

September 29, 2020

City of Carson  
701 E. Carson Street  
Carson, CA 90745

Dear Mr. Huang,

Please accept this letter as confirmation that I, Jose Atilio Hernandez, am the Founder/President and I am certificated to submit the proposal on behalf of IDEATE California.

Thank you again for your consideration and the opportunity to work with the City of Carson. Please feel free to contact me directly at [jhernandez@ideatecal.com](mailto:jhernandez@ideatecal.com) should you have any additional questions.

Sincerely,



Jose Atilio Hernandez  
Founder / President

# José Atilio Hernández

José Atilio Hernández has worked for the past twenty-two years developing and implementing policy solutions at the local, state, and federal levels. Currently, Mr. Hernández serves as the Founder and President of **IDEATE California**, a public relations and policy management firm, and is the founder of **ideateLABS**, a non-profit policy think tank and training lab. At IDEATE, he works with a team of consultants to manage policy development for public, private, non-profit, and philanthropic clients as well as build diverse coalitions and networks.

Prior to IDEATE California, Mr. Hernández served as Director for External Affairs and Community Relations for **ConnectEd: The California Center for College and Career**. Mr. Hernandez assisted in developing ConnectEd's state-wide and federal legislative agenda as well as establishing and managing an intentionally diverse coalition of community and equity organizations, business leaders, and educational practitioners.

Mr. Hernández worked for six years in the **California State Senate** as the Director of Policy and Development for the 20<sup>th</sup> Senate District, serving as a member's consultant to the Utilities and Energy Committee, the Principal Consultant to the Senate Select Committee on College and University Admissions and Outreach, a Consultant to the Joint Committee to Develop a Master Plan to End Poverty in California and staffed the Education and Health Committees.

Mr. Hernández is currently the Board Chair of ideateLABs and the Board Chair of Pacoima Beautiful. He is a member on the California Neighborhood Through Empowerment Board. He is the former Board Chair of the California Public Utilities Commission's Low-Income Oversight Board, the former Board Chair of the Salvadoran American Leadership Educational Forum, and the former Board Chairman of Brightline Defense Project.

Mr. Hernández has provided support to the California Assembly Select Committee on the Status of Boys and Men of Color since 2012 and was recognized as an Equity Fellow by the Education Trust West in 2018.

Mr. Hernandez began his public engagement, and community-relations work at **Latino Issues Forum**, a statewide public policy and advocacy organization in San Francisco. He received his B.A. in Sociology from the University of California at Berkeley.



## Jose Atilio Hernandez

315 W. 9<sup>th</sup> Street, Suite 700  
Los Angeles, CA 90015

(818) 455-1942  
jhernandez@ideatecal.com

### *Policy Development and Implementation*

**PROFILE** Twenty-Two years of experience in developing and implementing policy solutions at local, state and federal levels, including but not limited:

- Strategic Planning
- Public Relations
- Coalition Building/Managing
- Data and Research Interpretation
- Stakeholder Support- accessing non-profit, business and government network
- Political Assessment
- Policy Development and Implementation
- Legislative Technical Support

### **EMPLOYMENT**

2010 – Present

**Founder/President**

**IDEATE California**  
Los Angeles, CA

An issue specific public relations and policy development firm focused on developing and implementing policy solutions for decision-makers in the business, non-profit, and government sectors. Areas of expertise include Education, Health, Energy, Telecommunications and Broadband, Workforce Development, and Sustainable Communities.

Manage operations, consultants, and workload. Connect clients to a state-wide network of community, business and government leaders to promote issues. Assess political viability of issues. Develop strategic plans for clients, including policy development and legislative work-plans. Develop policy proposals at local and state levels. Provide legislative technical support. Generate referrals and build relationships with clients.

*Representative Engagements:*

- Working with Good RX, The California Endowment, Liberty Hill Foundation, Unidos US, the Greater Los Angeles Area Chamber of Commerce, Communities in Schools, the Los Angeles River Corporation, TruConnect Mobile, PolicyLink, LAUSD Board offices, California State Assembly offices, California State Senate offices, United Way of Greater LA and other local non-profit policy organizations

2018 – Present

**Founder/President**

**ideateLABs**  
Los Angeles, CA

A non-profit public policy research lab focused on impact briefs, policy reports, issues assessments, analysis, and polls.

