



ACCESS. INTEL. ACTION.

**REQUEST FOR QUALIFICATIONS NUMBER: RFQ 20-024
PROFESSIONAL LEGISLATIVE ADVOCACY**

Presented to:

Assistant City Manager's Office
City Of Carson
701 E. Carson Street
Carson, CA 90745

Presented by:

LM5 Group LLC
c/o Dr. S. Akili Duke
2785 Pacific Coast Highway #171
Torrance, CA 90505
(855) 956-5477
sa.duke@lm5group.com

CA SBE #2019385

LM5 Group

What a remarkable year it has been for City of Carson. Now, we are thrilled to have the chance to be a part of your story and partner with you as you look for State and Federal Government Advocacy Services. The LM5 Group has the specific expertise to propel the City of Carson while protecting and advocating Carson's interest, introducing City officials to key representatives and committee members to garner their support and resolving concerns. We have specific expertise monitoring and analyzing existing and proposed legislative actions throughout their development and implementation in Sacramento and Washington D.C., while advising Carson on the development or legislative positions and priorities. The LM5 Group has relationship both in the Democratic and Republican parties and our consultants/partners reflect our relationships. Our core principles are developing a COLLABORATIVE PROCESS, key POLITICAL ENGAGEMENT, and utilizing professional DISCRETION.

One of the most important strategies for success in governmental affairs is to identify emerging trends and synchronize with them. Each legislative cycle is different. The policy topics of emphasis, prevailing mindsets, and budget constraints evolve continuously. The latest status of that evolution is largely a reflection of a prior trajectory coupled with current events. In order to understand "what's next" it is necessary to understand what happened in the past. It is helpful to have an "insider's perspective".

It also requires a careful ear tuned to the chatter permeating the legislators. It also requires a precise and comprehensive understanding of the client, its history, and the history of the specific legislative request. This must then be filtered through an accurate perspective on how trends have historically evolved among lawmakers faced with similar circumstances.. We gather information and we apply our experience to a careful analysis of what is likely in the future. Most importantly, we then structure our clients' strategies to be consistent with the theme of those trends so that we harness the momentum to support our client's desired outcomes. We build our ability to spot trends into our strategies for advocacy on behalf of our clients. We synchronize our clients' interests and requests with those trends.



LM5 Group takes on a proactive approach to government relations and public affairs solutions for clients. We look for ways our clients can be part of the conversation and development of policies. We feel strongly that clients should be strategically positioned to influence the decision-making rather than reacting once decisions have been made.

With our team of experts in the areas of government relations, public policy, strategic communications and lobbying, we can successfully advocate and help influence for clients by identifying and leveraging positioning opportunities that help positively impact public opinion. The LM5 Group combines comprehensive knowledge on government relations, strategic positioning, and communications to provide a full spectrum public policy firm that promotes and protects our client interests. We service public corporations, private companies, and government entities on the federal, state, and local level. The LM5 Group's team of experts has positioned the firm to be a public policy and lobbying leader serving clients who are key players in their respective industries.

STATEMENT OF QUALIFICATIONS

One of the most important strategies for success in governmental affairs is to identify emerging trends and synchronize with them. Each legislative cycle is different. The policy topics of emphasis, prevailing mindsets, and budget constraints evolve continuously. The latest status of that evolution is largely a reflection of a prior trajectory coupled with current events. In order to understand “what’s next” it is necessary to understand what happened in the past. It is helpful to have an “insider’s perspective”. It also requires a careful ear tuned to the chatter permeating the legislators. It also requires a precise and comprehensive understanding of the client, its history, and the history of the specific legislative request. This must then be filtered through an accurate perspective on how trends have historically evolved among lawmakers faced with similar circumstances. We gather information and we apply our experience to a careful analysis of what is likely in the future. Most importantly, we then structure our clients’ strategies to be consistent with the theme of those trends so that we harness the momentum to support our client’s desired outcomes. We build our ability to spot trends into our strategies for advocacy on behalf of our clients. We synchronize our clients’ interests and requests with those trends. The LM5 Group has worked with business and organizations at varying levels of business maturity. We believe that the City of Carson has made the right decision to engage in governmental advocacy and lobbying services early in the process.

