumental in laying a foundation for effective representation for clients. He specializes in developing and directing government and regulatory affairs strategies through lobbying, political grassroots, public relations efforts and organizing industry coalitions. He regularly represents businesses and trade associations before the California Legislature, the executive branch and state agencies.

Randy is a registered lobbyist and a member of the California and New York State Bars. He received his J.D. from the University of the Pacific, McGeorge School of Law and his B.A. degree from the State University of New York, Buffalo. As an attorney and lobbyist, Randy has been selected as a Northern California Super Lawyer and is an AV® Peer Review Rated lawyer, the highest rating given by Martindale-Hubbell for legal ability and ethical standards.



Nubia Goldstein

As part of the White Brenner team, Nubia's areas of practice include real estate and land use, litigation, eminent domain and legislative advocacy. Nubia serves as City Attorney for the City of Newman and Deputy City Attorney to the cities of Angels Camp, Ceres, Dixon, Sonora, and Turlock, as well as General Counsel to the California Electronic Recording Transaction Network Authority (CeRTNA). She advises White Brenner's municipal and special district clients on issues related to the Brown Act, conflicts of interest, election law and land use matters. She represents the firm's public and private clients in all stages of litigation, mediation and alternative dispute resolution. She is a member of the Public Law section of the California State Bar, a member of the Hispanic National Bar Association, and a registered lobbyist.

Before entering law school, Nubia gained both legislative experience working at the Capitol for a California Assemblywoman and political know-how while working on local election campaigns. The time spent staffing bills and communicating with constituents and lobbyists naturally carried over to her desire to practice law. While at McGeorge, Nubia participated in several student organizations and served as President and Executive Chair of McGeorge's Public Legal Services Society. In addition to graduating with distinction, she earned the Witkin Award for Excellence in two courses, was admitted to the Traynor Honor Society, and received the Outstanding Student service Award for her significant contributions to the McGeorge community.

Outside of her academic honors, Nubia built upon her governmental relations and legal experience at the California Attorney General's Office, Fair Political Practices Commission, and the Department of Fair Employment and Housing. She also previously worked in the Civil Law and Motion Department of the Sacramento County Superior Court. The accumulation of all of these experiences naturally drew Nubia towards municipal law as an intersection of politics, policy, and law.



Kerry Fuller

Kerry Fuller provides clients advice on issues related to water law and environmental compliance as well as municipal and special district law including the Brown Act, Public Records Act, the Political Reform Act and conflicts of interest. Kerry's water law and environmental compliance practice involves advising both public and private clients on matters related to water rights, water quality, and the environmental permitting process. Her experience includes advising public water purveyors on compliance with the SGMA, through both cooperative agreements and independent GSA formation as well as litigation involving groundwater rights. She has also assisted in the successful defense of a private timber company in a Clean Water Act citizen suit and has been involved in several projects that require environmental review under CEQA and the 401, 404, and streambed alteration permitting schemes.

In addition to Kerry's practice in water law and environmental compliance, she is well versed in laws governing special districts such as the requirements under Proposition 218, the Brown Act, and the Public Records Act. She has helped guide agencies through the rate setting process under Proposition 218, from the rate study through to rate adoption and regularly provides advice on requirements for public meetings under the Brown Act. Kerry also presents ethics trainings for public employees and officials as required under AB 1234 and regularly provides advice on conflicts of interest.

Kerry has developed an informed practice focusing on public law, land use, environmental and water law. She currently serves as Deputy General Counsel to Reclamation District 799 and Georgetown Divide Public Utility District, as well as Deputy City Attorney to the City of Newman, as well as advises the firm's other public clients on a variety of administrative and environmental matters.

Approach

The team believes it is very important that a comprehensive plan, including short- and long-term perspectives, be developed for 2021.

In order to be as effective as possible, we would conduct extensive discussions with you and the client to identify priorities and objectives. We believe we can work collaboratively to leverage the client's assets, as well as create new ones, and increase the client's profile and position as a leader in their field. This assessment would be completed within the first 30 days of the contract.

