



October 1, 2020

UPLOADED VIA PLANET BIDS AND HAND-DELIVERED

City Clerk's Office
CITY OF CARSON
701 East Carson Street
Carson, California 90745

RE: *Response to RFQ #20-023 Professional State Legislative Services*

To Whom It May Concern:

Thank you for giving our firms, Legislative Advocacy Group ("LAG") and California Advocacy LLC the opportunity to respond to the Request for Qualification for Professional State Legislative Services ("RFQ") for the City of Carson ("City").

1. **STATEMENT OF QUALIFICATIONS:** Legislative Advocacy Group and California Advocacy are full-service lobbyist firms registered with the California Secretary of State. As such, we have developed legislative advocacy practice with expertise representing private and public entities such as municipalities, healthcare providers, school districts, water districts, and regional and state agencies. We also have extensive expertise representing non-profits and labor unions. With extensive experience and a strong network of contacts, our firms work closely with State elected officials and their staff, state agencies and the Governor's office. We follow the State legislative and budgetary process to ensure our clients receive the necessary funding needed to start and complete projects.

We have a history of working on various issues such as transportation, urban parks, rezoning, brownfields, education and health care. Our team understands the issues and works closely with clients to address your needs. Successful issues management requires a strategic approach that takes each client's objectives and matches them with a realistic and unique action plan. Our team takes the time to develop a thorough understanding of your goals.

The Legislative Advocacy team is led by Francisco Leal who has decades of experience representing California public agencies as both a practicing attorney and as a legislative advocate. California Advocacy LLC is led by Marvin Pineda who has extensive experience in

engaging in legislation and the budget process . As lobbyists, Mr. Leal and Mr. Pineda have represented various cities, water and air quality agencies, school districts and healthcare providers, providing advice to clients on pending legislation that impacts public agencies, such as cannabis, redevelopment and post redevelopment, infrastructure, housing, pension reform, voting, gaming, Enhanced Infrastructure Financing Districts, zoning and transportation related matters.

Additionally, Mr. Leal and Mr. Pineda are licensed attorneys. Mr. Leal currently serves as General Counsel for the Water Replenishment District of Southern California (WRD), Bassett Unified School District and as Special Counsel for various other agencies. In his capacity as general and special counsel for his public agency clients, Mr. Leal provides unique insight into legislative/policy issues that impact public agencies.

Mr. Leal and Mr. Pineda are supported by the attorneys and staff of Leal Trejo and California Advocacy LLC, including Ms. Shewmaker who serves as the policy analyst for LAG and Jhonny Pineda who is a legislative and regulatory advocate for California Advocacy LLC. Ms. Shewmaker brings a unique insight to her position as she has been an elected official for 15 years, first serving as a school board member for the West Covina Unified School District and currently serving as a city councilmember for the City of West Covina. Jhonny Pineda recently served as Mayor and Council Member for a local government for five years. During his time as a local elected official, Jhonny served as President for the Gateway Cities Council of Government and Independent Risk Management Authority. Our collective experiences allow us to understand issues not only from a staff viewpoint, but also from the viewpoint of an elected official.

2. COMPANY CERTIFICATION AND PERSONNEL VERIFICATION: As the owner of Legislative Advocacy Group, Mr. Leal is authorized to contract on its behalf. You may contact him at:

Name: H. Francisco Leal, Owner
Address: 3767 Worsham Avenue
Long Beach, California 90808
Telephone: 213.629.9100
Email: HFL@leal-law.com

As a Partner for California Advocacy, Mr. Pineda is authorized to contract on its behalf. You may contact him at:

Name: Marvin Pineda, Partner
Address: 1107 9th St #420
Sacramento, CA 95814
Telephone: 916.869.3685
Email: Marvin@lobby-california.com

Leal Trejo, APC, of which Legislative Advocacy Group is a dba, is a corporation with good standing in the State of California.

California Advocacy is a Limited Liability Corporation with good standing in the State of California.

Should you have any questions, you can reach me at (213) 628-0808 or via e-mail at hfl@leal-law.com.

