



**Proposal for Legislative Advocacy State Only (RFQ 20-023)**  
**City of Carson**

**Renne Public Law Group, LLP [DBA Renne Public Policy Group (RPPG)]**  
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**Proposal Submittal Date: September 28, 2020**

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## Cover Letter

September 28, 2020

Sharon Landers  
City Manager  
701 E. Carson Street  
Carson, CA 90745

Dear Ms. Landers,

On behalf of Renne Public Law Group [DBA: Renne Public Policy Group (RPPG)], we are pleased to submit our proposal for state legislative advocacy services (RFQ 20-023) for the City of Carson (City).

RPLG was recently recognized by the Daily Journal as one of the twenty “Top Boutique Law Firms” in California—and we are the only firm in the group devoted primarily to serving local government. We work with our clients to form collaborative teams devoted to identifying problems, developing feasible strategies, and implementing effective solutions. Our firm delivers personal attention by seasoned personnel that many larger firms cannot.

As the partners of RPLG had worked extensively with state government and local lobbyists, we saw an opportunity to develop a more knowledge-based approach to advocacy by creating a new a full-service lobbying and consulting practice area within our firm—the Renne Public Policy Group. We have brought in a former legislative staffer and seasoned legislative advocate, Sharon Gonsalves and one of the League of California Cities’ (LCC) top lobbyists, Dane Hutchings —pairing them with a team of Policy and Strategic Advisors made up of senior RPLG lawyers, municipal policy experts and senior local government officials. Most notably, former LCC, Deputy Executive and Legislative Director, Dan Carrigg.

The halls of the California’s State 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, RPPG recognizes that advocating for the interests of public agencies requires, policy expertise, active engagement and multi-pronged actions which includes monitoring pending legislation, developing legislative proposals, negotiating amendments, and, when necessary, a coordinated public affairs campaign. These tactics form the foundation for an effective legislative advocacy strategy.

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

The recent COVID-19 global pandemic has caused uncertainty for vital areas of local government funding and has also fundamentally shifted the way that legislative advocates must engage to effectively represent their clients. Simply put, public agencies 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’s so

important that the City of Carson partners with a firm that can provide a uniquely tailored wraparound service approach with its strengths rooted in transportation, housing, local funding policy, decades of political and process expertise, as well as a true passion for local government. As you will see in this proposal, all of us at RPLG and RPPG have devoted our careers to supporting local government and improving communities across California.

Thank you for your time and consideration in reviewing our proposal. We are hopeful that we can partner with City of Carson and serve as your voice in Sacramento.

Sharon Gonsalves, RPPG's Director of Government Affairs will act as the Project Manager and primary contact for this proposal. Sharon may be reached at (916) 974-9270 and is located at 1100 11<sup>th</sup> Street, Suite 200-231, Sacramento, CA. As the founding partner of our firm, Jon Holtzman has the authority to negotiate on behalf of and bind the firm in an agreement. Jon may be reached at (415) 848-7200 and is located at 350 Sansome Street, Suite 300, San Francisco, CA.

Regards,



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



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

CC: Donesia Gause-Aldana, MMC, City Clerk

Firm Certification and Personnel Verification



**RPPG**  
Renne Public Policy Group  
*A Division of Renne Public Law Group®*

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Sacramento, CA 95814  
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### **Company Certification and Personnel Verification**

The Renne Public Policy Group (RPPG), is the state legislative advocacy practice area of the Renne Public Law Group, LLP. While we operate under a different brand, we are one firm working together seamlessly to provide complete wraparound services for our clients. Our firm has two office locations:

**Renne Public Policy Group**  
**1100 11<sup>th</sup> Street, Suite 200-231,**  
**Sacramento, CA**

**Renne Public Law Group**  
**350 Sansome Street, Suite 300,**  
**San Francisco, CA**

#### **Proposed Staff**

The proposed team for the City of Carson shall include:

- Sharon Gonsalves, Director of Government Affairs (Registered Lobbyist, State of California)
- Dane Hutchings, Managing Director of Government Affairs (Registered Lobbyist, State of California)

Under the direction of the Project Manager, RPPG proposes the following team of Policy and Strategic Advisors for the City of Carson's state legislative consulting and lobbying services team:

- Dan Carrigg, former League of California Cities Deputy Executive and Legislative Director
- Lori Liu, RPLG Senior Attorney, Policy and Technical Advisor
- Bruce Rudd, retired City of Fresno, City Manager and Transportation Director
- Itzel Becerra, Legislative and Grants Assistant

Specific personnel qualifications for the RPPG team can be found in the "Proposed Team" section of this proposal.

