

## AGREEMENT FOR PROFESSIONAL SERVICES

THIS AGREEMENT is made and entered into this 19<sup>th</sup> day of December, 2022, by and between the City of Merced, a California Charter Municipal Corporation, whose address of record is 678 West 18<sup>th</sup> Street, Merced, California 95340, (hereinafter referred to as “City”) and Renne Public Law Group, LLP, doing business as Renne Public Policy Group, whose address of record is 1127 11<sup>th</sup> Street, Suite 300, Sacramento, California 95814 (hereinafter referred to as “Consultant”).

WHEREAS, City is undertaking a project for consultant services to provide federal and state representation for legislative advocacy; and,

WHEREAS, Consultant represents that it possesses the professional skills to provide consultant services in connection with said project.

NOW, THEREFORE, the parties hereto, in consideration of the mutual covenants hereinafter recited, hereby agree as follows:

1. **SCOPE OF SERVICES.** The Consultant shall furnish the following services: Consultant shall provide the consultant services described in Exhibit “A” attached hereto.

No additional services shall be performed by Consultant unless approved in advance in writing by the City, stating the dollar value of the services, the method of payment, and any adjustment in contract time. All such services are to be coordinated with City and the results of the work shall be monitored by the City Manager or designee. However, the means by which the work is accomplished shall be the sole responsibility of the Consultant.

2. **TIME OF PERFORMANCE.** All of the work outlined in the Scope of Services shall be completed in accordance with the Schedule outlined in Exhibit “A” attached hereto and incorporated herein by reference. By mutual agreement and written addendum to this Agreement, the City and the Consultant may change the requirements in said Schedule.

3. **TERM OF AGREEMENT.** The term of this Agreement shall commence upon the day first above written and end on June 30, 2025.

4. COMPENSATION. Payment by the City to the Consultant for actual services rendered under this Agreement shall be made upon presentation of an invoice detailing services performed under the Scope of Services, in accordance with the fee schedule set forth in Exhibit "A" attached hereto and incorporated herein by reference. The Consultant agrees to provide all services required under the Scope of Services in Exhibit "A" within the compensation amount set forth in Exhibit "A". For Consultant's services rendered under this Agreement, City shall pay Consultant the not to exceed sum of Six Thousand Dollars (\$6,000.00) per month for the term of this Agreement.

5. METHOD OF PAYMENT. Compensation to Consultant shall be paid by the City after submission by Consultant of an invoice delineating the services performed.

6. RECORDS. It is understood and agreed that all plans, studies, specifications, data magnetically or otherwise recorded on computer or computer diskettes, records, files, reports, etc., in possession of the Consultant relating to the matters covered by this Agreement shall be the property of the City, and Consultant hereby agrees to deliver the same to the City upon termination of the Agreement. It is understood and agreed that the documents and other materials including but not limited to those set forth hereinabove, prepared pursuant to this Agreement are prepared specifically for the City and are not necessarily suitable for any future or other use.

7. CONSULTANT'S BOOKS AND RECORDS. Consultant shall maintain any and all ledgers, books of account, invoices, vouchers, canceled checks, and other records or documents evidencing or relating to charges for services or expenditures and disbursements charged to the City for a minimum of three (3) years, or for any longer period required by law, from the date of final payment to the Consultant to this Agreement. Any records or documents required to be maintained shall be made available for inspection, audit and/or copying at any time during regular business hours, upon oral or written request of the City.

8. INDEPENDENT CONTRACTOR. It is expressly understood that Consultant is an independent contractor and that its employees shall not be employees of or have any contractual relationship with the City. Consultant shall be responsible for the payment of all taxes, workers' compensation insurance and unemployment insurance. Should Consultant desire any insurance protection, the Consultant is to acquire same at its expense.

In the event Consultant or any employee, agent, or subcontractor of Consultant providing services under this Agreement is determined by a court of competent jurisdiction or the California Public Employees Retirement System (PERS) to be eligible for enrollment in PERS as an employee of the City, Consultant shall indemnify, protect, defend, and hold harmless the City for the payment of any employee and/or employer contributions for PERS benefits on behalf of Consultant or its employees, agents, or subcontractors, as well as for the payment of any penalties and interest on such contributions, which would otherwise be the responsibility of City.

9. INDEMNITY. Consultant shall indemnify, protect, defend (with legal counsel selected by the City), save and hold City, its officers, employees, and agents, harmless from any and all claims or causes of action for death or injury to persons, or damage to property resulting from intentional or negligent acts, errors, or omissions of Consultant or Consultant's officers, employees, volunteers, and agents during performance of this Agreement; Consultant shall indemnify, protect, defend (with counsel selected by the City) save and hold City, its officers, employees and agents harmless from any and all claims or causes of action for any violation of any federal, state, or municipal law or ordinance, to the extent caused, in whole or in part, by the willful misconduct, negligent acts, or omissions of Consultant or its employees, subcontractors, or agents, or by the quality or character of Consultant's work, or resulting from the negligence of the City, its officers, employees, volunteers and agents, except for loss caused by the sole negligence or willful misconduct of the City or its officers, employees, volunteers or agents. It is understood that the duty of Consultant to indemnify and hold harmless includes the duty to defend as set forth in Section 2778 of the California Civil Code. Acceptance by City of insurance certificates and endorsements required under this Agreement does not relieve Consultant from liability under this indemnification and hold harmless clause. This indemnification and hold harmless clause shall survive the termination of this Agreement and shall apply to any damages or claims for damages whether or not such insurance policies shall have been determined to apply. By execution of this Agreement, Consultant acknowledges and agrees to the provisions of this Section and that it is a material element of consideration.

10. INSURANCE. During the term of this Agreement, Consultant shall maintain in full force and effect at its own cost and expense, the following insurance coverage:

a. Workers' Compensation Insurance. Full workers' compensation insurance shall be provided with a limit of at least One Hundred Thousand Dollars (\$100,000) for any one person and as required by law, including Employer's Liability limits of \$1,000,000.00 per accident. The policy shall be endorsed to waive the insurer's subrogation rights against the City.

b. General Liability.

- (i) Consultant shall obtain and keep in full force and effect general liability coverage at least as broad as ISO commercial general liability coverage occurrence Form CG 0001.
- (ii) Consultant shall maintain limits of no less than One Million Dollars (\$1,000,000) per occurrence for bodily injury, personal injury and property damage.
- (iii) The City, its officers, employees, volunteers and agents are to be named as additional insureds under the policy, as respects liability arising out of work or operations performed by or on behalf of the Consultant.
- (iv) The policy shall stipulate that this insurance will operate as primary insurance for work performed by Consultant and its sub-contractors, and that any other insurance or self insurance maintained by City or other named insureds shall be excess and non-contributory.
- (v) Consultant shall maintain its commercial general liability coverage for three (3) years after completion of the work and shall add an additional insured endorsement form acceptable to the City naming the City of Merced, its officers, employees, agents and volunteers for each year thereafter for at least three (3) years after completion of the work. Copies of the annual renewal and additional insured endorsement form shall be sent to the City within thirty (30) days of the annual renewal.

c. Automobile Insurance.

- (i) Consultant shall obtain and keep in full force and effect an automobile policy of at least One Million Dollars (\$1,000,000) per accident for bodily injury and property damage.

- (ii) The City, its officers, employees, volunteers and agents are to be named as additional insureds under the policy, as respects automobiles owned, leased, hired or borrowed by the Consultant.
- (iii) The policy shall stipulate that this insurance will operate as primary insurance for work performed by Consultant and its sub-contractors, and that any other insurance or self insurance maintained by City or other named insureds shall be excess and non-contributory.

d. Professional Liability Insurance. Consultant shall carry professional liability insurance appropriate to Consultant's profession in the minimum amount of One Million Dollars (\$1,000,000). Architects and engineers' coverage is to be endorsed to include contractual liability.

e. Qualifications of Insurer. The insurance shall be provided by an acceptable insurance provider, as determined by City, which satisfies all of the following minimum requirements:

- (i) An insurance carrier admitted to do business in California and maintaining an agent for service of process within this State; and,
- (ii) An insurance carrier with a current A.M. Best Rating of A:VII or better (except for workers' compensation provided through the California State Compensation Fund).

f. Certificate of Insurance. Consultant shall complete and file with the City prior to engaging in any operation or activity set forth in this Agreement, certificates of insurance evidencing coverage as set forth above and which shall provide that no cancellation or expiration by the insurance company will be made during the term of this Agreement, without thirty (30) days written notice to City prior to the effective date of such cancellation—including cancellation for nonpayment of premium. In addition to any other remedies City may have, City reserves the right to withhold payment if Consultant's insurance policies are not current.