Monitor entire portfolio of work, fundraise, manage clients, oversee development of work, hire consultants, elicit proposals, manage Board expectations.

*Representative Engagements:*

- OneMain Financial, Byte, The California Endowment, James Irvine Foundation, Oportun

2006 – 2010

**Director of External Affairs      ConnectEd: The California  
Center for College and Career  
Berkeley, CA**

A multi-million non-profit organization working to promote high school improvement, by serving as a hub for education policy, practice and research. A catalyst for the growing “Linked Learning” movement throughout California and the nation.

Oversaw policy development and provided technical support for California Legislature. Ensured local practice and programmatic efforts connected to state-wide policy initiative. Supported local and statewide organizations in working on policy initiatives, including political viability. Managed Los Angeles office.

*Key Achievements*

- Established yearly policy agenda for organization focused on local, state and federal issues
- Oversaw policy discussions in Sacramento- a “Brown Bag Luncheon” series, policy working group meetings, and roundtable discussions with elected officials
- Drafted and passed legislation to support high school improvement efforts- including AB 2648 a catalyst for the linked learning movement in California
- Recruited, launched, and managed a statewide coalition of diverse stakeholders drawing from leaders in business, local communities, teachers, higher education, labor and parent groups to support high school improvement efforts
- Developed issue champions in the California Legislature, and U.S Congress to support high school reform

2001 – 2006

**Director of Policy Development      California State Senate  
Sacramento, CA**

California State Senator Richard Alarcon's capitol office representing 20<sup>th</sup> Senate district. Senator Alarcon served as Chair of the Labor and Industrial Relations, the Joint Committee to End Poverty in California, and the Select Committee on College and University Admissions and Outreach. Member of the Joint Committee to Develop a Master Plan for Education, the Energy and Utilities and Communications Committee, the Health and Human Services Committee and the Education Committee.

Developed and implemented policy priorities for the Senator. Analyzed legislative proposals and provided recommendations on legislation for the Senator's various policy committees; Energy Utilities and Communications, Health and Human Services, and Education. Served as primary consultant to College and University Committee and Ending Poverty Committee. Represented the Senator in decision-making meetings. Managed legislative aids, Senate fellows, and interns.

*Key Achievements*

- Drafted and passed numerous pieces of legislation, including Energy Efficiency programs, Pediatric Hospital Funding, Microenterprise Laws, Public Postsecondary Admissions requirements, TANF education and workforce preparation improvement, and Consumer Rights initiatives
- Secured budget funding for Higher Education, Workforce Preparation, and Human Service programs
- Held numerous informational hearings and provided policy solutions to increase underrepresented student's access to public post-secondary institutions
- Held numerous information hearings and provided policy solutions to increase the number of individuals and families achieving self-sufficiency

1998 – 2001

**Senior Analyst/Energy Specialist II**

**Latino Issues Forum**  
San Francisco, CA

A state-wide Latino public policy and advocacy organization focused on improving the quality of life for underserved and other vulnerable communities.

Managed Energy, Health and Telecommunications policy initiatives. Intervened in administrative law proceedings before the California Public Utilities Commission on behalf of underserved communities.

*Key Achievements*

- Provided substantial contribution to decisions as an Intervenor before the California Public Utilities Commission, including low-income rate assistance programs, telephonic basic services and other consumer protections
- Launched community education campaigns on energy efficiency throughout California, focused on limited English speaking communities
- Drafted and passed landmark legislation on low-income energy programs in public utility territories.
- Published reports on Energy Distribution, Public Health, and Immigration and Welfare Reform

**EDUCATION**

B.A in Sociology

**University of California at Berkeley**

**AFFILIATIONS**

- Executive Board member, Greater Los Angeles Chamber of Commerce, <https://lachamber.com/>
- NALEO, member <http://www.naleo.org>
- Board member, California Neighborhood Empowerment Through Voting
- Former Board Chair, Brightline Defense Project [www.brightlinedefense.org](http://www.brightlinedefense.org)
- Former Board Chair, Salvadoran American Leadership Educational Forum [www.salef.org](http://www.salef.org)
- Former Board Chair, Low-Income Oversight Board, California Public Utilities Commission [www.liob.org](http://www.liob.org)
- Former Board Chair, Pacoima Beautiful <http://www.pacoimabeautiful.org>
- 2018 Educational Equity Fellow, Ed Trust West <https://west.edtrust.org/press-release/ed-trust-west-launches-fellowship-elevate-key-education-thought-leaders/>