Collaborative Process

We are committed to the core value that all of our clients have access to our entire lobbying team. We work in a collaborative fashion where all of our resources are called upon as required to serve the needs of our clients. We don’t have junior associates handling our clients’ business. Our lobbyists offer high-level strategic thinking with an understanding that effective representation in Washington requires “boots on the ground.” We approach our work with the discipline of a political campaign, bringing the immediate objectives in alignment with broader defined outreach initiatives.

Political Engagement

All of our lobbyists are engaged in the business of politics. We are involved with national campaign organizations such as the Democratic National Committee, Republican National Committee, Democratic Senatorial Campaign Committee, National Republican Senatorial Committee, Democratic Congressional Campaign Committee and National Republican Congressional Committee, as well as with Congressional member organizations and caucuses. We provide senior level counsel to members of Congress and candidates for public office and we develop political outreach strategies for our clients, including PAC management and guidance on the allocation of political resources.

Discretion

We recognize that effective representation for many of our clients requires the ability to maintain strict confidentiality and discretion. And we realize that as agents to our clients,

our activities and can reflect on their reputation and brand. As such, our lobbyists are fastidious in their adherence to all disclosure and reporting requirements related to lobbying and campaign contributions and to make sure that our clients are properly advised on current laws and regulations.

About the LM5 Group

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About Ogilvy Government Relations

OGR represents leading corporations and institutions with legislative and regulatory concerns. We have expertise in the full range of policy issues debated in Washington, including energy, healthcare, transportation, financial services, technology, defense and tax policy. OGR represents dozens of large corporations and major trade associations with broad agendas. We also assist smaller companies and non-profits with very specific and target objectives. We have a proven track record of success affecting the decisions made by federal legislators and regulatory agencies. We represent domestic and foreign entities involved in CFIUS transactions and related proceedings and we often work with law firms representing our clients in litigation support. We work closely with media and public relations firms doing grassroots work, coalition building, crisis response and reputation management.

Carl Gist

For many years, Carl worked in public policy serving as a legislative staffer in the House of Representatives and Government Relations Specialist in the private sector. In both roles, he handled a portfolio of issues that included: Education, Health Care, Financial Services, Intellectual Property, Cannabis, Defense, Energy and Environment. Carl also established longtime working relationships with Committee Staff Directors, leadership and floor staff, and Members of both parties.

Moses Mercado

Moses C. Mercado has more than 27 years of experience at the highest levels of Congress, national politics and corporate lobbying. He has established an expertise in the development of public policy and managing effective public affairs campaigns.

Mercado is a premier political organizer who has designed and executed winning strategic plans for leading public officials, including President Barack Obama, Secretary John Kerry, Democratic National Committee Chairman Governor Howard Dean, General Wesley Clark, and House Democratic Leader Dick Gephardt (D-MO). At Ogilvy Government Relations, Mercado advises Fortune 100 companies, financial institutions and national trade associations on successfully navigating legislative and regulatory challenges. In particular, Mercado develops comprehensive strategic plans to stabilize crises through the coordination of legislative advocacy, coalition building, paid media, grass-roots organizing and media outreach. Moses has been recognized by *Business Week* and *The Hill* as a top Washington lobbyist and as a Washington “Power Player” by *Latino Magazine*.