11. PREVAILING WAGES.

A. Labor Code Compliance. If the work performed under this Agreement falls within Labor Code Section 1720(a)(1) definition of a “public works” the Consultant agrees to comply with all of the applicable provisions of the Labor Code including, those provisions requiring the payment of not less than the general prevailing rate of wages. The Consultant further agrees to the penalties and forfeitures provided in said Code in the event a violation of any of the provisions occurs in the execution of this Agreement.

B. These wage rate determinations are made a specific part of this Agreement by reference pursuant to Labor Code Section 1773.2. General Prevailing Wage Rate Determinations may be obtained from the Department of Industrial Relations Internet site at <http://www.dir.ca.gov/>.

C. After award of the Agreement, and prior to commencing work, all applicable General Prevailing Wage Rate Determinations, if applicable, are to be obtained by the Consultant from the Department of Industrial Relations. These wage rate determinations are to be posted by the Consultant at the job site in accordance with Section 1773.2 of the California Labor Code.

D. Consultant agrees to include prevailing wage requirements, if applicable, in all subcontracts when the work to be performed by the subcontractor under this Agreement is a “public works” as defined in Labor Code Section 1720(a)(1) and Labor Code Section 1771.

12. ASSIGNABILITY OF AGREEMENT. It is understood and agreed that this Agreement contemplates personal performance by the Consultant and is based upon a determination of its unique personal competence and experience and upon its specialized personal knowledge. Assignments of any or all rights, duties or obligations of the Consultant under this Agreement will be permitted only with the express written consent of the City.

13. TERMINATION FOR CONVENIENCE OF CITY. The City may terminate this Agreement any time by mailing a notice in writing to Consultant that the Agreement is terminated. Said Agreement shall then be deemed terminated, and no further work shall be performed by Consultant. If the Agreement is so terminated, the Consultant shall be paid for that percentage of the phase of work actually completed, based on a pro rata portion of the compensation for said phase satisfactorily completed at the time the notice of termination is received.

14. CONFORMANCE TO APPLICABLE LAWS. Consultant shall comply with its standard of care regarding all applicable Federal, State, and municipal laws, rules and ordinances. No discrimination shall be made by Consultant in the employment of persons to work under this contract because of race, color, national origin, ancestry, disability, sex or religion of such person.

Consultant hereby promises and agrees to comply with all of the provisions of the Federal Immigration and Nationality Act (8 U.S.C.A. 1101 *et seq.*), as amended; and in connection therewith, shall not employ unauthorized aliens as defined therein. Should Consultant so employ such unauthorized aliens for the performance of work and/or services covered by this Agreement, and should any agency or instrumentality of the federal or state government, including the courts, impose sanctions against the City for such use of unauthorized aliens, Consultant hereby agrees to, and shall, reimburse City for the cost of all such sanctions imposed, together with any and all costs, including attorneys' fees, incurred by the City in connection therewith.

15. WAIVER. In the event that either City or Consultant shall at any time or times waive any breach of this Agreement by the other, such waiver shall not constitute a waiver of any other or succeeding breach of this Agreement, whether of the same or any other covenant, condition or obligation. Waiver shall not be deemed effective until and unless signed by the waiving party.

16. INCONSISTENT OR CONFLICTING TERMS IN AGREEMENT AND EXHIBITS. In the event of any contradiction or inconsistency between any attached document(s) or exhibit(s) incorporated by reference herein and the provisions of the Agreement itself, the terms of the Agreement shall control.

Any exhibit that is attached and incorporated by reference shall be limited to the purposes for which it is attached, as specified in this Agreement. Any contractual terms or conditions contained in such exhibit imposing additional obligations on the City are not binding upon the City unless specifically agreed to in writing, and initialed by the authorized City representative, as to each additional contractual term or condition.

17. AMBIGUITIES. This Agreement has been negotiated at arms' length between persons knowledgeable in the matters dealt with herein. Accordingly, any rule of law, including, but not limited to, Section 1654 of the Civil Code of California, or any other statutes, legal decisions, or common-law principles of similar effect, that would require interpretation of any ambiguities in this

Agreement against the party that drafted this Agreement is of no application and is hereby expressly waived.

18. VENUE. This Agreement and all matters relating to it shall be governed by the laws of the State of California and any action brought relating to this agreement shall be held exclusively in a state court in the County of Merced.

19. AMENDMENT. This Agreement shall not be amended, modified, or otherwise changed unless in writing and signed by both parties hereto.

20. INTEGRATION. This Agreement constitutes the entire understanding and agreement of the parties and supersedes all previous and/or contemporaneous understanding or agreement between the parties with respect to all or any part of the subject matter hereof.

21. AUTHORITY TO EXECUTE. The person or persons executing this Agreement on behalf of the parties hereto warrants and represents that he/she/they has/have the authority to execute this Agreement on behalf of their entity and has/have the authority to bind their party to the performance of its obligations hereunder.

22. COUNTERPARTS. This Agreement may be executed in one or more counterparts with each counterpart being deemed an original. No counterpart shall be deemed to be an original or presumed delivered unless and until the counterparts executed by the other parties hereto are in the physical possession of the party or parties seeking enforcement thereof.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed on the date first above written.

CITY OF MERCED  
A California Charter Municipal  
Corporation

BY:   
City Manager



ATTEST:  
STEPHANIE R. DIETZ, CITY CLERK



BY: Alejandra Medina 12/27/2022  
Assistant/Deputy City Clerk


APPROVED AS TO FORM:

BY: [Signature] 12.6.22  
City Attorney Date

302217 PO #147212  
ACCOUNT DATA:

BY: [Signature]  
Verified by Finance Officer V-19063  
Funds available, w/c 12/15/22  
001-0201-512-17-00 PL 12/15/22  
{Signatures continued on next page}  
FY 22/23 \$ 36,000.00  
FY 23/24 \$ 72,000.00  
FY 24/25 \$ 72,000.00  
\$ 180,000.00

CONSULTANT  
RENNE PUBLIC LAW GROUP, LLP,  
DBA Renne Public Policy Group

BY:   
\_\_\_\_\_  
(Signature)

Jonathan V. Holtzman  
\_\_\_\_\_  
(Typed Name)

Its: Managing Partner  
\_\_\_\_\_  
(Title)

BY: \_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Typed Name)

Its: \_\_\_\_\_  
(Title)

Taxpayer I.D. No. 82-3644124

ADDRESS: 1127 11<sup>th</sup> St., Suite 300  
Sacramento, CA 95814

TELEPHONE: 415-848-7200

FAX: 415-848-7230

E-MAIL: operations@publiclawgroup.com

ADVOCACY FOR THE PUBLIC GOOD.



A Division of Renne Public Law Group\*

# PROPOSAL FOR LEGISLATIVE AND ADVOCACY CONSULTING SERVICES CITY OF MERCED

Prepared by:

Sharon Gonsalves  
Director of Government Affairs  
sgonsalves@publcpolicygroup.com  
(916) 849-5536

INTRODUCTORY LETTER.....	2
CONSULTANT QUALIFICAITONS.....	4
PROJECT PROPOSAL/SCOPE OF WORK.....	5
PREVIOUS EXPERIENCE .....	9
STAFFING AND QUALIFICATIONS.....	12
REFERENCES.....	20
STRATEGIC RELATIONSHIPS .....	20
FEE PROPOSAL .....	22
CONFLICT.....	22
INSURANCE.....	23

## INTRODUCTORY LETTER

October 18, 2022

City of Merced  
Stephanie R. Dietz, City Manger  
678 W. 18<sup>th</sup> Street  
Merced, California 95340

Dear Ms. Dietz:

On behalf of Renne Public Law Group [DBA: Renne Public Policy Group (RPPG)], we are pleased to submit our proposal for Legislative and Advocacy Consulting Services (RFP 09162022) for the City of Merced.