## **Serena Chin Kirk**

4612 Van Noord Avenue, Sherman Oaks, CA 91423 / (916) 806-4306 / Email: [SerenaKirk@hotmail.com](mailto:SerenaKirk@hotmail.com)

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### **PROFESSIONAL HISTORY**

#### **IDEATE California – Los Angeles, California**

*Principal Consultant (March 2014 – Current)*

- State policy, messaging and strategy development for diverse portfolio of clients including business, non-profit, philanthropy, government, youth and community based groups.
- Execution of strategic solutions for/with client(s), such as drafting of legislative bills and state budget proposals, resulting in the successful passage of a multitude of proposed laws through California Senate/Assembly and signature by state Governor.
- Leveraging and developing of high level relationships with decision makers and elected officials, such as city, local school board and legislative and administrative offices, foundation executives and directors, industry leaders and community partners.
- Management of various annual state capitol lobby days for groups such as the California Alliance of African American Educators, United Black Student Unions of California, Energy Efficiency Council, National Council of La Raza, and Journey House.
- Coordination and event planning for various high level roundtable discussions, townhalls, community forums, policy summits, legislative and informational hearings, capitol rallies and press events around the state.
- Campaigns and movements focused on issues such as lowering the voting age, foster youth college access, student hunger, youth diversion from law enforcement, suicide prevention for Native American youth, Student Bill of Rights, police/community relations, trauma informed care, digital communication/broadband access, violence reduction/victim compensation, juvenile justice, sentencing reform, financial literacy, workforce/economic development, state/national parks, urban park/green space development.
- Facilitation and coordination of multiple statewide coalitions including the Boys & Men of Color Alliance, the Brothers Sons Selves Coalition, Equity Leaders Network, Parks Now Coalition, and Beyond Foster Care.
- Leadership training and empowerment of young people and community based groups to become effective advocates influencing state government, local/city government and school district level leaders.

#### **Children's Defense Fund – California (CDF-Ca), Sacramento, California**

*Senior Policy Advocate, March 2012 – January 2014*

- Lead advocate for CDF-Ca on health policy and state budget matters influencing Legislative and Administrative offices on policy decisions pertaining to children and youth.
- Leadership role in facilitation and coordination of 100% Campaign and California Children's Coverage Coalition (consisting of six statewide organizations) political strategy and advocacy in Sacramento.
- Provide expert testimony in Legislative policy and budget committee hearings on behalf of CDF-Ca, 100% Campaign and California Children's Coverage Coalition.
- Key role working with the California Health and Human Services Agency and Department of Health Care Services on the successful implementation of transitioning nearly one million children from the Healthy Families Program to Medi-Cal.
- Engaged in the implementation of the Affordable Care Act in California, including influencing the passage of the Medi-Cal expansion, and development of the California Health Benefit Exchange.

#### **Central Coast Health Network (CCHN), Sacramento, California**

*Executive Director, December 2010 – December 2011*

- Responsible for leadership and management of non-profit organization representing and supporting six community clinics and health center (CCHC) corporations that operate more than 100 clinics, school-based and mobile unit sites, serving more than 200,000 patients (majority farm worker families) in seven counties along the central coast of California.

- Executed in-depth strategic planning session with Board of Directors, to discuss and prioritize direction and objectives of organization.
- Developed and expanded internal infrastructure, including organizational policies and procedures, revisiting bylaws, and board resolutions.
- Fiscally responsible for organization; creating and providing ongoing oversight of annual budget and finances, and seeking and securing resources through fundraising and grant writing for sustainability of organization.
- Served as Project Coordinator for multi-million dollar federal grant, providing assistance in administering and implementing Electronic Health Record (EHR) project for member CCHCs.