Sharon Gonsalves, RPPG's Director of Government Affairs will act as the Project Manager and primary contact for this proposal. Sharon may be reached at (916) 974-9270. As the Founding Partner of our firm, I, Jon Holtzman, have the authority to negotiate on behalf of and bind the firm in an agreement. I attest that our firm is in good standing with the California Secretary State.

Jon V. Holtzman  
Founding Partner  
Renne Public Law Group, LLP  
DBA Renne Public Policy Group (RPPG)

Proposed Team



## **Sharon Gonsalves, Director of Government Affairs—City of Carson Project Manager**



RPPG proposes that Sharon Gonsalves, a registered lobbyist with the State of California serve as Project Manager and primary contact for City of Carson. In this capacity, Sharon will direct the City's legislative focus and priorities. She 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 the City in all applicable legislative policy committees, regulatory boards and commissions and working directly with the Southern California legislative delegations and office of the Governor. Sharon, with assistance from RPPG legislative and advisory staff, will conduct legislative review, analysis, and technical expertise in all policy areas important to City of Carson in order to provide full policy and political counsel.

As project lead, Sharon will ensure transparent communications and information sharing with City staff. Sharon's approach and established relationships have proven successful in both advancing beneficial legislative efforts as well as stopping legislation detrimental to clients.

### **APPLICABLE EXPERIENCE: AT A GLANCE**

- 15 years of Legislative Advocacy and Capitol Staff Experience
- Strong Policy Background in Natural Resources, Housing and Transportation
- Proven Success in Navigating State Budget Process

### **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.

Spending nearly a decade working in both houses of the State Legislature, Sharon has a unique understanding and experience in navigating the State's complex budget process. 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 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 SB 1, the Road Repair and Accountability Act of 2017, which increased transportation funding and instituted some much-needed reforms. SB 1 provided the first significant, stable, and on-going increase in state transportation funding in more than two decades. 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 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. Sharon has helped secure millions of dollars for critical infrastructure and public safety improvements. She has also worked with Congressional and federal agency officials to advance the funding priorities of her clients.

In her work advocating for local governments, Sharon has built excellent relationships with key Legislators and staff from the transportation committees as well as at the California Transportation Commission. Those relationships have proven to be helpful in the pursuit of funding from the Active Transportation Program (ATP), State Transportation Improvement Program (STIP), State Highway Operation and Protection Program (SHOPP) and Local Partnership Program (LPP). Sharon has also worked closely with a wide variety of communities, to access SB 2 planning funds from the Department of Housing and Community Development (HCD).

#### **Dane Hutchings— City of Carson Secondary Contact**



RPPG proposes that Dane Hutchings, a registered lobbyist with the State of California, serve as a legislative advocate and secondary contact for City of Carson. In this capacity, Dane 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. Dane will also, review and track legislation, provide analysis and leverage his 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 a Decade of Legislative Advocacy and Public Affairs Expertise
- Former Federal Policy Liaison and Lobbyist, League of California Cities
- Strong Council Relations Background
- Proven Background in Coalition Building
- Strong Relationships with Key Legislative, Administrative and Executive Officials

#### **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 areas 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 transportation, environmental, public safety, infrastructure, and housing

policy. In conjunction with the National League of Cities, Dane advocated for increased funding for State CDBG 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 dozens of individual city councils across California 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.

### **RPPG Strategic Advisors**

With 2,000 or more pieces of legislation introduced by the California legislature each year, it is critical that our clients have a complete understanding of the potential impacts that these measures may have on their agencies or businesses. Our Policy Advisors are a dedicated 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 City of Carson's Policy and Legislative Advisor. Under the direction of the Project Manager, Dan will analyze and draft legislation and 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 and tenacity, 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.

#### **Lori Liu—Technical and Policy Advisor**



RPPG proposes that Lori Liu, Senior Associate (RPLG), former Brisbane City Council member and Mayor serve as Policy and Strategic Advisor to the City. As directed by the Project Manager, Lori will provide technical and policy expertise on land use, environmental and other major policy issues identified by the City. Specifically, Lori will review legislation, draft legislation and/or amendments to current legislation, assist in drafting regulatory comment letters, and make available information on any legal precedent that will complement City of Carson's legislative strategy.