[Renne Public Policy Group \(RPPG\)](#) is a full-service State lobbying and consulting practice that advocates for the best interest of public entities and those organizations who align with public entities. We do so effectively and efficiently, without compromising on ethics or integrity. RPPG is a division of [Renne Public Law Group \(RPLG\)](#), founded by Louise Renne, the City of San Francisco's elected City Attorney for 16 years. RPPG provides our clients with a keen understanding of California's evolving legislative and political landscape, which is critical when making policy, legal and operational decisions. Our approach is grounded in Louise's reputation for uncompromising ethics, excellence, innovation, and advocacy for local government.

Since the inception of RPPG, we have taken an innovative approach that differs from how other firms represent their clients. RPPG is a fairly young practice. This has enabled us to do things differently: to be proactive, creative, and nimble and to build a culture – employing like-minded, highly motivated professionals from diverse backgrounds – where clients feel valued. Our goal is to provide our clients a holistic approach of legislative, political, communications, and operational counsel. We refer to it as the “wraparound service approach.”

The halls of California's Capitol are normally a constant whirl of activity as legislators, staff, and lobbyists for a multitude of interest groups engage in crafting laws and the state budget. In this fast-paced environment, opportunities and threats to local agencies can quickly emerge. Given this context, RPPG recognizes that advocating for the interests of our clients requires policy expertise, active engagement, and multi-pronged actions which includes monitoring pending legislation, developing legislative proposals, negotiating amendments, and - when necessary – conducting a coordinated public affairs campaign. These tactics form the foundation for an effective legislative advocacy strategy.

The COVID-19 global pandemic fundamentally shifted the way that legislative advocates engage to effectively represent their clients. Simply put, clients must adapt to ensure their interests are protected. They cannot rely on an old playbook to yield positive results in the new legislative environment. This is why

we feel it is so important that the City of Merced partners with a firm that can provide a uniquely tailored wraparound service approach with its strengths rooted in political and process expertise, as well as a true passion for local government. As you will see in this proposal, all of us at RPPG have devoted our careers to supporting local government and their partners—in a shared goal of improving communities across California.

As outlined in this proposal, our advocacy approach recognizes California’s evolving political and operational landscape, shifting policies, and volatile fiscal environment to best position our clients for successful outcomes. We propose to work closely with the City’s staff, executive team and council to devise a comprehensive strategy that advances your legislative priorities, and we would be honored to work with the City to help advance your legislative priorities.

The information submitted in this proposal is hereby true and correct. The fee under Section Five of this proposal has not been disclosed to any other firm responding to this RFP and no attempt has been made to induce any other company to submit or not submit a response to the RFP for the purpose of restricting competition.

Sharon Gonsalves, RPPG’s Director of Government Affairs will act as the Project Manager and primary contact for this proposal. She is located at 1127 11th Street, Suite 300, Sacramento, CA and can be reached at (916) 849-5536 or at [sgonsalves@publicpolicygroup.com](mailto:sgonsalves@publicpolicygroup.com). As the founding partner of our firm, Jon Holtzman has the authority to negotiate on behalf of and bind the firm in an agreement. Jon may be reached at (415) 848-7200 and is located at 350 Sansome Street, Suite 300, San Francisco, CA.

Regards,



Jon Holtzman, Founding Partner  
Renne Public Law Group, LLP ©



Sharon Gonsalves, Director of Government Affairs  
Renne Public Policy Group, A Division of Renne Public Law  
Group, LLP ©

## CONSULTANT QUALIFICATIONS

Effective March 1, 2018, the well-established law firm Renne Sloan Holtzman Sakai LLP, Public Law Group (of 17 years) divided into two separate firms, one of which is Renne Public Law Group, LLP (RPLG). Specifically, as part of the firm's separation, RPLG was required to obtain a new federal tax ID number.

A division of Renne Public Law Group, RPPG is a full-service lobbying and political consulting practice that supports public agencies and companies whose interests align with public agencies. RPPG draws from the wisdom of respected former public officials, the knowledge of municipal policy experts and the tenacity of experienced legislative advocates to provide a uniquely tailored, wraparound service approach for our clients.

The RPPG practice area is led by Managing Director, Dane Hutchings. Dane is supported by seasoned legislative advocates, Sharon Gonsalves (proposed project manager) and Alyssa Silhi, as well as by our firm's Policy and Strategic Advisors. Detailed further in this proposal, RPPG's group of Policy and Strategic Advisors support our clients' overall advocacy strategy by providing unique and experienced perspectives on the real-world impacts of pending legislative, regulatory, and administrative proposals—leveraging their experience for the betterment of RPPG clients. RPPG specializes in the following services:

- State legislative, administrative, and regulatory advocacy
- Public affairs and communications
- Grant writing and revenue sourcing
- Federal legislative tracking and analysis
- Public sector retirement and OPEB advisory services
- Strategic planning and counsel
- Coalition-building and grassroots campaigns
- State procurement

More details regarding specific roles, responsibilities, and qualifications for each member of the RPPG team are provided in the following sections. Collectively, the RPPG team has represented and/or advised local agencies in policy issues including but not limited to:

- Land use, housing, planning, zoning, homelessness
- Natural resources and climate resiliency
- Special district specific funding
- Outdoor access
- Wildfire prevention
- Emergency response and emergency preparedness
- Privacy, technology, and consumer protection issues
- Policies to advance diversity, equity, and inclusion
- Employer issues including public sector contracting policy, pensions, and workers' compensation
- The Brown Act, the California Public Records Act, sunshine legislation, and other laws governing local government decision-making and operations

Our team combines that depth of experience with a true passion for local government. Collectively we bring a positive energy, a tireless work ethic, and a determination to do high-quality work for our clients. This is RPPG's true competitive advantage.

#### Office Locations

**Renne Public Law Group**

350 Sansome Street, Floor 3  
San Francisco, CA 94104

**Renne Public Policy Group**

1127 11<sup>th</sup> Street, Suite 300  
Sacramento, CA 95814

**Services will be performed out of the Sacramento office.**

## PROJECT PROPOSAL/SCOPE OF WORK

### The RPPG Approach

At RPPG we strive to be a *necessity* for our clients, not a *luxury*. This means finding ways to show true return on investment. However, 'value' itself is dependent on the individual needs of the client. Whether it be advancing a beneficial state policy, stopping a piece of detrimental legislation, advocating for increased General Fund or grant dollars—or by providing detailed policy and political information that informs the client. Whatever the need, we pride ourselves on creating a custom approach to each client that we have the honor of representing. We work incredibly hard for our clients because each client that partners with RPPG has placed their trust in us—not just to represent their interest in Sacramento, but to be a trusted messenger of their brand and story.

Our motto is *we do the work, and we take nothing for granted*. While that may sound oversimplistic, in our experience there are a lot of firms that simply rely on their "relationships" to advance their clients' interests. While relationships are critical (as detailed below), legislative advocacy is a field that rewards persistence and hard work. As we seen since the pandemic began in 2020, policy proposals can move rapidly, often with little notice or transparency. The RPPG team's decades of experience provides a unique understanding of the political process. We stay in close contact with state lawmakers, Capitol consultants, and legislative staff. We are always watching for new amendments and monitoring the actions of other stakeholders, legislators, and administration officials. This enables us to be proactive and know what is coming before it surfaces publicly. Staying active, nimble, and engaged allows our team to successfully advocate for our client's interests during these trying times. In this era of uncertainty and confusion created by the COVID-19 pandemic, advocates must stay vigilant in representing their clients.

Our job at RPPG is to work with the City to advance policies and seek funding to help address these and other challenges the City may face. With an established presence, proactive strategy, and a detail-oriented approach, RPPG can advance and consult on legislation of importance to address the challenges the City faces.