**California Primary Care Association (CPCA), Sacramento, California**

*Senior Policy Advocate, June 2008 – December 2010*

- Lead advocate representing California's more than 900 not-for-profit Community Clinics and Health Centers (CCHCs) regarding issues pertaining to state budget.
- Responsible for advocacy around policy issues relating to school based health centers (SBHCs) and health care workforce, as well as maintaining relationships and involvement in relevant statewide and regional coalitions.
- Leadership role in statewide engagement and mobilization of clinic leadership, doctors, providers and other clinic staff, patients and community members in efforts to provide testimony in legislative hearings, press conferences, health fairs, rallies, roundtables and community events.

**California Primary Care Association (CPCA), Sacramento, California**

*Policy Analyst, June 2007 – June 2008*

- Responsible for conducting research and analysis, as well as providing technical assistance to members and regional networks in the areas of state health care reform, SBHCs, and healthcare workforce development, including primary care recruitment and retention, and increasing diversity.
- Served as lead on grassroots advocacy, with specific success in mobilizing California clinics around national effort, "Community Health Vote" working to inform patients and staff in multiple languages about relevant health policy issues and importance of civic engagement, implementing non-partisan voter registration effort, resulting in California's clinics registering 5,000 of the more than 20,000 voters registered nationally during campaign.

**Nielsen, Merksamer, LLP, Sacramento, California**

*Legislative Assistant, April 2005 - June 2007*

- Legislative Assistant to partner in high profile political law/lobbying firm.
- Monitored and tracked legislation, keeping clients apprised of bill status and amendments, drafted extensive memos outlining discussion and action taken in policy hearings.
- Conducted legislative research, drafted background sheets on bills, as well as support/opposition letters.
- Assisted in coordinating client fundraising events for elected officials.

**RELEVANT EXPERIENCE**

**California Progressive Political Action Committee (PAC)**

*Principal & Treasurer, August 2018 - Current*

- Co-principal for state PAC committed to supporting the election of progressive statewide candidates and ensuring the passage of key progressive initiatives in California
- Co-led PAC fundraising efforts, raising approximately \$300,000 in first 6 months of launching efforts
- Working separately but closely with the California Progressive Caucus consisting of more than 25 progressive state legislators with progressive values.

**Anti-Recidivism Coalition (ARC)**

*Volunteer Mentor/Ally, January 2014 – Current*

- Develop genuine, consistent relationships with multiple formerly incarcerated youth, men and women in Los Angeles and Sacramento.
- Provide ongoing emotional support and encouragement, as well as mentoring support discussing personal healing, exploring new pathways such as community college, job training, parent and relationship support.
- Assist with access to resources, such as conducting research on legal and housing resources for young women in relationships with domestic violence, single parenthood, college and housing programs, utilizing professional network and making introductions and referrals, coordinating health clinic/insurance enrolment

**Court Appointed Special Advocate (CASA)**

*CASA Volunteer Advocate, September 2016 – September 2018*

- Served as committed advocate for individual female foster youth in Los Angeles Child Welfare System for two years helping to navigate the ever-changing world and systems of support for a neglected/abused child raised within the system for more than 10 years.
- Provided quarterly detailed court report to Edelman's Children's Court Judge, consisting of all known incidents and circumstances for foster child such as AWOLs, fights, placement transfers, and made specific requests and recommendations for foster child based on needs for health, safety, education, and relationships.
- Held Education Rights for foster child, responsible for all meetings, and decisions relating to her education.
- At least two monthly visits, taking foster girl on outings such as to the theatre and movies, to see her family for holidays, library, hikes, school shopping, college tours, monthly Children & Family Team (CFT) Meetings.

**Health Care Reform Debate: Obama Vs McCain Health Care Reform Proposals**

*Obama Surrogate, October 2008*

- Represented presidential candidate Barack Obama in UC Davis Medical School health care reform debate opposite California Assembly Member Alan Nakanishi discussing presidential candidate reform proposals.

**Democratic National Convention**

*Congressional District 5 Delegate for Presidential Candidate Barack Obama, August 2008*

- Ran successfully for district delegate for presidential candidate Barack Obama, representing Congressional District 5 (Matsui) at the Democratic National Convention in Denver, Colorado.