Client's Meetings

We will conduct ongoing discussions with the client to ensure a successful strategy. These meetings will be accomplished through Zoom so that a detailed understanding of the issues can be discussed. Together, we will develop a strategy plan. Our team will integrate the client's leadership in the outreach effort so that we can maximize the value of their knowledge. Upon project commencement, our team will work closely together with client to coordinate the most effective messages for advocacy.

A written report will be presented to the board of directors and managers, as requested, discussing any State activities pertinent to the District.

Schedule

As we develop a strategy plan, we will create a 2021 calendar to plan weekly/monthly activities, including scheduling calls with the client as often as needed or requested, adding meet-and-greet meetings and identifying potential opportunities for the client. The calendar will include key deadlines to maximize the client's opportunities for engagement on legislative or budget issues. Keeping a calendar will help us keep track and ensure implementation of the strategy plan and agreed to and approved by the client.

Statement of Time Commitment

Our Firm understands the challenges in selecting a firm that is the most qualified and can devote individualized time to the client's needs. White Brenner's boutique nature and a small clientele makes it a firm where the client receives high-quality, focused legislative services and responsiveness that is unique in Sacramento. Our firm has the capacity to perform work tailored to your needs. We believe the quality and depth of our experience and expertise is unmatched by any other firm, large or small.

Fees

Our firm proposes a monthly retainer rate of \$6,000 for services provided herein.

Reimbursements and Expenses

The Firm makes no separate charge for secretarial or other administrative charges. Our fees include all routine word processing, secretarial, and office costs associated with the provision of legal services.

Reimbursement of costs advanced by us on behalf of the District, as well as other expenses, will be billed in addition to the amount billed for fees. These currently include, but are not limited to, automobile mileage at the authorized IRS rate, actual expenses away from our office on District business, long distance telephone calls, extraordinary photocopy charges at \$0.20/page, and any costs of producing or reproducing photographs, documents, and other items necessary for legal representation.

Travel Billed to the District

The Firm will charge actual attorney travel time and mileage when our physical presence is requested at meetings and other events outside of regular meetings. Travel expenses for attendance at regular meetings will not be charged. Automobile mileage will be charged at the authorized IRS rate.

Monthly Itemized Billing

White Brenner will provide the District with detailed monthly invoices for legal services performed and expenses incurred. Each monthly invoice reflects both fees for services rendered through the end of the prior month, as well as expenses incurred on the District's behalf that have been processed by the end of the prior month. Processing of some expenses may be delayed until the next month and billed thereafter. Fees are not contingent upon any aspect of the matter.

Our invoices for hourly services reflect the activity of each billing professional (attorney/clerk/paralegal) in detail as to the date, amount of time, nature of work performed, and cost. The invoices provide sufficient detail to track reimbursable legal expenses.

The Firm can accept payment via check, ACH transfer, or credit card. However, please note that a 3.75 percent processing fee is attached to payments submitted via credit card by the third-party vendor. Payment is due within thirty (30) days after the date of our invoice.

Conflicts of Interest

At this time, the Firm does not foresee any potential conflicts of interest that may arise with representing the District.

Potential Areas for Conflicts of Interest

The Firm's location in Sacramento minimizes the potential for conflicts of interest arising with other San Bernardino and Jurupa Valley agencies. As such, the Firm does not anticipate the need to obtain conflict waivers from any existing clients.

White Brenner maintains a comprehensive database on client representation. Prior to accepting any representation, the database is accessed to determine whether there are any existing conflicts. Additionally, each attorney is separately e-mailed a description of the proposed representation and asked to comment on any potential conflicts. A preliminary conflict check was conducted, which indicated that there are no current conflicts with our representation of the District.