Coalition building is also vital. We will ensure your interests are represented by forming alliances with like-minded interest groups as needed, including other sanitation districts, special districts, local governments, and important stakeholders. We also will utilize our close working relationships with a variety of local government organizations, business groups, and labor unions to help the City meet its legislative needs and further its interests.

### Work Plan

While relationships are critical, politics is an environment that rewards tenacity and hard work. As we have seen in 2020 and beyond, policy proposals can move rapidly, often with little notice or transparency. The RPPG team's decades of experience provides a unique understanding of the political process. We stay in close contact with state lawmakers, Capitol consultants and legislative staff, are always watching for new amendments and monitoring the actions of other stakeholders, legislators, and administration officials—so we know what is coming before it surfaces publicly. Staying active, nimble, and persistent allows our team to successfully advocate for our client's interests during this trying time.

RPPG is a “boots-on-the-ground” lobbying firm. We spend significant time meeting with decision-makers, educating legislators about our client's needs and interests. We also have significant experience navigating the Appropriation and Budget process and making direct contact with key Legislators and their staff.

However, in this era of uncertainty and confusion stemmed by the COVID-19 pandemic, advocates must stay vigilant in representing their clients. In 2020 and 2021 the “halls” of the Capitol remained empty throughout the last nights of the legislative session. As COVID-19 continues to be a threat, we saw this trend continue as the 2022 legislative session began. This is important to highlight as the City considers what type of firm they want looking out for their interests.

By maintaining regular contact with the City, staff will have real-time accounts of what is happening in Sacramento. We will ensure the City's interests are represented by forming coalitions with like-minded interest groups such as other local governments and stakeholders as needed. We also will utilize our close working relationships with a variety of business groups, environmental groups, and labor – both public employee and private sector unions – to help the City meet its legislative needs and further its interests.

- **Legislative Review, Tracking and Advocacy:** Track, review and analyze any introduced and amended legislation and regulatory proposals. Advocate on legislation, regulatory proposals of interest and any state budget issues impacting the organization. We consult and develop strategic documents, draft policy position, regulatory and budgetary letters, customized priority legislative tracking matrix, budget analysis, and background papers to ensure the City is informed, and its voice is heard by policymakers and stakeholders.
- **Federal Monitoring, Review and Letter Writing:** While RPPG is not a registered federal advocacy firm, we keep close contact with our clients' federal representatives, provide client specific analysis on major federal legislative packages and will draft letters as requested by the



City on legislation, CIP requests and other items to ensure that the City is apprised on important federal actions that impact the City.

- **Participate and Advise in Annual Legislative Strategic Planning:** RPPG understands the importance that establishing a proactive strategy plays in our client's overall success. RPPG will work with the City to help develop the organization's annual and multi-year legislative strategic plan through a series of "Deep Dive" meetings with the staff, executives and the board to better understand the unique needs of the City.
- **Explore Potential Funding Opportunities, General Fund:** The Newsom Administration has prioritized increased wildfire preparedness, affordable housing, transportation/ infrastructure rehabilitation and other capital improvement projects. Identifying and effectively advocating for appropriate grant funding provides a tangible return on investment from working with a Sacramento legislative advocacy firm. For the 2022-23 budget development cycle, Governor Newsom is focusing on one-time investments with a historic budget surplus that address five core policy areas: fighting the COVID-19 pandemic, combating the climate crisis, confronting homelessness, addressing the cost of living, and keeping our streets safe.
- **Representation:** Represent the City at policy-related meetings, conferences, events, regulatory proceedings, legislative hearings, and other appropriate venues to deliver comments, testimony, and provide the City with a consistent presence in Sacramento. RPPG representatives already attend all League legislative briefings and work closely with League lobbyists and staff.
- **Frequent Communication:** At RPPG, we want to make sure our clients are fully informed. We provide comprehensive written updates frequently, along with more in-depth write ups during each major milestone throughout the legislative year (e.g., every budget milestone, bill introduction deadline, house of origin, summer recess, end of session recap) and supplement those with a bi-weekly check-in with the City's staff via Zoom. During these meetings we review legislation and brief our clients on the latest issues and developments. RPPG representatives are also available, when needed, to brief the City's staff or board on emerging issues, current legislation, or enacted policies.
- **Relationship Building:** RPPG will build off the City's strong reputation and will continue to foster relationships with legislators and administration officials. Our firm will make meeting recommendations, schedule arrangements, and strategize on messaging in advance. This approach ensures that we have laid the groundwork for your bill proposals year over year.
- **Education Tour:** Using the City's legislative priorities, RPPG is prepared to conduct an education tour in the Capitol to drive awareness on the issues that matter to you most. This will ensure that the appropriate communication channels with legislative staff and legislators remain open throughout the 2022-2023 legislative session and beyond.

- Targeted Engagement with Statewide Local Government Association and Local Agency Partners:** Our proven working relationship with the League of California Cities, California Contract Cities Association, California Association for Local Economic Development, California State Association of Counties, California Special District’s Association, the California Fire and Police Chiefs’ associations, Association of California Water Agencies and other statewide local government advocacy organizations will ensure that RPPG can communicate the City’s policy positions—and when appropriate, work in a blended strategy to achieve success.
- FPPC:** File all required forms on behalf of the City, including but not limited to forms 602 (annual lobbying Firm Activity Authorization) and 635 (Report of Lobbyist Employer)

RPPG has the expertise and capacity to provide a detailed level of service in support of Merced’s legislative and regulatory advocacy program.

Date	Action	Deliverable/Goal
Upon Contract award – December 2022	Collaborate with the City’s staff to develop an annual legislative advocacy plan to guide our efforts during the legislative session, using as an initial base the City’s Legislative Policy Guidelines.  Foster new and established relationships with Legislators and key Administration officials shortly after contract commencement. Our firm will make recommendations for meetings, schedule arrangements, and strategize on the messaging in advance.  Develop an advocacy strategy that identifies legislative champions and key stakeholders, including coordination with other municipalities and organizations with similar legislative objectives.	Advocacy plan  Develop target list of key policy committee staff, the executive branch, and other key elected officials for engagement.
Upon Contract award – December 2022	Develop language and supporting materials.  Develop a clear communication plan, including a regularly scheduled conference call, along with written reports.  Meet with staff, executive, board to establish the City’s legislative priorities.  Devise a matrix for timely reporting of bills relevant to the City.	Legislative Tracking Matrix
Upon Contract award - December 2022	Develop ideas for sponsored bills and shop for authors to carry legislation on behalf of the City.  Collaborate with the City to modify annual legislative advocacy plan to reflect changing priorities. This will guide our efforts during the legislative season, focusing on key issues of importance to the City.	2023 Advocacy Plan  Sponsored Legislation (2023)
November – January 2023	Identify and secure authors for sponsored legislation.  Meet with policy and fiscal committee staff and/or Administration or Executive Branch staff to build an understanding and support	Build a coalition for sponsored bills  Draft fact sheets,

	<p>for sponsored legislation.</p> <p>Review Governor’s January Budget Proposal and identify possible funding opportunities for the City.</p>	<p>background materials, talking points, and other materials as needed</p> <p>The City’s specific detailed budget analysis.</p>
<p>January – December 2023</p>	<p>Meet with potential opposition to understand and mitigate potential concerns about bills relevant to the City.</p> <p>Draft letters of support, opposition, and/or amendments to address our concerns.</p> <p>Track and analyze proposed new laws and regulations; and provide general advocacy on legislation and regulations important to the City. This includes proactive information-gathering that keeps the City up to date on relevant state agency/department regulations and administrative policies.</p> <p>Monitor budget process for potential positive/negative impacts. Engage when needed.</p> <p>Testify in policy committees on bills for which the City has an active position, or recruit and prepare the City’s personnel to testify where appropriate.</p> <p>Draft end of session report providing progress on legislative activities, results on targeted legislation.</p>	<p>Develop recommended positions on legislation and state budget proposals</p> <p>Usher sponsored bills successfully through legislative process</p> <p>Produce regular legislative reports</p> <p>Negotiate with authors and sponsors to resolve concerns or stop bills where resolution is not possible</p> <p>Bill position letters and televised testimony</p> <p>Annual Report</p>

## PREVIOUS EXPERIENCE

We recognize that the needs of all public agencies are not the same. While there are many areas of interest that intersect all public agencies, RPPG is familiar with the nuances of the policy areas, including transportation, housing, and environmental quality, that need to be monitored and could potentially impact operations for the City of Merced. Although the RPPG team has an extensive list of project examples that have been accomplished in the past five years, below is a selection of narrative examples directly attributed to team members advancing policy and administrative issues of importance on behalf of our clients.