Linda Mercado Greene

Linda Mercado Green career spans from serving as a political advisor, strategist, and fundraising consultant to many members of the United States Congress, to planning national events, to serving as publicist to internationally acclaimed entertainers, to representing and providing consultation to African Heads of State and other official delegations. Based in Washington, DC, she has orchestrated political victories and proudly served as Chief of Staff to The Honorable Marion Barry. Her efforts on behalf of the citizens of Washington D.C. date well back over forty-five years and have grown to include a global commitment to human rights causes across the country and the globe. Perhaps one of the most challenging moments of Linda’s personal commitment to human rights came in 1994 when she was asked to be the National Director of Fundraising for the Million Man March. As the only national senior-ranking non-Muslim female official of the cause, Linda had to bridge vast cultural differences into a cohesive movement. Amongst her many honors are the selection by *MEA Magazine* as one of the top “50 Women of Influence and Power”, one of the top 100 people to watch in 2019 by the *Hemp Connoisseur Magazine*, The Council of the District of Columbia Government’s Linda Greene Recognition Resolution for “her many years of outstanding public service and her stellar contributions to the District of Columbia”, and selected to be listed in “*National’s Who’s Who in Executives and Professionals*” and “*Who’s Who in Black Washington.*”

PROPOSED WORK PLAN

LM5 Group Actionable Items and Deliverables

1. Engage key representatives from the White House and Congress, as well as legislative staff, federal agencies, boards, commissions and other legislative bodies.
2. Propose and develop opportunities that will access funding at the policymaking level.
3. Research and identify grant funding and/or other opportunities

4. Monitor existing and proposed laws and regulations that affect the interests and priorities of the City of Carson.
5. Facilitate meetings with members of Congress, legislative and Committee staff, and federal agencies.
6. Provide assistance drafting and/or reviewing talking points, testimony, correspondence and handouts.
7. Provide logistical support and attend meetings as needed.
8. Drafting legislative language.
9. Provide timely research analysis and technical reports on existing and proposed legislation.
10. Place City of Carson officials on expert panels or before relevant House and/or Senate committees.
11. Attend meetings as requested.
12. Work with stakeholders and coalitions in support of collective objectives.
13. Draft and submit communications of official policy positions on behalf of the City of Carson.
14. Monitor and report on current events and media involving key representatives and agencies and issues of interest.
15. Provide strategic guidance and recommendations during biweekly legislative calls with City of Carson staff to assist with maximizing policy influence.
16. Submit Weekly Legislative Report when the Legislature is in session.

LM5 Group Federal Relationships

The LM5 Group has demonstrated key personnel within the various departments. These contacts have assisted us in being widely successful. Departments and committees include:

- The White House
- Office of Civil Rights
- Office of the General Counsel
- Office of Intergovernmental and Interagency Affairs
- Office of Legislation and Congressional Affairs
- Department of Transportation

- U.S. Army Corps of Engineers
- Environmental Protection Agency
- Department of Homeland Security
- Department of Commerce
- Department of Energy
- Federal Maritime Commission
- Council on Environmental Quality
- United States Trade Representative
- Democratic National Committee
- Republican National Committee
- Democratic Senatorial Campaign Committee
- National Republican Senatorial Committee
- Democratic Congressional Campaign Committee
- National Republican Congressional Committee
- Budget Office



LM5 Group, LLC
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www.LM5-Group.com

Assistant City Manager's Office
City Of Carson
701 E. Carson Street
Carson, CA 90745

September 25, 2020

Re: Company Certification and Personnel Verification

Dear Assistant City Manager:

We the undersigned, hereby authorize Dr. S.A. Duke, Partner of the LM5 Group to act on our behalf in all manners relating to our Services and Agreements with the City of Carson, including negotiating, authorizing, scheduling or canceling Services, and signing of all documents relating to these matters. Any and all acts carried out the LM5 Group on our behalf shall have the same affect as acts of our own.

This authorization is valid until further written notice from the City of Carson.

Sincerely,

Tony Lee
Partner
LM5 Group

CLIENT REFERENCE LIST

In order to more fully evaluate your background and experience for the project herein proposed, it is requested that you submit a list of references and/or similar projects completed or in progress within the last 24 months or as noted in the requirements of the RFP or IFB. Your cooperation in this matter is greatly appreciated.