**Women's Roundtable on the Economy with Presidential Candidate Barack Obama**

*Participant (1 of 5), January 2008*

- Participated in nationally televised roundtable discussion with presidential candidate Barack Obama, discussing pressures working families face due to the nation's distressed economy, as well as the potential impact of proposed policy solutions.

**Sacramento for Obama – Executive Committee**

*Events Coordinator, June 2007 - November 2008*

- Served on executive committee responsible for running campaign office in Sacramento for presidential candidate Barack Obama, with specific responsibility of coordinating community events, fundraisers, rallies, voter registration drives, canvassing and phone banks.

**EDUCATION**

**Pepperdine University** – Masters of Science, Business Leadership (*current*)

**San Diego State University** – Bachelor of Arts, Communications

**Oxford University** - International Politics – Oxford, England (study abroad program)

**Tianjin University** - International Communications – Tianjin, China (study abroad program)



# Savanna Riley

230 Loma Ave, #4  
Long Beach, CA 90803  
(530) 339-0140  
Savanna@simplyr.us

## EXPERIENCE

[IDEATE California](#), Sacramento, CA — *Political Communications Consultant*  
Contracted July 2017 - Present

### Legislative Technical Support

- Daily Scheduling - Coordination of meetings/gatherings with clients and elected officials
- Town Hall Interaction coordinator- Manage logistics, web tools, such as monitoring questions in the web chat, and operates the conference call
- Town Hall Logistics - Coordinate with Legislators and their staff; Create panel guides (speaker, moderator, and audience guide); and create/distribute marketing collateral.
- Advocacy days - Identify and coordinate with individuals who will attend; Draft agenda/itinerary; Identify target legislators and set-up lobby meetings

### Oversee Communications

- Promote the mission, values, and vision of clients
- Coordinate, produce, and film live webinars
- Craft Press Releases
- Social media
- Virtual town halls
- Coordinate information including compiling and editing articles for updates, posting updates and information on our website and other communications platforms
- eloping the state and local government specific communication strategy and plan for Sacramento and LA region
- Create strategic communications support, which may include the development of audience-specific messaging,
- talking points, collateral and crisis communication plans

### Event planning

- Plan and execute fundraisers for clients in Sacramento and LA
- Connect with donors

Some of the notable organizations worked with are Communities in Schools, Fathers and Families of San Joaquin County, Los Angeles Area Chamber of Commerce, TruConnect Mobile, PolicyLink, Byte, GoodRx, The Greenlining Institute, California Endowment and Unidos US (formerly NCLR)

[Simplyr Communications](#), Sacramento, CA — *Founder*  
Incorporated February 2020

### Communications Consulting

- Expansion of business contacts via personal networking or attendance and sponsoring at events
- Copy writing and blogging for the web (internal or external sites)
- Crisis public relations strategies
- Social media promotions and responses to negative opinions online
- Write and distribute press releases
- Speech writing
- Write pitches (less formal than press releases) about a client and send them directly to journalists
- Create and execute special events designed for public outreach and media relations
- Conduct market research on the client's messaging

**Left Coast Ventures, Sacramento, CA — *Field Marketing Specialist***

February 2019 - November 2019

**Marketing**

- Participate in key community events, industry meetings, conferences, sponsorship events, customer appreciation booths, budtender trainings, and tradeshow, as a spokesperson for the company
- Managing local events, developing and driving collateral creation, digital marketing strategy and initiating customer-facing programs.
- Act as the point person for outside, inside, and brand partners by managing inventory, scheduling, planning, and executing events
- Collaborate with strategic channels (social media agencies, production agencies, brand management teams, legal, compliance, etc.) to identify key players and create new opportunities for sales and marketing
- Partner with management on all promotional programs, marketing collateral, and assets to generate leads and meet company objectives

**Social Media Campaigns**

- Assist with digital activity, social media, and brand development surrounding all marketing campaigns
- Assist marketing and sales with display activations, competitive knowledge, merchandise opportunities, advertising elements, and social postings to drive traffic

**Analytics**

- Analyze and monitor market data to determine industry trends, gaps in the market, competition, and new opportunities
- Analyze and provide actionable feedback after each event regarding sales data, competitor knowledge, consumer and non-consumer facing insights