### **CLIENT: City of Bakersfield**

(Skills: Executive Branch Advocacy and Relationship Building)

Strategic Relationship Building (2021-2022 Legislative Session): One key aspect to advocacy is to elevate the voice of your agency with those responsible for making laws and enforcing laws. In their first year represented by a legislative advocate, the City of Bakersfield took a very aggressive approach to

building relationships and developing a presence in Sacramento. Over the past year, RPPG scheduled and joined the Mayor and City Manager for direct meetings with:

- Senior Counselor to the Governor
- Governor's Deputy Cabinet Secretary for Finance
- Governor's Deputy Cabinet Secretary for Transportation, Housing and Homelessness
- Governor's Director of External Affairs
- Governor's Infrastructure Advisor
- Governor's Office of Business and Economic Development
- Attorney General
- Secretary of the Business, Consumer Services and Housing Agency
- Secretary of Health and Human Services
- Secretary of the California Department of Corrections and Rehabilitation
- Director of the Mental Health Services Oversight and Accountability Commission
- Director of the High-Speed Rail Authority

**CLIENT: City of Corona**

(Skills: Strategic Document Creation, Council Relations, Stopping Detrimental Legislation)

AB 1778 (Garcia) and AB 2237 (Friedman) Transportation planning and funding (2021-2022 Legislative Session): In 2022, a number of bills sought to tie transportation funding to improved air quality and a reduction in vehicle miles traveled. On behalf of the City of Corona, working collaboratively with the Western Riverside Council of Governments, RPPG met with the City's local delegation and members and staff of the Senate Transportation Committee to educate lawmakers on the unintentional harm that would be done to communities should such bills pass. The traffic in and out of the City of Corona is ranked one of the worst commutes in the nation, as many residents must travel to Los Angeles or Orange County. Both bills were ultimately held in the Senate Transportation Committee and did not advance.

City Education and Legislative Delegation Meetings (2021-2022 Legislative Session): Providing opportunities to educate your lawmakers directly is a critical aspect of a successful legislative advocacy strategy. Part of the RPPG "wraparound" service approach involves working directly with City staff and the City Council to develop policy-specific messaging documents that enable the City to tell its story. With respect to the City of Corona, our team conducted an extensive fact-finding meeting with the City's community development team and conducted a Council Study Session. RPPG then created a core messaging document on housing and the Regional Housing Needs Assessment process. That document became the foundation for our educational "tour" with the City's legislative delegation.

We arranged meetings directly with each legislator (via Zoom) and provided city-specific information regarding the overall sixth-cycle RHNA process and how legislation advancing this year would impact the City's ability to meet its allocations. That core messaging document was also used as a leave-behind document for the City's lawmakers to utilize as a reference, for further discussions and committee

hearings.

**CLIENT: City of Belmont**

(Demonstrated Skills: Developing Sponsored Legislation, Legislative and Executive Advocacy, and Coalition Building)

**SB 640 (Becker) Transportation Financing: Joint Projects (2021-22 Legislative Session):** Since the enactment of Road Repair and Accountability Act of 2017 (SB 1), cities have a new dedicated source of revenue to address their local streets and roads projects. However, under current law, two or more jurisdictions are unable to issue a single bid to address a project of mutual interest (e.g., a throughway that stretches between multiple cities/counties). On behalf of the City of Belmont, RPPG worked with Senator Becker’s office to carry a piece of legislation that would enable more local flexibility of SB 1 monies by allowing for a joint project submittal as well as a streamlined reporting requirement to ensure that accountability and transparency remained intact.

RPPG Strategic Advisor Dan Carrigg drafted the proposed legislation, working directly with the client to ensure that the language addressed their needs. Sharon developed the talking points, fact sheet, and other support materials, and Dane worked to build a coalition consisting of the League of California Cities, the American Public Works Association, California Asphalt Pavement Association, and dozens of municipalities across the state to support the measure. The bill was signed by Governor Newsom on July 16, 2021[Chapter 108, Statutes of 2021].

**CLIENT: City of Redwood City**

(Skills: Legislative and Executive Branch Advocacy, Coalition Building, Client Communications, Advancing Priority Legislation)

**AB 2553 (Ting) Shelter Crisis (2019-2020 Legislative Session):** AB 2553 is a statewide expansion of a limited pilot program (AB 932, Chapter 786, Statutes of 2017) set to expire that would allow all local agencies upon the declaration of a shelter crisis build temporary shelters for their homelessness population. At introduction, the measure was very limited—simply expanding the current program statewide and did not address concerns specific to Redwood City’s community needs. In response, RPPG was successful in working with the Author’s office to expand the measure to include language that permits 24 hour “safe parking” programs for cars and recreational vehicles on land owned or leased by the City without the risk of creating a tenant/landlord relationship. RPPG also worked directly with the Assembly and Senate Housing committee staff as well as the Republican Caucus and the Newsom Administration to garner bipartisan support to include an urgency clause. This increased the vote threshold from a simple majority vote to a two-thirds vote. However, this allowed the legislation to take effect immediately upon the Governor signing the bill.

Given the issue was so critical to Redwood City and the surrounding community, RPPG worked with City staff to engage the community—drafting template “request for signature” letters for different

constituencies who were supportive of the bill. These included sample letters customized for specific for local businesses, homeless rights advocates, and community activists. On September 25, 2020, Governor Newsom signed AB 2553.

## STAFFING AND QUALIFICATIONS

Sharon Gonsalves – Director of Government Affairs



RPPG proposes that Sharon Gonsalves, a registered lobbyist with the State of California, serve as Project Manager for the City of Merced. In this capacity, Sharon will work in collaboration to represent the City in meetings with the State Legislature, state agencies, applicable boards and commissions, and the Governor’s office. With assistance from RPPG legislative and advisory staff, Sharon will conduct legislative review, analysis, and technical expertise in all policy areas important to the City to provide full policy and political counsel.

As project lead, Sharon will ensure transparent communications and information sharing with the City and staff.

### APPLICABLE EXPERIENCE: AT A GLANCE

- Over 15 years of Legislative Advocacy and Capitol Staff Experience
- Strong Policy Background in Natural Resources, Water, Public Safety, Housing and Transportation
- Proven Track Record in Advising Clients in the Successful Procurement of Federal and State Grant Funding
- Proven Success in Navigating State Budget Process
- B.A. Communications Studies, CSU Monterey

### More About Sharon:

Sharon has spent her career advocating for legislative and funding priorities of municipalities throughout California—bringing over fifteen years of state legislative and local government advocacy experience to the City’s advocacy team. Specializing in the complex legislative process, Sharon has a proven track record of leveraging her strong relationships in the Capitol, Administration, and key government agencies to advance the goals of her clients. Sharon has expertise in the policy sectors of housing, transportation, local governance, and natural resources both as a former legislative staff member and as a local government lobbyist.

Prior to joining RPPG, Sharon was a Senior Associate at Townsend Public Affairs representing a number of local public agency clients—specializing in those from severely disadvantaged regions of California. In that position, Sharon worked on behalf of her most disadvantaged clients to secure the passage of SB 200, the Safe and Affordable Drinking Water Fund (Monning, 2019) which requires the annual transfer of 5 percent of the Greenhouse Gas Reduction Fund (GGRF) into the Fund until June 30, 2030. She enhanced her clients efforts by working with congressional and Federal agency officials on behalf of the Merced County Association of Governments and the Fresno Council of Governments, advocating for increased infrastructure funding.