Form #2

Firm Name & Website	White Brenner LLP; whitebrennerllp.com
Years in Business	8
Firm Parent Company	Not applicable
Number and nature of the professional staff to be employed in this engagement on a full time basis	1 Partner, Randy Pollack, would serve as the full time lead
Number and nature of the professional staff to be employed in this engagement on a part time basis	White Brenner has 13 attorney, 3 paralegals and 1 law clerk all who would assist on an as needed basis
Main point of contact Name, Title, Email and Telephone	Randy Pollack, Partner, randy@whitebrennerllp.com , 916-468-0621

Form #3

Staff Member Name	Randy Pollack
Title	Partner
Length of Tenure	8 years
Previous Work Experience	<ul style="list-style-type: none"> • Former Chief Deputy Legal Affairs Secretary to Governor George Deukmejian • Former Chief Consultant, Assembly Agriculture Committee • Former Legal Advisor, California Public Employment Relations Board
Educational Background	J.D., University of the Pacific, McGeorge School of Law
Certifications	Member, State Bar of California
Project Role and Responsibilities	Project lead, and main point of contact
Technical Skills and Qualifications for the project	<ul style="list-style-type: none"> • Specializes in developing and directing government and regulatory affairs strategies through lobbying, political grassroots, public relations efforts, and organizing industry coalitions • Represents businesses and trade associations before the California Legislature, the executive branch, and state agencies • Has extensive knowledge in working with the California Department of Food & Agriculture, California Environmental Protection Agency, Department of Health Services, Consumer Services Agency, and various other agencies to resolve issues on behalf of his clients

Hours to Be Worked on-site	Hour on site will be on an as needed basis
Hours to Be Worked Remotely	Will be available on a full time basis while working remotely

Staff Member Name	Nubia Goldstein
Title	Partner
Length of Tenure	8 years
Previous Work Experience	<ul style="list-style-type: none"> • Current City Attorney for the City of Newman. • Deputy City Attorney for the cities of Dixon, Ceres, and Sonora. • General Counsel for the California Electronic Recording Transaction Network. • 10 years of Municipal Law experience.
Educational Background	J.D., McGeorge School of Law, 2010
Certifications	Member, State Bar of California
Project Role and Responsibilities	<ul style="list-style-type: none"> • Assist Randy Pollack in any work product or project.
Technical Skills and Qualifications for the project	<ul style="list-style-type: none"> • Advises municipal clients on issues pertaining to the Brown Act, Political Reform Act, Public Records Act, public contracting, code enforcement, and other municipal and public law matters.
Hours to Be Worked on-site	Hour on site will be on an as needed basis
Hours to Be Worked Remotely	Will be available on a full time basis while working remotely

Staff Member Name	Kerry Fuller
Title	Associate Attorney
Length of Tenure	8 years
Previous Work Experience	<ul style="list-style-type: none"> • Serves as Deputy General Counsel to Del Paso Manor Water District, Rio Linda-Elverta Community Services District, Georgetown Divide Public Utilities District, North Yuba Water District, and Reclamation District 799 • Serves as Deputy City Attorney to the City of Newman
Educational Background	J.D., University of California, Davis School of Law
Certifications	Member, State Bar of California
Project Role and Responsibilities	Assist Randy Pollack in any work product or project
Technical Skills and Qualifications for the project	<ul style="list-style-type: none"> • Advises public agency clients on matters relating to the Brown Act, the Public Records Act, Ethics and Conflicts of Interest, environmental compliance, and drought regulations • Represents both public and private clients in matters relating to political and campaign law
Hours to Be Worked on-site	Hours worked on site will be on an as needed basis
Hours to Be Worked Remotely	Will be available on a full time basis while working remotely

Form #4

Client Name	Water Quality Association
Contact – Name, Title, Email & Telephone	David Loveday, dloveday@wqa.org ; 630-929-2537
Services Provided and Dates	Lobbying Services
Examples of Work	Work on water quality issues with the State legislature and the State Water Resources Control Board SAFER program.
Explain similarities in services to those requested by West Valley Water District	WQA is a national trade association for the water treatment and the firm works on water quality issues
Explain differences in services to those requested by West Valley Water District	The firm currently does not represent any water districts in a lobbying capacity.

Conclusion

White Brenner is excited about this opportunity and we would be pleased to provide state lobbying services to the West Valley Water District. We encourage the District to focus on our qualifications, our commitment to the provision of quality lobby services and exceptional service.

The team is prepared to provide a more concise strategy once we learn more about the client and its specific objectives in California. However, we are confident that we have the ability to give you and your client “the edge” in procurement opportunities in California.