**The Quintana Cruz Company, LLC Sacramento, CA — *Lobbyist***

November 2017 - May 2018

**Lobbying**

- Aide in managing multiple clients with particular expertise in cannabis, tribal and animal welfare policy
- Growing relationships and collaborating with various parties involved with clients' programs
- Growing and executing lobbying strategies for clients
- Ensuring clients' policies and positions are shared with government officials and appropriate parties
- Working to influence opinion leaders

**Legislative Support**

- Communicating governmental and other parties' communications and responses to team members and clients
- Researching and examining legislation and regulatory proposals
- Attending events and meetings such as congressional hearings
- Educating government officials and corporate officers
- Participating in advertising campaigns

## EDUCATION

**California State University, Sacramento — Bachelor of Arts, Communication**

September 2014 - May 2017

**Shasta Community College, Redding — Associate of Arts**

August 2012 - May 2014

# LIZETTE GENNELL SOLÓRZANO

13926 Cantlay Street Van Nuys, CA 91405  
818-429-3953 - solorzano.liz@gmail.com

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## WORK EXPERIENCE

### IDEATE California

2013-Present

#### *Executive Officer & Director of Programs*

- Oversee operations and administrative tasks, including management of all correspondence, travel coordination, time sheets and schedule maintenance.
- Organize and create timelines for program goals and benchmarks.
- Manage client projects and implementations, execution of activities and coordination.
- Assist President with managing the budget, including preparing and processing invoices and expense reports.
- Work with President to identify and execute project deliverables.
- Plan, track and coordinate legislative visits.
- Manage logistics and development of advocacy days.
- Assist in the development and management of virtual town halls.

### *ideateLABs*

2018-Present

#### *Executive Consultant Chief Operating Officer*

- Assist in staffing our multidisciplinary board members.
- Perform budget management tasks such as monitoring company performance and preparing annual budgets to meet fiscal objectives.
- Oversee the daily operations, including office management and serve as the main point of contact.
- Maintain client relationships by planning, scheduling calls with client representatives, officials, or decision makers.

## EDUCATION

### California State University Northridge

2009-2015

- Masters of Arts in Education in Multiple Subject Elementary Teacher Education 2015
    - Multiple Subject Elementary Teaching Credential
  - Bachelor of Arts, Child and Adolescent Development, 2013
    - California State University Dean's List
-

## **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: IDEATE California

Number of years as a contractor in the work of this type: 10 years

Three projects/clients references for this type of work:

Client Name The California Endowment

Address 1000 N. Alameda Street Los Angeles, CA 90012

Contact Name Castle Redmond Contact Email credmond@Calendow.org

Contact Phone Number (510) 271-4301

Project Description Provide ongoing assessment of local, state, and federal policy recommendations. Monitor CA legislation. Provide assessment of Assembly/Senate Leadership structure and opportunities. Work with partner in field to expand policy work. Develop briefing/events on pertinent issues. Connect with decision makers/stakeholders

Project Start Date November 2016 Project End Date June 2019

Project Amount: \$200K

Client Name Edison Electric Institute

Address 701 Pennsylvania Avenue, N.W. Washington, D.C. 20004-2696

Contact Name Brad Viator Contact Email BViator@eei.org

Contact Phone Number (202) 257-5394

Project Description Advise on CA and Federal issues, focus on energy impact on underserved communities. Monitor CA legislation

Project Start Date January 2018 Project End Date Present

Project Amount: \$120K

Client Name California Hispanic Chamber of Commerce

Address 1510 J Street, Suite 110 Sacramento, CA 95814

Contact Name Julian Canete Contact Email canetej@cahcc.com

Contact Phone Number (916) 444-2221

Project Description Monitor CA legislation. Advise on emerging policy issues. Connect with decision makers- legislature, governor, state agencies

Project Start Date July 2019

Project End Date Present

Project Amount: \$50K

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

Jose Atilio Hernandez

\_\_\_\_\_  
Printed Name

9/29/2020

\_\_\_\_\_  
Date

President

\_\_\_\_\_  
Title

Name of Firm: IDEATE California

Date: 9/29/2020

## Statement of Qualifications

IDEATE California is a policy development and government affairs firm operating at all levels of government throughout the State. The firm's services include strategic planning, policy development, government advocacy, issue management, political consulting, coalition building, and development of stakeholder relationships within state and local government. José Atilio Hernández, founder and president, has worked for the past twenty-two years developing and implementing policy solutions at the local, state, and federal levels. For the past 10 years, he has managed the work at IDEATE, working with a select group of clients representing government, philanthropy, non-profit, and corporate entities; as well as building diverse coalitions and networks.