On behalf of the City of Turlock, Sharon lobbied the Administration, Legislature and state and federal agencies on the North Valley Regional Recycled Water Project (NVRWP) and the Stanislaus Regional Water Authority (SRWA). Her efforts included coordinating multiple advocacy trips to meet with key members of the Administration's cabinet, members of both legislative houses, committee staff, and members of the water board to increase support and discuss funding opportunities. As a result, she was able to secure \$4.3 Million from the Bureau of Reclamation for the NVRWP and \$30 million for SRWA through Proposition 68 in 2018.

She has been able to leverage her relationships within the California Legislature to secure California State Budget earmarks—providing local fire districts and police departments much needed funding for those communities. Sharon helped secure millions of dollars for critical infrastructure and public safety improvements including \$500,000 for the East Contra Costa Fire Protection District (ECCFPD) to build a firefighting training facility.

Prior to her career as a lobbyist, Sharon spent nearly a decade working in both houses of the State Legislature and as a result has a unique understanding and experience in navigating the State's complex budget process. Having worked for multiple moderate legislators Sharon has a strong understanding of bi-partisan politics.

Sharon served as Legislative Director for State Senator Anthony Cannella (Senate District 12). Senator Cannella served as Vice Chair of the Senate Transportation and Housing Committee and the Natural Resources Committee. During Senator Cannella's tenure, Sharon was instrumental in negotiating on major statewide environmental and transportation issues important to the District, including Proposition 1, the water bond of 2014 and during her time as a legislative staffer, Sharon developed and maintained an extensive bi-partisan network of relationships with members of the California Legislature. Prior to the adoption of the Sustainable Ground Water Management Act (SGMA) in 2014, she successfully staffed Senator Cannella and defeated several punitive efforts to regulate groundwater.

Sharon has utilized the relationships she has built over the years in her work advocating for local governments. Under Governor Newsom's administration she works frequently with key policy advisors several agencies including the Natural Resources Agency, Governor's Office of Business and Economic Development and most recently Dr. Ghaly with the Department of Health and Human Services to discuss the continued homelessness problem throughout California.

#### Alyssa Silhi – Director of Government Affairs



Alyssa Silhi, a registered lobbyist with the State of California, is proposed to serve as a legislative advocate and secondary contact for the City of Merced. In this capacity, Alyssa will work in collaboration with the Project Manager to represent the City in meetings with the State Legislature, state agencies, applicable boards and commissions, and the Governor's office. Alyssa will also review and track legislation, provide analysis, and leverage her close working relationships with legislative members, staff, policy consultants and agency officials to advance the City's legislative priorities.

#### APPLICABLE EXPERIENCE: AT A GLANCE

- Over 15 years of Governmental Affairs and Public Relations Experience
- Former Legislative Representative, California Special Districts Association
- Strong Policy Background in Local Government Issues
- Proven Relationship, Key Partnership, and Coalition Builder
- Demonstrated Ability in Navigating the State Budget Process
- B.A. in both English and Communications, UC Davis

#### More About Alyssa:

For over 15 years, Alyssa Silhi has been advancing statewide policies for the public good, from healthcare and K-12 education to public health, public safety, and local government. She is a proven strategist with a reputation for balancing tenacity and effectiveness with strong ethics and skillful communication to get the job done. As an experienced Councilmember and special district Board member, Alyssa brings a unique understanding of the nuance of local agency operations to advocating for issues important to local government.

Prior to joining the Renne Public Policy Group, Alyssa was a Legislative Representative for the California Special District's Association (CSDA). In that capacity, she was the lead advocate and strategist on policy and fiscal proposals relating to the environment – including climate adaptation and resiliency, wildfire mitigation and preparedness, CEQA, water and wastewater, energy/utilities, transportation – as well as emergency response and disaster preparedness and relief, and public works and public contracting. While there, she formed strong working relationships with key administrative appointees and staff within divisions of the California Natural Resources Agency (CNRA), State Water Resources Control Board (SWRCB), Governor's Office of Emergency Services (CalOES), and the Governor's Office of Planning and Research (OPR) as well as within the Department of Finance (DOF), legislative budget committees, and key legislative offices.

On behalf of special districts, Alyssa worked closely with CSDA's federal policy liaison to create a nationwide coalition to lobby congress for access to COVID-19 relief funding. That effort led to federal language that specifically allowed states to share their funding with special districts. Alyssa used that federal authority to advocate for access to COVID-19 relief funding at the state level and spearheaded the effort that successfully obtained precedential direct state funding relief specifically for special districts impacted by COVID-19 response by securing a \$100 million General Fund allocation backed by a bi-partisan and bicameral coalition of 46 legislators. She played a critical role within the local government coalition that secured \$1 billion in COVID-19 funding for water and wastewater arrearages and just under \$300 million in direct arrearage funding for publicly owned utilities.

After special districts were overlooked in initial Public Safety Planned Power Outage (PSPS) funding, Alyssa worked with CalOES, DOF, and legislative budget leaders to secure \$20 million in competitive grant funds through the state budget process for special districts with critical infrastructure to prepare for the consistent delivery of services during a PSPS event. Alyssa also successfully fought to protect the special district exemption in the Surplus Land Act, navigating strong legislative pressures and initial



guidelines from the California Department of Housing and Community Development (HCD) that would have usurped their local authority.

While at CSDA, Alyssa worked hand in hand with her counterparts at the Association of California Water Agencies (ACWA), the California Association of Sanitation Agencies (CASA), and the California Municipal Utilities Association (CMUA) to advance priority legislation or stop bad bills on policies of import to water and wastewater agencies. She worked with a large coalition of partners and stakeholders to successfully:

- Stop AB 377 (Rivas) Water quality: impaired waters that would have required all of the state's waters to be swimmable, drinkable, and fishable by 2050 and would have effectively dismantled the current storm water permitting process in California,
- Halt the premature adoption of new water conservation goals as outlined in AB 1434 (Friedman) Urban water use objectives: indoor residential water use until stakeholder feedback and concerns were given proper voice,
- Support CASA in passing AB 818 (Bloom) solid waste: premoistened nonwoven disposable wipes, requiring harmful pipe-clogging wipes to be labeled as non-flushable.

Most recently she coordinated with ACWA and CASA to initiate conversations with the Department of Industrial Relations (DIR) and State Legislature to begin to educate them on the ambiguity and potential impacts of the *Kaanaana v. Barrett Business Services, Inc.* Supreme Court ruling holding that belt sorting qualified as "public works" per Cal. Labor Code 1720, subd.(a)(2), reasoning the reference to special districts was different than the language relating to other agencies engaged in "public works" and calling upon the California Legislature to provide clarification for the intent behind the division in classification.

Alyssa's prior experience in governmental affairs includes working for several highly esteemed Sacramento contract lobbying and consulting firms and as policy staff for a prominent public health non-profit research and advocacy organization. In these positions, she worked on issues important to quality of life in communities, including K-12 education; public health policy with a direct nexus to nutrition, transportation, the built environment, and land use; public safety; small business issues and healthcare. She has wide-ranging experience advocating for policy change within the legislature, administration, and before state agencies and commissions, providing in depth analysis, navigating the budget process, leading statewide grassroots campaigns, building coalitions, interfacing with local electeds, as well as producing internal and external strategic communications for publication and advocacy purposes.

**Dane Hutchings— Managing Director**

RPPG proposes that Dane Hutchings, a registered lobbyist with the State of California, will serve as a member of the client service team for the City of Merced. In this capacity, Dane will assist to further the City’s legislative focus and priorities. He will represent the City in meetings with the State Legislature, state agencies, applicable boards and commissions, and the Governor’s office. Specific activities include but are not limited to, testifying on behalf of City in all applicable legislative policy committees, regulatory boards and commissions and working directly with the City’s legislative delegation and Office of the Governor. Dane, with assistance from RPPG Policy and Strategic Advisors, will conduct legislative review, analysis, and technical expertise in all policy areas important to City to provide full policy and political counsel.