Thank you for your consideration. If you require any additional information, please contact me at 916-468-0950 or at randy@whitebrennerllp.com.

Respectfully submitted,
WHITE BRENNER LLP

Randy Pollack

Randy Pollack
Partner

RFP: State Lobbying Services			
Proposer: Arc Strategies		Evaluator:	Al Robles
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	2
Forms Completed		0-3	3
Experience/Resumes provided		0-5	2
Total			7
Qualifications	25%		
Length of Service more than 4 years		0 / 5	5
Length of Service more than 6 years		0 / 6	6
References		0-3	2
Current Water District Contracts		0-5	0
Past Experience with Water Districts		0-6	0
Total			13
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	2
Recent Successes for Clients		0 / 2	2
Letters of Support/Opposition Discussed		0-6	5
Preparation of project plan and schedule		0-2	2
Number of Staff Available to WVWD		0-10	8
Recommendations		0-4	3
Ongoing activity.urgency of progress		0-2	2
Adapatibility to needs of districts		0-2	2
Monthly reports		0-6	4
Coailition Building		0-8	6
Multilingual		0 / 1	0
Total			36
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	5
Total Price Cost Provided for completion		0 / 10	10
Total			15

TOTAL PROPOSAL POINTS AWARDED:			71
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RFP: State Lobbying Services			
Proposer: Arc Strategies		Evaluator: Naseem Farooqi	
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	2
Forms Completed		0-3	3
Experience/Resumes provided		0-5	2
Total			7
Qualifications	25%		
Length of Service more than 4 years		0 / 5	5
Length of Service more than 6 years		0 / 6	6
References		0-3	2
Current Water District Contracts		0-5	0
Past Experience with Water Districts		0-6	0
Total			13
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	2
Recent Successes for Clients		0 / 2	2
Letters of Support/Opposition Discussed		0-6	3
Preparation of project plan and schedule		0-2	2
Number of Staff Available to WVWD		0-10	5
Recommendations		0-4	3
Ongoing activity.urgency of progress		0-2	2
Adapatibility to needs of districts		0-2	2
Monthly reports		0-6	6
Coalition Building		0-8	5
Multilingual		0 / 1	0
Total			32
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	5
Total Price Cost Provided for completion		0 / 10	10
Total			15

TOTAL PROPOSAL POINTS AWARDED:			67	
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RFP: State Lobbying Services			
Proposer: Arc Strategies		Evaluator: Rickey Manbahal	
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	2
Forms Completed		0-3	3
Experience/Resumes provided		0-5	3
Total			8
Qualifications	25%		
Length of Service more than 4 years		0 / 5	5
Length of Service more than 6 years		0 / 6	6
References		0-3	3
Current Water District Contracts		0-5	0
Past Experience with Water Districts		0-6	0
Total			14
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	2
Recent Successes for Clients		0 / 2	2
Letters of Support/Opposition Discussed		0-6	4
Preparation of project plan and schedule		0-2	2
Number of Staff Available to WVWD		0-10	4
Recommendations		0-4	2
Ongoing activity.urgency of progress		0-2	2
Adapatibility to needs of districts		0-2	2
Monthly reports		0-6	4
Coailition Building		0-8	4
Multilingual		0 / 1	0
Total			28
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	7
Total Price Cost Provided for completion		0 / 10	10
Total			17

TOTAL PROPOSAL POINTS AWARDED:			67	
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RFP: State Lobbying Services			
Proposer: California Strategy & Advocacy		Evaluator:	Al Robles
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	2
Forms Completed		0-3	3
Experience/Resumes provided		0-5	5
Total			10
Qualifications	25%		
Length of Service more than 4 years		0 / 5	5
Length of Service more than 6 years		0 / 6	6
References		0-3	2
Current Water District Contracts		0-5	0
Past Experience with Water Districts		0-6	0
Total			13
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	2
Recent Successes for Clients		0 / 2	2
Letters of Support/Opposition Discussed		0-6	5
Preparation of project plan and schedule		0-2	2
Number of Staff Available to WVWD		0-10	8
Recommendations		0-4	4
Ongoing activity.urgency of progress		0-2	2
Adapatibility to needs of districts		0-2	2
Monthly reports		0-6	4
Coailition Building		0-8	7
Multilingual		0 / 1	0
Total			38
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	4
Total Price Cost Provided for completion		0 / 10	10
Total			14

