



ADVOCACY FOR THE PUBLIC GOOD.



A Division of Renne Public Law Group®

PROPOSAL FOR STATE LOBBYING SERVICES CITY OF BEAUMONT

Prepared by:

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COVER LETTER

June 1, 2023

City of Beaumont
c/o Grace Wichert
550 E. 6th Street
Beaumont, CA 92223

Dear Ms. Wichert:

On behalf of Renne Public Law Group [DBA: Renne Public Policy Group (RPPG)], we are pleased to submit our proposal for State Lobbying Services to the City of Beaumont.

[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.

The halls of California's Capitol are 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, seeking applicable grant opportunities and—when necessary—conducting a coordinated public affairs campaign. These tactics form the foundation for an effective legislative and grants advocacy strategy. 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 of like-minded, highly motivated professionals from diverse backgrounds—where clients feel valued.

Since the COVID-19 global pandemic the way that legislative advocates must engage to effectively represent their clients has fundamentally shifted. Simply put, clients must adapt to ensure their interests are protected. They cannot rely on an old playbook to yield positive results. This is why we feel it is so important that the City of Beaumont 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 appreciate that the City of Beaumont is unique, and we look forward to offering a tailored service to meet the City’s needs. RPPG has a clear understanding of the scope of services the City has included with the request for proposal, and we propose to work closely with the City to devise a comprehensive strategy that advances your legislative priorities, and we would be honored to work with the City to help advance your policy goals.

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. 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,

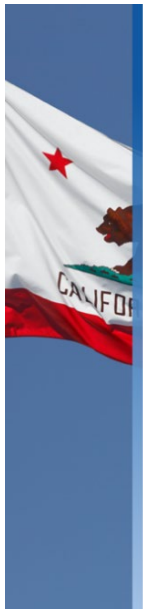









Jon Holtzman, Founding Partner
Renne Public Law Group, LLP ©



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

INTRODUCTION/INFORMATION



-  We anticipate your opportunities & challenges
-  We amplify your voice
-  We understand your region
-  We educate lawmakers in your area and beyond
-  We customize our approach
-  We provide boutique service
-  We find funding

RPPG is a full-service lobbying and grant writing practice that supports public agencies and companies whose interests align with public agencies. RPPG draws from the wisdom of respected 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. RPLG and RPPG have a combined team of 58 legal and legislative professionals comprised of attorneys, lobbyists, grant writers, and senior advisors as well as administrative, legislative, and operational support staff. A full list of our team members can be found on the [RPPG](#) and [RPLG](#) websites.

The RPPG legislative advocacy and grant writing practice area is led by Managing Director, Dane Hutchings. Dane is supported by seasoned legislative

advocates, Sharon Gonsalves (proposed project manager) and Alyssa Silhi. RPPG’s grant writing service is led by Jake Whitaker and supported by Michele Mora and Maira Durazo. As detailed further in this proposal, RPPG’s 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
- Revenue and taxation
- Public safety
- Parks and outdoor access
- Wildfire prevention and vegetation management

- Emergency response and emergency preparedness
- Privacy, technology, and consumer protection issues
- Public works, water, and sanitation
- Policies to advance diversity, equity, and inclusion
- Administrative and public employer operations issues including public sector contracting policy, pensions, and workers' compensation
- The Brown Act, the California Public Records Act, elections, sunshine legislation, and other laws governing local government decision-making and operations

We pride ourselves in our proven ability to dig into the specific issues of our clients and create a customized legislative and grants advocacy strategy that fit the agencies' unique needs. We are known for our frequent and timely client communication to demystify the often-convoluted political process—enabling our clients to feel actively engaged with their state government.

Renne Public Policy Group (RPPG), is located at 1127 11th Street, Suite 300, Sacramento, CA 95814, (916) 974-9270. Please contact Sharon Gonsalves at sgonsalves@publicpolicygroup.com or (916) 849-5536 if further information is required.

APPROACH

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.