**APPLICABLE EXPERIENCE: AT A GLANCE**

- Over a Decade of Legislative Advocacy and Public Affairs Experience
- Former Federal Policy Liaison, League of California Cities
- Strong Board Relations Background
- Proven background in Coalition Building
- Strong Relationships with Key Legislative, Administrative and Executive Officials
- B.A. Public Affairs, CSU Sacramento; M.A. Public Policy, New England College

**More About Dane:**

For over a decade, Dane Hutchings has been advocating for the best interests of both public and private entities. He is a seasoned legislative advocate and political strategist with a keen understanding of the California political process and landscape. Dane brings a unique understanding of California local government operations, service delivery methods, and revenue sources.

Prior to leading the Renne Public Policy Group, Dane worked for the League of California Cities as a Legislative Representative and Federal Policy Liaison. He acted as the key strategist, advisor, and advocate on issues including labor relations policies, privacy and technology, governmental transparency, workers’ compensation, and other issues related to local government operations. As the Federal Policy Liaison, Dane worked across multiple policy areas of importance to local government, including public safety, infrastructure, housing, and environmental policy. In conjunction with the National League of Cities, Dane advocated for increased funding for the State Community Development Block Grant (CBDG) funding and other federal programs local agencies rely upon. Dane regularly provided both written and verbal reports to the League’s Board of Directors, Policy Committees, and Executive committees on state and federal policy. Upon his departure from the League of California Cities, Dane received a career achievement award for his “...leadership, dedication, and tenacity in advancing the quality of life for all California cities.”

Dane’s direct experience in public affairs provides a distinctive approach on how an effective issue-based “inside-outside” communications/advocacy strategy can support legislative priorities by providing political cover for legislators as well as the Governor’s office. Dane ‘cut his teeth’ working as

an Account Executive and Government Relations Advocate at Ogilvy—a premier and influential multi-national public affairs and advocacy firm. Dane engaged in multiple issue-based campaigns specifically designed to support legislative strategies for both public and private sector clients.

During his time with Ogilvy, Dane was part of the legislative and communications team for the California High-Speed Rail Authority, spending two years working with Authority Board and executive team to advance the state’s largest statewide infrastructure project.

### RPPG Strategic Advisors

With more than 2,000 pieces of legislation introduced by the California Legislature each year, it is critical our clients have a complete understanding of the potential impacts these measures may have on their agencies. Our Advisors are a team of municipal policy experts, seasoned legislative advocates and former high-ranking local agency staff that will provide a holistic policy and political perspective to best position the City for success.

### Specific Roles and Responsibilities: Advisors and Support

#### Dan Carrigg—Senior Advisor: Policy and Legislative Strategy



RPPG proposes that former League of California Cities, Deputy Executive and Legislative Director Dan Carrigg, act as the City of Merced’s Policy and Legislative Advisor. Under the direction of the Project Manager, Dan will analyze, and draft legislation as well advise the City on strategies for engagement. Dan’s distinguished career and relationships with Administrative agencies, policy committee chairs, and consultants will be leveraged to complement the City’s advocacy strategy.

### APPLICABLE EXPERIENCE: AT A GLANCE

- 30 years of Legislative Advocacy Experience
- 25 years Specifically Advocating for Local Government
- Strong Relationships with Agency Officials and Policy Committee Members
- Seasoned Legislative Advocate and Expert in California’s Legislative, Political, and Budget Process

### More About Dan:

Dan Carrigg is a political consultant and thought leader in California public policy directly impacting local government. With extensive experience in legislative analysis, strategy, and advocacy, and an excellent reputation for hard work, Dan spent nearly 25 years with the League of California Cities—beginning as the League’s housing and land use lobbyist, then holding increasingly responsible advocacy roles including both Legislative Director and Deputy Executive Director of this prominent statewide local government organization. Until retiring from the League in October of 2019, Dan supervised the League’s legislative and public affairs program, developed policy, managed the League’s legislative and public affairs teams, drafted and reviewed legislation, reviewed and analyzed ballot measures, and testified before the Legislature.

Dan offers RPPG clients a deep policy background and strong political acumen on state housing policy, including understanding the Regional Housing Needs Assessment (RHNA) process, issues affecting transit-oriented development, tax increment financing, SB 375, Cap and Trade and other policies. Dan is also familiar with CEQA, and the political challenges associated with past streamlining efforts, and has a practical understanding of public contracting and construction projects. Prior to taking on the role as the League's housing and land use lobbyist, Dan worked as a senior consultant for the California State Assembly Housing and Community Development Committee from 1991-1996.

Throughout his career, Dan has worked on many high-profile issues, including representing the League as part of the transportation coalition to pass SB 1. In the past, Dan led the League's successful negotiations on the Lowenthal/Mullin RHNA reform measures of 2004, that resulted in reduced controversy over this process for over a decade. He was directly engaged in the effort to protect local property tax, sales tax and (Vehicle Licensing Fee) VLF funding via the VLF-property tax swap with the passage of Proposition 1A of 2004. Later, he advocated to secure revenue for local governments in Prop 1B, the 2006 transportation bond, and defeat a legislative effort to take nearly \$1 billion in city and county road maintenance funds. He also worked to preserve local authority during the legislative wrangling leading to the enactment and implementation of SB 375 of 2008, which coordinates transportation and land use planning.

More recently, in 2019, Dan worked closely with the Newsom Administration to draft critical elements, including the Local Government Planning Support Grants Program, that offers funding assistance for regions to assist with local housing planning and was incorporated into AB 101, a 2019 housing budget trailer bill.

Prior to his work with the League, Dan drew on his background in construction to represent the Department of General Services and the Division of the State Architect on state real estate, construction, and public contracting from 1996-1998, including working to enact design-build contracting authority for state office projects. His career began with a fellowship on the Assembly Desk during the term of former Assembly Speaker Willie Brown.

#### Bruce Rudd – Advisor



RPPG proposes that retired Fresno City Manager and Transportation Director Bruce Rudd act as the City of Merced's Transportation and Infrastructure Advisor. Under direction from the Project Manager, Bruce will review legislative and regulatory proposals in order to assess opportunities and potential threats. Bruce will also leverage his deep local, State, and Federal contacts to stay apprised of State and Federal funding opportunities for the City.

#### APPLICABLE EXPERIENCE: AT A GLANCE

- 42 years of public service, of which almost half were in executive level positions
- Extensive knowledge and understanding of municipal finances and operations
- Successfully managed multiple complex capital improvement projects

- Obtained \$100 million in Transformative Climate Communities funding on behalf of the City of Fresno and millions in various transportation-related funding for RPPG clients

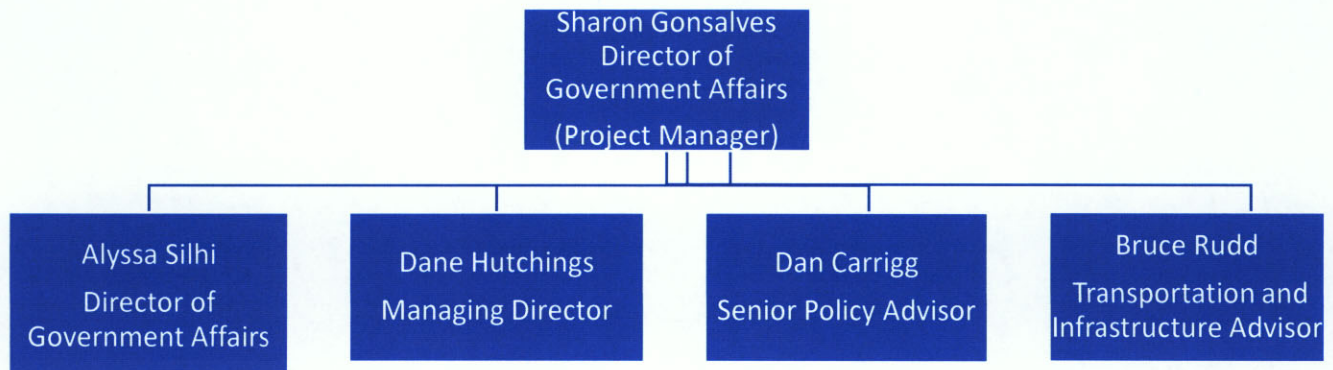
**More About Bruce:**

Bruce Rudd retired from the City of Fresno after 42 years of public service that culminated with his appointment by Mayor Ashley Swearengin to the position of City Manager in June 2013. The City of Fresno is unique when compared to other cities of its size in that public transportation and airports departments are also managed and operated by the City.