TOTAL PROPOSAL POINTS AWARDED:			75
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RFP: State Lobbying Services			
Proposer: California Strategy & Advocacy		Evaluator: Naseem Farooqi	
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	2
Forms Completed		0-3	3
Experience/Resumes provided		0-5	5
Total			10
Qualifications	25%		
Length of Service more than 4 years		0 / 5	5
Length of Service more than 6 years		0 / 6	6
References		0-3	2
Current Water District Contracts		0-5	2
Past Experience with Water Districts		0-6	2
Total			17
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	2
Recent Successes for Clients		0 / 2	2
Letters of Support/Opposition Discussed		0-6	4
Preparation of project plan and schedule		0-2	2
Number of Staff Available to WVWD		0-10	6
Recommendations		0-4	4
Ongoing activity.urgency of progress		0-2	2
Adapatibility to needs of districts		0-2	2
Monthly reports		0-6	3
Coalition Building		0-8	5
Multilingual		0 / 1	0
Total			32
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	2
Total Price Cost Provided for completion		0 / 10	10
Total			12

TOTAL PROPOSAL POINTS AWARDED:			71	
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RFP: State Lobbying Services			
Proposer: California Strategy & Advocacy		Evaluator: Rickey Manbahal	
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	2
Forms Completed		0-3	3
Experience/Resumes provided		0-5	5
Total			10
Qualifications	25%		
Length of Service more than 4 years		0 / 5	5
Length of Service more than 6 years		0 / 6	6
References		0-3	3
Current Water District Contracts		0-5	3
Past Experience with Water Districts		0-6	3
Total			20
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	2
Recent Successes for Clients		0 / 2	0
Letters of Support/Opposition Discussed		0-6	3
Preparation of project plan and schedule		0-2	1
Number of Staff Available to WVWD		0-10	6
Recommendations		0-4	3
Ongoing activity.urgency of progress		0-2	1
Adapatibility to needs of districts		0-2	2
Monthly reports		0-6	3
Coailition Building		0-8	4
Multilingual		0 / 1	0
Total			25
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	3
Total Price Cost Provided for completion		0 / 10	10
Total			13

TOTAL PROPOSAL POINTS AWARDED:			68	
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RFP: State Lobbying Services			
Proposer: Lucien Partners		Evaluator:	Al Robles
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	2
Forms Completed		0-3	3
Experience/Resumes provided		0-5	4
Total			9
Qualifications	25%		
Length of Service more than 4 years		0 / 5	5
Length of Service more than 6 years		0 / 6	6
References		0-3	3
Current Water District Contracts		0-5	0
Past Experience with Water Districts		0-6	2
Total			16
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	2
Recent Successes for Clients		0 / 2	2
Letters of Support/Opposition Discussed		0-6	6
Preparation of project plan and schedule		0-2	2
Number of Staff Available to WVWD		0-10	7
Recommendations		0-4	3
Ongoing activity.urgency of progress		0-2	2
Adapatibility to needs of districts		0-2	2
Monthly reports		0-6	4
Coailition Building		0-8	7
Multilingual		0 / 1	1
Total			38
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	4
Total Price Cost Provided for completion		0 / 10	10
Total			14

TOTAL PROPOSAL POINTS AWARDED:			77
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RFP: State Lobbying Services			
Proposer: Lucien Partners		Evaluator: Naseem Farooqi	
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	2
Forms Completed		0-3	3
Experience/Resumes provided		0-5	4
Total			9
Qualifications	25%		
Length of Service more than 4 years		0 / 5	5
Length of Service more than 6 years		0 / 6	6
References		0-3	3
Current Water District Contracts		0-5	1
Past Experience with Water Districts		0-6	2
Total			17
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	2
Recent Successes for Clients		0 / 2	2
Letters of Support/Opposition Discussed		0-6	4
Preparation of project plan and schedule		0-2	2
Number of Staff Available to WVWD		0-10	5
Recommendations		0-4	3
Ongoing activity.urgency of progress		0-2	2
Adapatibility to needs of districts		0-2	2
Monthly reports		0-6	5
Coailition Building		0-8	8
Multilingual		0 / 1	0
Total			35
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	5
Total Price Cost Provided for completion		0 / 10	10
Total			15