### **APPLICABLE EXPERIENCE: AT A GLANCE**

- Senior Attorney with Renne Public Law Group
- Policy Expert in Housing, Land Use and Environmental Quality
- Former City Councilmember and Mayor

### **More About Lori:**

Identified as a “Woman of Power” by San Francisco Magazine, Lori Liu possesses the unique skills of an experienced attorney and passionate public servant. Lori’s insight as a former elected official and subject matter expert in areas of housing and environmental policy brings a unique value-add to the RPPG advocacy team. Lori worked on addressing housing and environmental cleanup issues on the Brisbane Baylands, a 660-acre site that presents both opportunities and challenges in terms of development and required environmental remediation. During her term as Mayor in 2017, Lori worked closely with the State Legislature and the City Council in balancing the regional needs for housing with the City’s desire for local control.

As a graduate of [Emerge California](#), Lori participated in a prestigious program that trains Democratic women to run for public office as part of a national movement to address the under-representation of women in elected office at the local, state, and federal level. Today, over 100 Emerge California alumnae serve in elected or appointed office in the State of California, including Lieutenant Governor Eleni Kounalakis, State Board of Equalization Chair Malia Cohen, Assemblymember Rebecca Bauer-Kahan, San Francisco Mayor London Breed, Oakland Mayor Libby Schaaf, San Luis Obispo Mayor Heidi Harmon, San Diego City Attorney Mara Elliott, Sunnyvale Vice Mayor Nancy Smith, and many more.

Lori was an elected delegate for the California Democratic Party (AD 22) from 2014-2016 and has continued her service as an appointed delegate from 2017-2018 as well as 2019-2020.

### **Bruce Rudd— Grants and Strategic Advisor**



RPPG proposes that Bruce Rudd serve as Grants and Strategic Advisor for the City of Carson. Under the direction of the Project Manager, Bruce will assist in reviewing the various budget proposals (governors January budget, May Revise, budget subcommittees etc.) to identify viable General Fund and/or grant fund opportunities for the City. Bruce will also leverage his federal contacts to explore potential federal grant opportunities and support the City’s broader advocacy efforts for increased transportation funding.

### **APPLICABLE EXPERIENCE: AT A GLANCE**

- Decades of State and Federal Grant Writing and Administration Expertise
- 40+ Years of Regional and State Transportation Policy Expertise
- Rich History in Environmental, Land Use and Infrastructure Policy

### **More About Bruce:**

Bruce Rudd recently retired from the City of Fresno after 42 years of public service that culminated with his appointment by Mayor Ashley Swearingin to the position of City Manager in June 2013. The

City of Fresno is unique when compared to other cities of its size in that public transportation and airports departments are also managed and operated by the City.

Prior to joining the City Manager's Office in 2005, Bruce served as Fresno's Director Transportation (1998-2005); and as such, possesses an extensive background and understanding of State and Federal transportation programs and grants. One of his responsibilities as an Assistant City Manager was to oversee the City's Public Works, Transportation and Airport Departments, which he continued to do as City Manager. Bruce was also intimately involved in the developing Fresno County's transportation sales tax program (Measure C), which has been used to improve a variety of transportation programs, including the expansion of the region's freeway system by leveraging local transportation revenues with other funding sources including, but not limited to State Transportation Improvement Program (STIP) and the State Highway Operations and Protection Program (SHOPP).

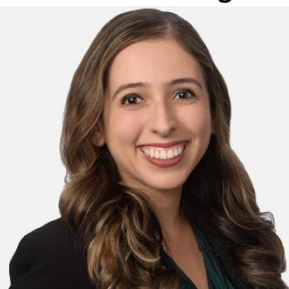
Bruce represented the City of Fresno on the County of Fresno Council of Government's (CFCOG) Policy Advisory Council and advised the Mayor and other policy makers on transportation projects and/or issues involving CFCOG, the Fresno County Transportation Authority, CalTrans, and the California High Speed Rail Authority. One of Bruce's final assignments was to assume responsibility for ensuring that Fresno's \$53 million Bus Rapid Transit (BRT) project was successfully completed.

During his career, Bruce has been responsible for writing and/or administering a variety of federal, state, and local grant programs that have been successfully used to fund a variety of capital investment. Bruce's intimate understanding of municipal government also provides a unique insight as to how different revenue can be used to provide meet local match requirements, which at times, can prove to be a significant challenge for public agencies with limited resources.