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.

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.

FIRM PROFILE

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.

FIRM ACCOMPLISHMENTS

CLIENT: City of Bakersfield

(Demonstrated 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 and a half, 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
- State Treasurer
- Deputy Director of the California Department of Transportation
- Director of Local Assistance at the Department of Parks and Recreation

Client: City of Carlsbad

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

AB 1672 (Boerner) Lifeguards (2021-2022 Legislative Session): The City of Carlsbad was experiencing a shortage of lifeguards at their city operated swimming pools as it reopened to the public from the COVID-19 pandemic. Being a coastal community, they wanted to use beach lifeguards who are also city employees to fill in the vacancy at the recreational swimming pools. Unfortunately, they were unable to do so because in California, pool lifeguards must be certified through a training program managed by the American Red Cross or YMCA of the U.S.A., whereas ocean lifeguards can officially ascend their watch towers after undergoing United States Lifesaving Assn. training.

On behalf of the City of Carlsbad, RPPG sponsored Assemblymember Boerner Horvath's bill, AB 1672, which

would allow ocean lifeguards, who undergo highly rigorous training to work at public pools during off-seasons — a period when recreation agencies are often short of lifeguards. RPPG drafted the proposed legislation, working directly with the client to ensure that the language addressed their needs. Furthermore, RPPG developed the talking points, fact sheet, and other support materials, and worked with the opposition to address concerns. The bill was signed by Governor Newsom on September 13, 2022 [Chapter 273, Statutes of 2022].

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.

Office Locations

Renne Public Law Group
350 Sansome Street, Floor 3

Renne Public Policy Group
1127 11th Street, Suite 300

San Francisco, CA 94104

Sacramento, CA 95814

Contact: Sharon Gonsalves

(916) 849-5536 or

sgonsalves@publicpolicygroup.com

Services will be performed out of the Sacramento office

PROPOSED TEAM

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 Beaumont. 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 Beaumont. 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 Beaumont. 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.

Jake Whitaker – Director of Grant Services



RPPG proposes that Jake Whitaker will serve as Global Clean Energy’s Project Manager. He will work with the organization’s staff to identify funding needs, research applicable grant programs, provide timely updates on upcoming funding opportunities, and prepare and submit grant applications and project narratives on behalf of the organization. He will attend monthly meetings with staff to provide updates on grant-seeking activities. Jake will also work closely with RPPG’s legislative staff to proactively track emerging funding opportunities in the California state budget and budget trailer bills.

APPLICABLE EXPERIENCE: AT A GLANCE

- Certificated grant writer with over \$50,000,000 in funding secured and 42 successful proposals developed in partnership with municipal governments, county governments, institutions of higher education, and non-profits.
- Member of the Grant Professionals Association.
- 8 years of experience working in local government.
- 4 years of experience as a local government elected official.

More About Jake

With a proven track record of bringing millions of state and federal dollars for local public agencies, Jake first discovered his passion for grant writing while assisting a colleague with an emergency shelter grant on a tight deadline. Jake's unique ability to tell the story of public agencies and non-profits resulted in several successful and highly competitive grant applications. These awards include a wide range of different project types: transportation infrastructure projects, water system improvement projects, economic development projects, public safety and victim service programs, urban greening projects, wildfire mitigation projects, higher education programs, and transitional housing and homeless service programs.

Jake initially developed his skills as a grant writer working for the Yolo County District Attorney's Office, giving him a strong background in criminal justice funding. He developed a specialization in obtaining funding for programs that provide alternatives to traditional prosecution using restorative justice, enhance services for victims of crime, and address the intersection of poverty, mental health, and addiction with the criminal justice system. After discovering his passion for grant writing, Jake accepted a position as a Project Manager with California Consulting to broaden his skillset and gain experience working with a variety of different types of clients. Jake joined RPPG's team to begin building a grant writing practice to augment the firm's service offerings, with the goal of providing a highly individualized, client-centric consulting practice.