Sincerely,

LEGISLATIVE ADVOCACY GROUP



H. Francisco Leal
Lobbyist

CALIFORNIA ADVOCACY LLC



Marvin Pineda
Lobbyist

NUMBER 2 CONTINUED:

BIOGRAPHIES OF PERSONNEL TO BE ASSIGNED TO THE ENGAGEMENT



AREAS OF EXPERTISE

City Attorney
General Counsel
Brown Act Compliance
Conflict of Interest
Public Records Act
Election Law
Water Law
Environmental Compliance & Litigation
Facilities/Construction/Real Estate/Business
School Law
Joint Powers Authorities
Legislative Services

H. Francisco Leal

Managing Partner

EDUCATION:

J.D., Harvard Law School (1986)
B.A., Yale University (1983)

PROFESSIONAL EXPERIENCE:

H. Francisco Leal has decades of experience representing California public agencies as both a practicing attorney and as a legislative advocate.

Mr. Leal currently serves as General Counsel for the Water Replenishment District of Southern California (WRD), Bassett Unified School District and Special Counsel for the City of Lynwood. In his capacity as general and special counsel for his public agency clients, Mr. Leal provides day-to-day legal advice, including on issues related to the Brown Act, environmental liability and regulatory compliance, contracts, zoning, cannabis, election law, conflict of interest issues, negotiations and personnel matters. Mr. Leal also oversees all litigation matters in agencies where he serves as general counsel.

Mr. Leal also has a developed practice in legislative analysis and advocacy. He is a lobbyist registered with the California Secretary of State and provides legislative analysis, advice, and advocacy through Legislative Advocacy Group, Inc. As a lobbyist, Mr. Leal has represented various general law cities, water and air quality agencies, school districts and healthcare providers on such issues as gaming regulatory reform, funding for school construction and infrastructure projects, and zoning and transportation related matters.

Mr. Leal's experience includes serving as General Counsel to the Alhambra Unified School District, and as City Attorney for the cities of Lynwood, San Fernando, Commerce, South Pasadena, Maywood and Huntington Park. Mr. Leal previously served as Assistant Regional Counsel for the United States Environmental Protection Agency (EPA), where he handled a variety of matters related to the enforcement of the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA).

Mr. Leal previously served as the Chair of the Board of Directors for Pan American Bank, Chairman of the Board of Directors for Plaza de la Raza, a Trustee for the Mexican American Bar Association (MABA), as a Board Member for the Community Youth Gang Services Project (CYGS), the Los Angeles Center for Law & Justice, and the International Visitors Council of Los Angeles (IVCLA). He also served on Yale University's Board of Governors.

Jessica C. Shewmaker

Paralegal/Policy Analyst

EDUCATION:

Studied International Relations, Business, and Paralegal Studies

PROFESSIONAL EXPERIENCE:

Jessica C. Shewmaker has been a paralegal/policy analyst with Leal-Trejo since 2015. Prior to joining Leal-Trejo, she worked at a law firm specializing in construction defect, business, bankruptcy and real estate law.

In January 2019, Ms. Shewmaker was appointed to the West Covina City Council. Prior to the transfer of successor agencies' oversight to the county level, Ms. Shewmaker served as the Los Angeles County Office of Education's representative to the City of West Covina's Successor Agency Oversight Committee.

In November 2005, Ms. Shewmaker was elected to the West Covina Unified School District's Board of Education. She has the distinction of being the youngest elected board member in WCUSD's history. Ms. Shewmaker served multiple terms as president of the board and board clerk. She also served as one of the two West Covina School Board members on the district/city advisory committee. This committee of school board and city council members works to coordinate activities and develop solutions for the community involving the locally elected city council and school boards. She served as a board member on the Joint Board of Management for the East San Gabriel Valley Regional Occupational Program. This board is responsible for public education services, which provide practical, hands-on career preparation and career guidance to residents in seven local school districts.

In college, Ms. Shewmaker represented students while working with the California State Assembly and Senate on education issues.



AREAS OF EXPERTISE

- Litigation
- Brown Act Compliance
- Conflict of Interest
- Public Records Act
- Labor Relations Service and Employment
- Water Law
- Facilities/Construction/Real Estate/Business
- School Law
- Special Education
- Charter Schools
- Legislative Services

Marvin F. Pineda, Esq.
Partner
California Advocacy LLC



Mr. Pineda is a 15-year veteran of California legislative and political matters. His ability to create positive results for his clients make him a leading lobbyist in California. Prior to establishing California Advocacy, he was a lobbyist for Capitol Strategies Group. While at Capitol Strategies Group, he was successful in securing over \$750 million in state technology contracts and public funds for his clients and produced positive legislative and regulatory results. He is known in Sacramento for his expertise in technology, waste, labor, local government, health, gambling, cannabis, and many other issues.