The following are recent examples of grant applications and programs that Bruce has been involved in securing:

Grant Name	Award Amount
Disadvantaged Communities Grant (TCC/ State of California)	\$100 million
Bus Rapid Transit (Federal New Start Program)	\$50 million
Fulton Street reconstruction Project (Federal TIGER Program)	\$20 million

#### **Itzel Becerra— Legislative Assistant**



RPPG proposes that Itzel Becerra, serve as Legislative and Grant Assistant for the City of Carson. Under direction from the Project Manager, Itzel will attend all necessary public hearings and meetings in and around the Capitol as necessary to advance the interests of the City. She will track relevant legislation and amendments for the City and monitor all relevant legislative hearings. Additionally, Itzel will organize calls and meetings with the City, Legislators and legislative staff, the Governor's Administration, and other stakeholders. She will also draft and provide position letters, briefs, and updates in a timely manner. Itzel will also work with the City's staff to ensure all Fair Political Practices Commission (FPPC) quarterly filings are processed.

### APPLICABLE EXPERIENCE: AT A GLANCE

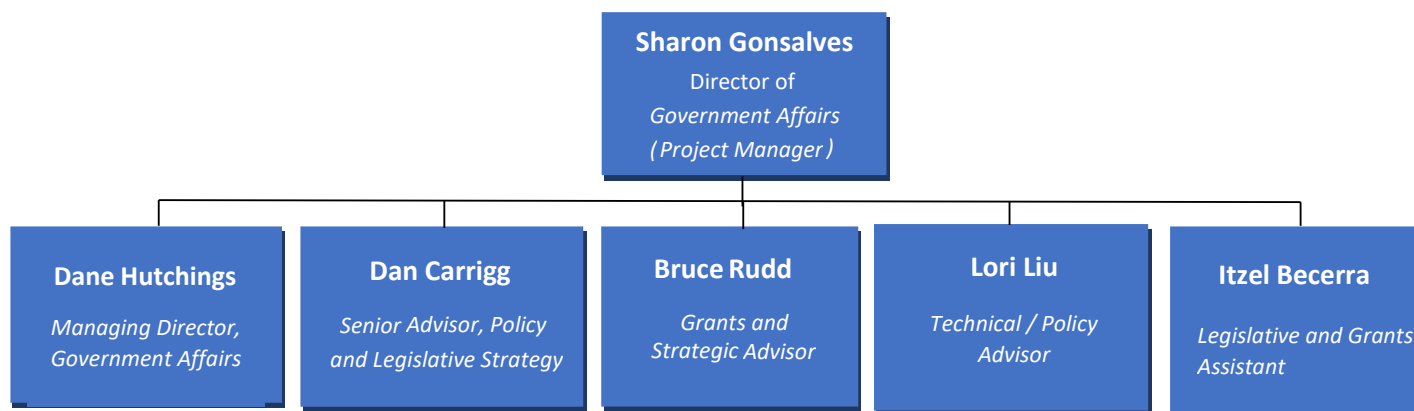
- Local Government Association Experience
- State Legislative Process Experience

### More About Itzel:

Prior to joining RPPG, Itzel most recently worked for the California Special Districts Association (CSDA) as a Professional Development Assistant. There she worked directly with CSDA member agencies to connect them with educational resources and trainings. In addition, she oversaw registration for all association events and manage the promotion of upcoming events. Prior, she served as a Public Affairs Intern with CSDA, where she assisted the Advocacy and Public Affairs team tracking legislation, conducting research, and drafting articles for the association's weekly electronic newsletter. Itzel also contributed to CSDA's public outreach campaign "Districts Make the Difference."

Itzel gained knowledge and experience of the California legislative process while participating in the Sacramento Semester Program. Offered through CSU's Department of Political Science, the program allows students to immerse themselves in California politics. As Legislative intern for Assembly Member Kevin McCarty (D, Sacramento), Itzel staffed measures and executed various legislative duties during her tenure.

### RPPG Proposed State Legislative Advocacy and Advisory Team (Organizational Chart)



## Statement of Qualifications



**RPPG**  
Renne Public Policy Group  
*A Division of Renne Public Law Group®*

### **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 determinantal 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.

As detailed in the section above, *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) politics is an environment that rewards tenacity and hard work. As we have seen in 2020, policy proposals can move rapidly, often with little notice or transparency. The RPPG team’s decades of experience provides a unique understanding of the political process. We stay in 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.

However, in this era of uncertainty and confusion stemmed by the COVID-19 pandemic, advocates must stay vigilant in representing their clients. The “halls” of the Capitol remained empty throughout the last nights of the legislative session. Depending on where the State is on COVID-19 response, this trend may continue into 2021. This is important to highlight as City of Carson considers what type of firm, they want looking out for their interests.

Building and strengthening alliances are also vital. We will ensure your interests are represented by forming coalitions with like-minded interest groups, including other local governments and important stakeholders, as needed. We also will utilize our close working relationships with a variety of local government organizations, business groups and labor to help the City meet its legislative needs and further its interests. In short, there is simply no substitution for hard work in our business.