Bruce represented the City of Fresno on the County of Fresno Council of Government’s (CFCOG) Policy Advisory Council and advised the Mayor and other policy-makers on transportation projects and/or issues involving CFCOG, the Fresno County Transportation Authority, Caltrans, and the California High Speed Rail Authority. Because of his background and experience in transportation and project management, there were times during the Great Recession when Bruce simultaneously held the role of City Manager and Director of Transportation. One of his final assignments was to assume responsibility for ensuring that Fresno’s \$53 million Bus Rapid Transit project was successfully completed.

In his role as City Manager, Bruce Rudd led the effort on behalf of the City of Fresno to vie for a \$70 million Transformative Climate Communities (TCC) Collaborative grant from the State of California. This included a 50% match requirement or \$35 million representing a total investment of more than \$100 million in total. Bruce sought out, drafted, and met with key stakeholders throughout the process. In order to fund the needed match, Bruce led the effort to identify a number of internal and external resources that were leveraged, including funding from State Center Community College District, federal Congestion and Mitigation and Transit Program funds, local transportation tax revenues, as well as other sources in order to fund the required match.

**ORGANIZATION CHART**



## REFERENCES

### **City of Carlsbad**

Jason Haber, Intergovernmental Affairs Manager  
(760) 434-2958, [Jason.Haber@carlsbadca.gov](mailto:Jason.Haber@carlsbadca.gov)  
1200 Carlsbad Village Drive.  
Carlsbad, CA 92008

### **City of Redwood City**

Alex Khojikian, Assistant City Manager  
(650) 780-7302, [Akhojikian@redwoodcity.org](mailto:Akhojikian@redwoodcity.org)  
1017 Middlefield Road  
Redwood City, CA 94063

### **City of Corona**

Roger Bradley, Assistant City Manager  
951-739-4903, [Roger.Bradley@CoronaCa.gov](mailto:Roger.Bradley@CoronaCa.gov)  
400 S. Vicentia Ave.  
Corona, CA 92882

## STRATEGIC RELATIONSHIPS

Relationships are central to every outcome in government affairs, and none more so than direct relationships with Legislators, policy committee consultants, administrative leaders, and the Governor’s office. In 2022, there are a total of 34 open seats between the Assembly and Senate — the largest number since 2012. Due to statewide decennial redistricting, combined with early resignations and expiring term limits, there will be a complete turnover in both legislative chambers by 2024. This provides Merced with an opportunity to forge new and lasting relationships with members both within and outside its delegation.

The RPPG team is confident in our deep and personal relationships. These relationships have been established not only through our firm’s partners, who have deep ties to the Newsom Administration dating back to when the Governor served in local government—but through each of our team member’s direct work with legislators and staff. These relationships are established over time and built upon a strong reputation of being hard working and honest policy brokers.

With our collective history of working in and beyond the State Capitol, the proposed RPPG team has built a strong network of reliable legislative, regulatory, and administrative contacts. Our team utilizes this network to advance the interests of our clients.

In addition, given the team's experience working with virtually every legislative office while in the State Capitol, at the California Special Districts Association, and at the League of California Cities — and now serving RPPG's current clients — Sharon Gonsalves, Alyssa Silhi, and Dane Hutchings have established and maintained strong working relationships with most legislative offices in the Capitol, including key legislative committee staff, consultants, and Administration officials. These key RPPG team members have demonstrated their ability to quickly and efficiently foster relationships with newly elected lawmakers and make inroads with emerging leaders and staff after each election cycle.

It will be important to identify those critical legislative members, policy committee consultants and department/agency leads to meet with on a regular basis. Waiting until an issue is present to build a relationship typically means you are too late, which is why the RPPG team will create a list of individuals to meet with early. Additionally, it will also be imperative that the City is provided the resources, information, and tools to develop their own relationship with elected officials. Having these relationships is vital to success at the critical moment a vote on a controversial bill that is introduced and/or a potential funding opportunity presents itself.

Furthermore, RPPG works on a daily basis with a robust group of stakeholders, trade associations, and issue-specific interest groups who have a seat at the table as policies regarding land use, transportation, housing, and local government are being crafted. These relationships have been nurtured over many years and a certain level of trust has been established, which allows for forthright and frank conversations about State legislative priorities such as land use, clean energy, sustainable communities, and transit-oriented infrastructure.

## FEE PROPOSAL

Based on the anticipated scope of work, RPPG proposes a flat retainer fee for all services outlined. This proposed pricing includes all items outlined in the work plan (detailed above), work performed by RPPG primary staff, advisors, and operational/administrative support and also includes all costs associated with the quarterly filings required by the Fair Political Practices Commission.

Please note that any pricing options includes a not-to-exceed annual travel budget of \$5,000.00. This is a budgeted set-aside for potential costs associated with travel on behalf of the City - for example rental car and hotel accommodations. No travel related expense shall be made without written client approval.

<b>State Legislative and Advocacy Consulting Services</b>	\$6,000.00 Per month	(\$72,000 annually)
As needed travel budget not to exceed \$5,000.00. Costs associated with travel include milage at federal per mile rate and overnight expenses if requested to attend in-person council meeting. <b>Note: No expense shall be incurred without direct authorization from client</b>	\$5,000.00 Annually	

## CONFLICT

RPPG operates with the highest level of transparency, ethics, and standards. As such, we are providing the City of Merced with a full list of our current lobbying, grant writing and/or political consulting clients. In assessing our current clients, we do not believe that any actual, apparent, or potential conflicts of interest exist related to our proposed work with the City. Prior to formally representing a new client that may pose a potential conflict, RPPG will conduct a “conflict check” both internally and with the City of Merced.

Should a potential conflict arise between two or more existing clients, RPPG has an established policy to ensure clients are adequately represented, as follows.

1. **Clear and Timely Communication of the Actual or Perceived Conflict:** As soon as we are aware of a potential conflict, we will immediately inform City.
2. **Issue(s) Separated and Assigned to Separate Advocates:** Each issue in question will be assigned to separate RPPG lobbyists and support teams.
3. **Ethical Wall Formed:** All communication with respect to legislative activity, strategy, or any active direct or indirect advocacy efforts on the matter at hand is immediately separated and, in effect, “walled off” until such time that the matter has resolved.

In the event that after this process has been enacted, the City is not satisfied, our firm would be open to exploring other options that may provide the City with more assurance, up to and including identifying and retaining a suitable subcontractor on a short-term basis specific to the singular issue at no additional cost to the City until such time that the matter has resolved.



## Our Clients

We provide government relations, legislative advocacy, and consulting services for the following clients: (*\*Indicates grant writing only clients*)

- California Latino School Board Association\*
- City Clerks Association of California
- City of Bakersfield
- City of Belmont
- City Brisbane\*
- City of Carlsbad
- City of Corona
- City of Eastvale
- City of El Cerrito
- City of Foster City
- City of Greenfield\*
- City of Morgan Hill\*
- City of Mountain View
- City of Rancho Palos Verdes
- City of Rancho Cucamonga
- City of Redwood City
- City of Rio Vista\*
- City of San Bernardino\*
- City of Santa Rosa
- City of Westlake Village
- Del Paso Manor Water District\*
- San Bernardino Community College District\*
- San Diego Regional Airport Authority (Joint Representation)
- Town of Atherton
- Town of Hillsborough

## INSURANCE

Should RPPG be selected to provide government relations and legislative advocacy services to the City, a certificate of insurance will be generated naming the City as additionally insured. We would also meet the insurance requirements set forth in the Professional Services Agreement.