TOTAL PROPOSAL POINTS AWARDED:			76	
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RFP: State Lobbying Services			
Proposer: Lucien Partners		Evaluator: Rickey Manbahal	
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	1
Forms Completed		0-3	3
Experience/Resumes provided		0-5	3
Total			7
Qualifications	25%		
Length of Service more than 4 years		0 / 5	0
Length of Service more than 6 years		0 / 6	0
References		0-3	3
Current Water District Contracts		0-5	0
Past Experience with Water Districts		0-6	0
Total			3
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	2
Recent Successes for Clients		0 / 2	2
Letters of Support/Opposition Discussed		0-6	6
Preparation of project plan and schedule		0-2	0
Number of Staff Available to WVWD		0-10	3
Recommendations		0-4	2
Ongoing activity.urgency of progress		0-2	1
Adapatibility to needs of districts		0-2	2
Monthly reports		0-6	4
Coailition Building		0-8	8
Multilingual		0 / 1	0
Total			30
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	5
Total Price Cost Provided for completion		0 / 10	10
Total			15

TOTAL PROPOSAL POINTS AWARDED:			55	
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RFP: State Lobbying Services			
Proposer: Townsend Public Affairs		Evaluator: Al Robles	
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	2
Forms Completed		0-3	3
Experience/Resumes provided		0-5	5
Total			10
Qualifications	25%		
Length of Service more than 4 years		0 / 5	5
Length of Service more than 6 years		0 / 6	6
References		0-3	3
Current Water District Contracts		0-5	5
Past Experience with Water Districts		0-6	6
Total			25
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	2
Recent Successes for Clients		0 / 2	2
Letters of Support/Opposition Discussed		0-6	4
Preparation of project plan and schedule		0-2	2
Number of Staff Available to WVWD		0-10	8
Recommendations		0-4	3
Ongoing activity.urgency of progress		0-2	2
Adapatibility to needs of districts		0-2	2
Monthly reports		0-6	5
Coailition Building		0-8	7
Multilingual		0 / 1	1
Total			38
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	9
Total Price Cost Provided for completion		0 / 10	10
Total			19

TOTAL PROPOSAL POINTS AWARDED:			92
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RFP: State Lobbying Services			
Proposer: Townsend Public Affairs		Evaluator: Naseem Farooqi	
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	2
Forms Completed		0-3	3
Experience/Resumes provided		0-5	4
Total			9
Qualifications	25%		
Length of Service more than 4 years		0 / 5	5
Length of Service more than 6 years		0 / 6	6
References		0-3	3
Current Water District Contracts		0-5	5
Past Experience with Water Districts		0-6	6
Total			25
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	2
Recent Successes for Clients		0 / 2	2
Letters of Support/Opposition Discussed		0-6	3
Preparation of project plan and schedule		0-2	1
Number of Staff Available to WVWD		0-10	6
Recommendations		0-4	2
Ongoing activity.urgency of progress		0-2	1
Adapatibility to needs of districts		0-2	1
Monthly reports		0-6	3
Coailition Building		0-8	4
Multilingual		0 / 1	1
Total			26
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	10
Total Price Cost Provided for completion		0 / 10	10
Total			20