Jake worked as a consultant with numerous municipal governments, ranging in size and demographics; from the City of Bakersfield, the 9th largest city in California, to the agrarian community of Greenfield with a population of ~18,000 in the Salinas Valley, to the urban population center of the City of San Bernardino—and practically everything in between. As a member of California Consulting's team, Jake served as the primary point of contact between the firm and the EDA's regional California offices and prepared a comprehensive tutorial for the firm's grant writers on how to prepare applications for infrastructure funding through the Public Works and Economic Adjustment Assistance program. He prioritizes high quality service, collaboration, and effective communication in all his consulting work.

Jake served as a member of the Woodland Joint Unified School District's Board of Trustees. With four years of experience as a member of a public agency's governing board, coupled with his experience as a public agency staffer, Jake has the unique ability to support synergy between the governance team's goals and staff priorities to create a cohesive grant-seeking effort.

Jake has familiarity with submitting applications through grants.gov, JustGrants (Dept. of Justice), the FEMA GO Grants Portal, the System for Online Application Review (SOAR, used by CNRA), Submittable (used by OGALS), FastLane (used by NSF), My AmeriCorps, and various portal systems used commonly

by philanthropic organizations. He has experience preparing SF-424s and other Federal forms, maintaining active registration status in SAM.gov, and applying the regulations outlined in 2 CFR Part 170 (commonly referred to as the OMB “Super Circular”).

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 Beaumont’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.

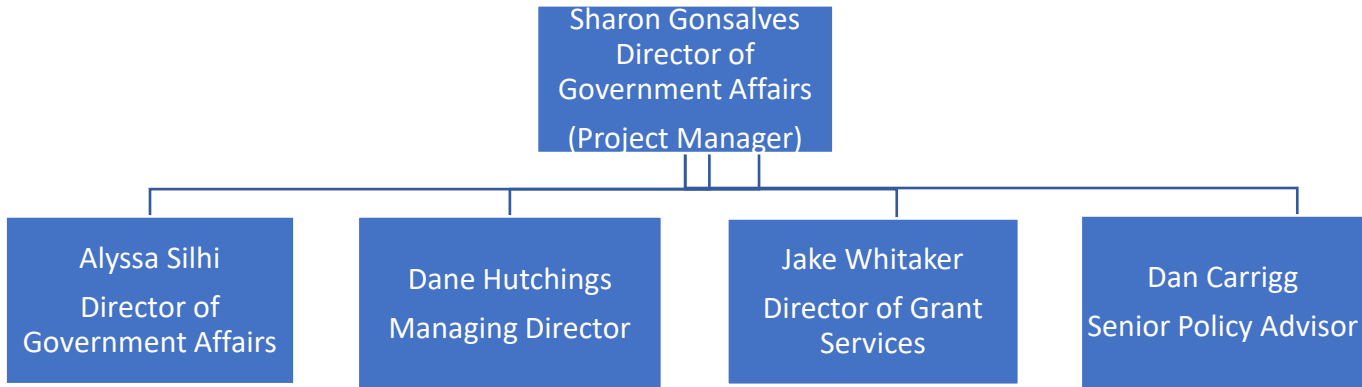
Dan offers RPPG clients a deep policy background and strong political acumen on state housing policy, including understanding the Regional Housing Needs Assessment (RHNA) process, issues affecting transit-oriented development, tax increment financing, SB 375, Cap and Trade and other policies. Dan is 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.

Organization Chart



REFERENCES

CLIENT: City of Carlsbad

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

CLIENT: City of Rancho Cucamonga

Michael Parmer, Assistant to the City Manager
(909) 774-2006, Michael.Parmer@cityofrc.us
10500 Civic Center Drive
Rancho Cucamonga, CA 91730

CLIENT: City of Bakersfield

Primary Contact: Anthony Valdez, Assistant to the City Manager
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Bakersfield, CA 93301

SCOPE OF SERVICES

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 detailed-oriented approach, RPPG can advance legislation of importance to address the challenges the City faces. Below is an enumerated list of the project scope.