### IDEATE Staff

The strength of our firm lies in the dedicated professionals who form our team. With decades of collective experience, each individual in our firm brings unique experiences, qualifications and relationships to achieve the goals of our clients.

Our staff includes:

**Jose Atilio Hernandez**- Founder and President- with 22 years of experience in the Capitol.

**Serena Kirk**- Principal Consultant- with 12 years of experience in the capitol

**Savanna Riley**- Communications Consultant -with 4 years of experience in the capitol

**Lizette Solorzano**- Executive Officer and Director of Programs- with 6 years of experience in the capitol

### IDEATE

We recognize that our clients are not just looking for “lobbying,” but rather meaningful representation, detailed analysis, access to decision-makers, effective advocacy, and overall success. As such, IDEATE is a firm that understands policy, politics, public-private partnerships, stakeholder engagement, constituent services, public opinion, state and local government, and finance. This has included but is not limited to:

- Assessing emerging policy and its impact on clients
- Developing and implementing a strategic public policy platform
- Building coalitions and partnerships with key stakeholders and decision-makers at state and local levels
- Coordinating strategic advocacy efforts at the State Capitol and/or in key legislative districts with members and/or staff
- Preparing testimony and informative briefings for one-on-one meetings, legislative hearings, press conferences and other public speaking opportunities
- Drafting written reports on all legislative activities
- Advocating on specific legislation and budget requests



## IDEATE Strategic Planning

IDEATE prides itself in successful planning and execution. As such, we work with clients to develop a complete vision and roadmap of legislative and budgetary work. We begin the process well in advance of the legislative session by connecting to offices, departments, and leadership. We combine years of policy development with political experience, including:

- Landscape analysis of Legislature
- Policy Framework Development
  - o Identifying opportunities
- Policy Analysis

We welcome the opportunity to work with the city to develop an effective strategic plan to protect Carson's interest as the Legislature continually introduces legislative proposals. As such, we can provide access to the pre-decision making as members begin drafting proposals and can ensure the city has an opportunity to engage early in the legislative process.

## IDEATE Coalition Building

In the past 10 years, IDEATE has used its unique network of philanthropy, non-profit, for profit and government clients to build coalitions and effectuate policy, including:

- **Boys and Men of Color Coalition-** for eight years worked with the California Endowment to establish and staff a statewide coalition of community advocates in coordination with the Legislature to advance the needs and interest of an impacted population— developed and passed more than 40 legislative proposals.
- **Linked Learning Coalition-** worked with the Irvine Foundation to help create a diverse set of voices to change the perception of high school as it relates to all forms of post-secondary choices—developed and authored the signature linked learning legislation as well as dozen other proposals.
- **Parks Now Coalition-** worked with the Resource Legacy Fund to create a diverse set of community voices aimed at increasing funding for poor park communities.
- Used our network of non-profits to build support for individual policy proposals in health care, energy, telecommunications and workforce

## IDEATE Governmental Affairs/Legislative Advocacy Experience

In the past 10 years we have developed, written, and advocated on numerous policy proposals including:

- **Created the groundwork for a \$500 Million investment in work based learning and Career Pathways-** Working with the Los Angeles Chamber of Commerce, developed legislation for work-based learning and worked with Senate Pro Temp and stakeholders to secure funds for work based learning in high schools and community colleges

- **Created and allocated \$5 Million for food refrigerator programs for cities – “Healthy Stores Refrigerator Grant Program”**- working with the Assembly Budget chair, crafted language aimed at addressing fresh food desserts in inner cities and developed programs serving cities throughout the state.
- **Secured \$52 Million for “Youth Reinvestment Grants” in the State Budget**- working with the Chair of Public Safety and stakeholders developed framing policy for the allocation of funds towards diversion programs.
- **Assisted in the LA River Corporation securing \$1 Billion in Federal funds**- working with stakeholders, the LA Chamber, and local LA leadership, helped secure federal funding towards the expansion of the Los Angeles River. In addition, crafted legislation on “greenways.”
- **Assisted in the creation of a statewide retirement program- CalSAVERs**- working with the Senate Pro Temp, the Treasurer, and stakeholders, helped pass legislation on a statewide retirement program.
- **Worked with the Legislature to place on the ballot (and pass) a \$4 Billion bond for parks and water**- helped establish and manage a statewide coalition of park advocates aimed at securing funding for park poor communities.
- Passed numerous legislation on energy, advanced telecommunications, public safety, finance, and career pathways.