TOTAL PROPOSAL POINTS AWARDED:			80	
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RFP: State Lobbying Services			
Proposer: Townsend Public Affairs		Evaluator: Rickey Manbahal	
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	2
Forms Completed		0-3	3
Experience/Resumes provided		0-5	5
Total			10
Qualifications	25%		
Length of Service more than 4 years		0 / 5	5
Length of Service more than 6 years		0 / 6	6
References		0-3	3
Current Water District Contracts		0-5	5
Past Experience with Water Districts		0-6	6
Total			25
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	2
Recent Successes for Clients		0 / 2	2
Letters of Support/Opposition Discussed		0-6	4
Preparation of project plan and schedule		0-2	2
Number of Staff Available to WVWD		0-10	8
Recommendations		0-4	4
Ongoing activity.urgency of progress		0-2	2
Adapatibility to needs of districts		0-2	2
Monthly reports		0-6	5
Coailition Building		0-8	8
Multilingual		0 / 1	0
Total			39
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	7
Total Price Cost Provided for completion		0 / 10	10
Total			17

TOTAL PROPOSAL POINTS AWARDED:			91	
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RFP: State Lobbying Services			
Proposer: White Brenner		Evaluator:	Al Robles
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	2
Forms Completed		0-3	2
Experience/Resumes provided		0-5	2
Total			6
Qualifications	25%		
Length of Service more than 4 years		0 / 5	5
Length of Service more than 6 years		0 / 6	6
References		0-3	0
Current Water District Contracts		0-5	0
Past Experience with Water Districts		0-6	0
Total			11
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	2
Recent Successes for Clients		0 / 2	2
Letters of Support/Opposition Discussed		0-6	2
Preparation of project plan and schedule		0-2	1
Number of Staff Available to WVWD		0-10	7
Recommendations		0-4	2
Ongoing activity.urgency of progress		0-2	2
Adapatibility to needs of districts		0-2	2
Monthly reports		0-6	4
Coailition Building		0-8	6
Multilingual		0 / 1	0
Total			30
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	8
Total Price Cost Provided for completion		0 / 10	10
Total			18

TOTAL PROPOSAL POINTS AWARDED:			65
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RFP: State Lobbying Services			
Proposer: White Brenner		Evaluator: Naseem Farooqi	
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	2
Forms Completed		0-3	2
Experience/Resumes provided		0-5	2
Total			6
Qualifications	25%		
Length of Service more than 4 years		0 / 5	5
Length of Service more than 6 years		0 / 6	6
References		0-3	0
Current Water District Contracts		0-5	0
Past Experience with Water Districts		0-6	0
Total			11
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	0
Recent Successes for Clients		0 / 2	0
Letters of Support/Opposition Discussed		0-6	2
Preparation of project plan and schedule		0-2	1
Number of Staff Available to WVWD		0-10	7
Recommendations		0-4	2
Ongoing activity.urgency of progress		0-2	2
Adapatibility to needs of districts		0-2	2
Monthly reports		0-6	4
Coailition Building		0-8	6
Multilingual		0 / 1	0
Total			26
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	8
Total Price Cost Provided for completion		0 / 10	10
Total			18

TOTAL PROPOSAL POINTS AWARDED:			61	
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RFP: State Lobbying Services			
Proposer: <u>White Brenner</u>		Evaluator: <u>Rickey Manbahal</u>	
Topics		Points Allowed	Points Awarded
Completeness	10%		
Strategy Provided		0-2	2
Forms Completed		0-3	3
Experience/Resumes provided		0-5	3
Total			8
Qualifications	25%		
Length of Service more than 4 years		0 / 5	5
Length of Service more than 6 years		0 / 6	6
References		0-3	1
Current Water District Contracts		0-5	0
Past Experience with Water Districts		0-6	0
Total			12
Project Approach	45%		
Contract to strategy on funding opportunities		0 / 2	0
Recent Successes for Clients		0 / 2	0
Letters of Support/Opposition Discussed		0-6	0
Preparation of project plan and schedule		0-2	0
Number of Staff Available to WVWD		0-10	7
Recommendations		0-4	2
Ongoing activity.urgency of progress		0-2	2
Adapatibility to needs of districts		0-2	2
Monthly reports		0-6	2
Coailition Building		0-8	6
Multilingual		0 / 1	0
Total			21
Budget	20%		
Appropriate Price for Scope of Services		0 - 10	8
Total Price Cost Provided for completion		0 / 10	10
Total			18

TOTAL PROPOSAL POINTS AWARDED:			59	
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