Company Name: LM5 Group LLC

Number of years as a contractor in the work of this type: 2 Years As Organized CA LLC

Three projects/clients references for this type of work:

Client Name Dell

Address _____

Contact Name Cris Turner Contact Email Cris_Turner@dell.com

Contact Phone Number (703) 216-4857

Project Description Issues related to the Employment Non-Discrimination Act (ENDA), immigration, education, taxes, procurement reform, cybersecurity and small business.

Project Start Date 2/1/2014 Project End Date Ongoing

Project Amount: _____

Client Name Nike

Address 507 2nd Street, NE, Washington, DC 20002

Contact Name Jesse McCollum Contact Email Jesse.mccollum@nike.com

Contact Phone Number (202) 543-9375

Project Description Trade, Tax, Health, Sports and Privacy issues

Project Start Date 9/17/2013 Project End Date Ongoing

Project Amount: _____

Client Name SAMI Aid

Address 4320 Stevens Creek Blvd, Suite 120, San Jose, CA 95129

Contact Name Michael Smith Contact Email michaelsmith@samiaid.com

Contact Phone Number (203) 449-3176

Project Description Healthcare Governmental Consulting

Project Start Date January 2020

Project End Date Ongoing

Project Amount:

Bidder's Signature 

NOTE: If requested by the City, the bidder shall furnish a certified financial statement, references, and other information sufficiently comprehensive to permit an appraisal of his current financial condition.

CITY OF CARSON
AFFIDAVIT OF NON-COLLUSION AND NON-DISCRIMINATION

I hereby swear (or affirm) under the penalty of perjury:

That the attached proposal or bid has been arrived at by the responder independently and has been submitted without collusion with and without any agreement, understanding, or planned common course of action with any other firm or entity designed to limit fair and open competition;

That the contents of the proposal or bid response have not been communicated by the responder or its employees or agents to any person not an employee or agent of the responder and will not be communicated to any such persons prior to the official opening of the solicitation responses; and

The proposer/bidder does not and shall not discriminate, will provide equal employment practices, and will adhere to an affirmative action program to ensure that in their employment practices, persons are employed and employees are treated equally and without regard to or because of race, religion, ancestry, national origin, sex, sexual orientation, age, disability, marital status or medical condition.

I certify that the statements in this affidavit are true and accurate.



Signature

09/25/2020

Date

Dr. S.A. Duke

Printed Name

Partner

Title

DEBARMENT AND SUSPENSION CERTIFICATION

Name of Firm: LM5 Group

Acting on behalf of the above-named firm ("Consultant"), as its Authorized Official, I, the undersigned, certify as follows:

I am a duly authorized representative of ("Consultant"). Consultant certifies, to the best of its knowledge and belief, that Consultant, including its principals:

Is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency, and not does not have a proposed debarment pending;

Has not within the three-year period preceding this certification been convicted of or had a civil judgment rendered against it for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state or local) transaction, contract, or subcontract under a public transaction; for violation of federal or state antitrust statutes; or for commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements or receiving stolen property;

Is not presently indicted for or otherwise criminally or civilly charged by a governmental entity (federal, state, or local) with commission of any of the offenses enumerated in paragraph (2) above; and

Has not within the three-year period preceding this certification had one or more public transactions (federal, state or local) terminated for cause or default.

Consultant further certifies that Consultant, including its principals, is not listed on the government-wide exclusions in the System for Award Management.

Consultant acknowledges that falsely providing this certification may result in criminal prosecution or administrative sanctions, and that this certification is a required component of all proposals in response to this RFP/IFB.

A proposal that does not include a completed and signed version of this certification will be deemed incomplete and materially nonresponsive, and will not be considered.

CONSULTANT

By: 

Title: Partner

Date: 09/25/2020



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