If there is a problem that an entity faces, Mr. Pineda will figure out solutions that will translate into victories for his clients. In the past, Mr. Pineda also worked for the California Medical Association as a lobbyist and attorney. He also worked for the Assembly and Senate. While in law school, he was a law clerk for one of the leading insurance industries in California.

Mr. Pineda is a graduate of the University of California, Riverside and University of California, Davis School of Law, King Hall. While at Law school, he received the Witkin Award (top grade in class) for Legislative Process and Public Benefits Law. Mr. Pineda first started working in politics as part of the California Latino Caucus Legislative Fellowship. Mr. Pineda is licensed by the California State Bar to practice law.

Jhonny Pineda, MBA
Legislative and Regulatory Advocate
California Advocacy LLC



Jhonny Pineda has served as council member and mayor for the City of Huntington Park. He was voted by his colleagues from 27 cities to serve as President of Gateway Cities Council of Governments and Independent Cities Risk Management Authority. He also serves as a member of the California Contract Cities Association.

He has held positions in various industries, including Agriculture, Education, Sports, Automobiles, Banking, and our local, state, and federal government. Jhonny has worked in the California State Assembly, California State Senate, and U.S. House of Representatives. As a Legislative Aide for the U.S. House of Representatives, Jhonny helped hundreds of individuals with federal issues, including immigration, education, public safety, health care, access to affordable housing, and job security in underserved communities. Mr. Pineda has also served on the City of Huntington Park's PARC and Planning Commissions. His diverse background allows him to look at local policies from various

perspectives to decide upon the best solutions for his communities. His most recent job was with the City of Los Angeles and joined California Advocacy to work on local government issues.

Jhonny graduated from the University of Redlands with a Master's in Business Management and a B.A. in Business Administration from California State University, San Bernardino.

NUMBER 3:
COST PROPOSAL

Submitted under separate cover.

NUMBER 4:

CLIENT REFERENCE LIST

Company Name: Legislative Advocacy Group

Number of years as a contractor in the work of this type: 30 years

Three projects/clients references for this type of work:

Client Name: Water Replenishment District of Southern California

Address: 4040 Paramount Blvd., Lakewood, California

Contact Name: John Allen Contact Email: jdsa42@gmail.com

Contact Phone Number: 562.431.0967

Project Description: General Counsel (including overseeing lobbyists)

Project Start Date: 2008 Project End Date: N/A

Client Name: Upper San Gabriel Valley Water District

Address: 602 E. Huntington Drive, Suite B., Monrovia, CA, 91016

Contact Name: Charles Trevino Contact Email: cmtwater@yahoo.com

Contact Phone Number: 626.316.9211

Project Description: Lobbying/legislative services

Project Start Date: 2018 Project End Date: N/A

Client Name: City of Lynwood

Address: 11330 Bullis Road, Lynwood, California 90262

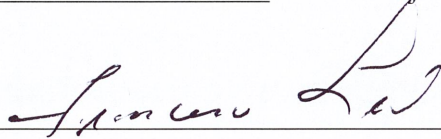
Contact Name: Jose Solache Contact Email: jlsolache@lynwood.ca.us

Contact Phone Number: 310.490.1869

Project Description: Lobbying and legislative services

Project Start Date: 2010 Project End Date: N/A

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.

NUMBER 5:

**MODIFICATION, CHANGES OR EXCEPTIONS TO THE CITY CONTRACT OF
SERVICE AGREEMENT TEMPLATE**

**EXHIBIT “B” SPECIAL REQUIREMENTS
(Superseding Contract Boilerplate)**

No exceptions requested.

NUMBER 6:

AFFIDAVIT OF NON-COLLUSION AND NON-DISCRIMINATION

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

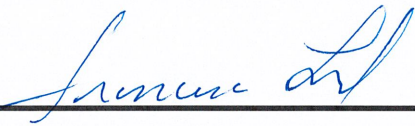
I hereby swear (or affirm) under the penalty of perjury:

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.



September 29, 2020

Signature

Date

H. Francisco Leal

Owner

Printed Name

Title

NUMBER 7:

DEBARMENT AND SUSPENSION CERTIFICATE

DEBARMENT AND SUSPENSION CERTIFICATION

Name of Firm: Leal Trejo, APC

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.

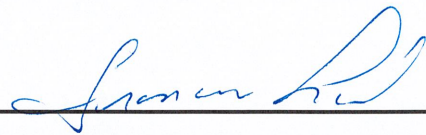
Consultant further certifies that Consultant, including its principals, is not listed on the government-wide exclusions in the System for Award Management.

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: Owner

Date: September 29, 2020