- **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 Beaumont legislative and regulatory advocacy program.

PROJECT SCHEDULE

Date	Action	Deliverable/Goal
Upon Contract	Collaborate with the City’s staff to develop an annual legislative advocacy plan to guide our efforts for the remainder of the	Advocacy plan Develop target list of key

<p>award – December 2023</p>	<p>legislative session, using as an initial base the City’s Legislative Platform.</p> <p>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.</p> <p>Develop an advocacy strategy that identifies legislative champions and key stakeholders, including coordination with other municipalities and organizations with similar legislative objectives.</p>	<p>policy committee staff, the executive branch, and other key elected officials for engagement.</p>
<p>Upon Contract award – December 2023</p>	<p>Develop a clear communication plan, including a regularly scheduled conference call, along with written reports.</p> <p>Meet with staff, executive, board to establish the City’s legislative priorities.</p> <p>Devise a matrix for timely reporting of bills relevant to the City.</p>	<p>Legislative Tracking Matrix</p>
<p>Upon Contract award - December 2023</p>	<p>Develop ideas for sponsored bills and shop for authors to carry legislation on behalf of the City.</p> <p>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.</p>	<p>2024 Advocacy Plan Sponsored Legislation (2024)</p>
<p>November – January 2024</p>	<p>Identify and secure authors for sponsored legislation.</p> <p>Meet with policy and fiscal committee staff and/or Administration or Executive Branch staff to build an understanding and support for sponsored legislation.</p> <p>Review Governor’s January Budget Proposal and identify possible funding opportunities for the City.</p>	<p>Build a coalition for sponsored bills</p> <p>Draft fact sheets, background materials, talking points, and other materials as needed</p> <p>The City’s specific detailed budget analysis.</p>
<p>January – December 2024</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</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</p>

	<p>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>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>
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CONFLICTS PROCESS

Depending on a specific issue, cities will be adverse to counties, special districts or even amongst themselves. While this is something that every Sacramento-based firm must navigate, at RPPG we pride ourselves on finding ways to balance the interest of our client regardless of the issue. Should there become a time where one client takes a formal position on legislation that may conflict with another client(s) adopted position, we evaluate the nature of the conflict with each client and, if appropriate, our firm is prepared to run any conflict through the following process.

Clear and Timely Communication of the Actual or Perceived Conflict: As soon as we are aware of the potential conflict, we immediately inform client or clients.

Issue(s) Separated and Assigned to Separate Advocates: The issue or issues in question are assigned to a single RPPG lobbyist and dedicated support team.

Ethical Wall Formed: All communication with respect to legislative activity, strategy or any active direct or indirect advocacy efforts on the matter at hand are immediately “walled off” from one another until such time that the matter has resolved.

In the event that after this process has been enacted and the City is not satisfied, our firm would be open to exploring other options that may provide the City with more assurance including potentially 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 is resolved.

*****End of RFP Response*****

RENNE PUBLIC POLICY GROUP - COST PROPOSAL

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

ITEM NO.	DESCRIPTION	FEES
1	Legislative advocacy as outlined in scope of work.	\$7,500.00/monthly flat fee retainer agreement (\$90,000.00 annual)
2	Guide the City regarding submissions of state and federal grant requests and assist in preparation, submission, letters of support, and other supporting materials.	\$3,000.00/month flat fee retainer agreement (\$36,000.00 annual)
3	Other: Bundled package of legislative consulting and grant writing services (reduction of \$18,000.00 annual for bundled service offering)	\$9,000.00/month bundled service (\$108,000.00 annual)
4	As needed travel budget not to exceed \$5,000.00. Costs associated with travel include, mileage at federal per mile rate and overnight expenses if requested to attend in-person council meeting. Note: No expense shall be incurred without direct authorization from client.	\$5,000.00 annual