We operate at all levels of state government and are able to access key decision-makers on any given client matter, especially when advocating for specific legislation and/or building a stakeholder coalition and thereby allowing us to advocate on behalf of Carson’s interests as necessary. In addition, we can be instrumental in improving opportunities for the City to advance public policy through the passage or defeat of legislative or budget funding proposals. We are certain that our team at IDEATE can serve as your liaison to the California Legislature and implement the City’s key legislative and budget priorities.

In Sacramento, (pre-COVID) we maintain direct relationships with the Legislature including:

- Briefings with Assembly and Senate Leaders
  - o Speaker Rendon
  - o Senate Pro-Temp Atkins
- Develop briefings with key Committee Chairs, on a myriad of issues, including but not limited to:
  - o Assemblymember Phil Ting, Chair of Budget
  - o Assemblywoman Lorena Gonzalez, Chair of Appropriations
  - o Senator Portantino, Chair of Appropriations
  - o Senator Bradford, Chair of Banking
  - o Assemblymember Gipson, Democratic Caucus Chair
  - o Assemblymember Adam Gray, Chair of Government and Organizations
  - o Senator Weiner, Housing and Transportation Chair
- Monthly meetings with the ethnic caucus staff to inform them on equity issues- Black, Latino, API, LGBT, Jewish, and Women’s Caucus and specifically with:
  - o Assemblywoman Weber, Chair of Black Caucus
  - o Senator Durazo, Chair-elect of Latino Caucus
  - o Assemblymember Chiu, Chair of API Caucus

- Staff legislative select committees, such as the Boys and Men of Color Select Committee
  - o Assemblymember E. Garcia, Chair
- Coordinate Advocacy days for clients
  - o Coordinated up to 100 legislative visits in one day (part of BMoC work)

Post COVID we continue to maintain relationships through:

- Virtual Briefings with key Committee Chairs
  - o Assist in drafting presentations and secure audience
- Virtual town halls with Committee Chairs on specific issues
  - o Work to secure panelists and manage day of operations
- Virtual briefings with staff
  - o Assist in drafting presentations and secure audience
- Virtual advocacy days for clients

Moreover, we have developed a unique legislative watch process that provides real time information to clients on pending legislation, as well as assessment of state/local executive orders, ballot measures and/or resolutions. Bills can be continuously monitored for committee action, hearing alerts and updates as well as monitoring regulatory agency activities, both proposed and adopted for compliance purposes in a variety of areas. We also provide direct access to the authors of the policy proposals.

#### Additional Services

While IDEATE's model is predicated upon education, policy assessment, building relationships, and connecting interests; we do have the ability to on-board traditional lobbying activities. (directly asking for support/opposition on specific legislation). The additional lobbying activities can constitute an additional monthly flat rate of \$3500 a month, or an hourly rate of \$175/hr.

In addition, with a unique relationship with a non-profit think tank, we can customize reports and research papers for the City of Carson in partnership with UCLA or other LA based universities. Costs of reports are based on time and scope.

#### Conclusion

Overall, our team has policy expertise in energy, advanced telecommunications, finance, public safety, housing, economic development, budget, water, revenue and taxation, and local government. Not only will we navigate the political process with a focus on the city's strategic advocacy plan, we are also able to advise on emerging policy issues as they impact local city government and help the city of Carson develop legislative positions and priorities. We also have direct working relationship with Legislative leadership and are a trusted partner with the Legislature in shaping policy and solutions; allowing us to have an advantage over traditional "lobbying" where just specific needs and interests are being pursued. This combined with our advocacy efforts would uniquely position the City of Carson.