### **Demonstrated Skills**

The core of RPPG’s model is to advocate for the best interest of California local government agencies. Our team of legislative advocates, municipal law attorneys, retired/ former city elected officials and staff possess decades of local government advocacy expertise.

Collectively, the RPPG team and Advisors have represented advocated and/or advised local agencies in policy issues including but not limited to:

- Transportation and infrastructure legislation and funding
- Land use, housing, planning, zoning
- Grant fund identification, preparations, and advocacy
- Privacy, technology, and consumer protection issues
- Public sector labor, employment, contracting and operations.
- Police reform and community engagement



- Environmental and energy policy including, water, clean air, CEQA, inverse condemnation
- District-based elections and other election related issues
- The Brown Act, the California Public Records Act, sunshine legislation, and other laws governing local government decision-making.

Below are narrative examples directly attributed to Sharon and Dane over the past three years advancing the interest of local government. In accordance with the RFP requirements each reference that we believe will speak to our team's approach, tenacity, and political acumen are listed in the "Client Reference List" document located in the appendix section of this proposal.

Examples include but are not limited to:

**Client: East Contra Costa Fire Protection District**

**(Demonstrated Skills: Legislative Advocacy, Amendment Negotiations, Advancing Priority Legislation)**

**Senate Bill 1044 (Allen) Firefighting Equipment and Foam: PFAS chemicals (2019/20 Legislative Session)**

Sponsored by the California Professional Firefighters (CPF), this measure would prohibit the sale and use of perfluoroalkyl and polyfluoroalkyl substances (PFAS) by 2022. PFAS is found in firefighting foam and has been linked to an increased risk of cancer, liver disease, and a host of other problems. Firefighters face a heightened risk, as does the public as they can be exposed when returning to a scorched area where PFAS was used. However, at present, alternative firefighting foams have not been proven effective specifically to combat refinery fires. For East Contra Costa Fire Protection District, this was a major concern given that four out of the 5 Bay Area Refineries are located in the District's service area. The District needs to be able to respond and fight refinery fires quickly before the situation gets significantly more dangerous to the public.

On behalf of her client, Sharon worked with the author's office, Sponsor and supporters to walk them through the narrow concerns which allowed for certain exceptions and pushed the implementation date to allow the District to look into alternative methods. These amendments will allow the District to determine the effectiveness and cost of alternative foam options.

As of September 27, 2020, all opposition to the measure has been removed and the bill is on Governor Newsom's desk pending signature.

**ACA 11 (Mullin) The Home Protection for Seniors, Severely Disabled, Families, and Victims of Wildfire or Natural Disasters Act (2019/20 Legislative Session)**

This measure provides an approach to ensuring funding for fire protection and local government revenues are protected, while allowing for flexibility and reform in property tax formulas. If approved by the voters, the "Home Protection for Seniors, Severely Disabled, Families, Wildfire and Natural Disasters Act," would allow property tax base year value transfers for replacement properties without regard to the replacement property's location or value, and limits or repeals the parent-child, grandparent-grandchild exclusion from change in ownership. Sharon worked with proponents to broker amendments that specifically allocate funding for fire protection districts. Unlike other ballot measure that have targeted Proposition 13, ACA 11 had bi-partisan support and would generate

significant long-term revenue to historically underfunded fire districts, like East Contra Costa Fire Protection District. This measure passed both houses and will be on the 2020 ballot as Proposition 19.

**Client: City of Turlock**

*(Demonstrated Skills: Administrative Agency Advocacy, Coalition Building, Advancing Priority Legislation)*

**Senate Bill 5 (De León) Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access for All Act (Act) of 2018 (2017/18 Legislative Session)**

Senate Bill 5 passed with overwhelming support on the 2018 ballot as Proposition 68. Sharon advocated for funding for multiple public agency clients for the operation and maintenance of existing parks. Most municipalities could not afford the maintenance of their existing parks let alone apply for funding for a brand-new park. Proposition 68 was the first park bond to include Per Capita funding, proving a direct allocation to local governments for improvements to existing parks.

On behalf of her client, the City of Turlock, Sharon successfully advocated for the inclusion of \$30 million for the Stanislaus Regional Water Authority's Regional Surface Water Supply Project that will diversify the region's reliance on groundwater. This project is a partnership between the Cities of Turlock and Ceres and the Turlock Irrigation District. Following the passage of Proposition 68, Sharon worked with Assemblymember Heath Flora and the Administration on distribution and timing of the funding.

**Client: City of Redwood City**

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

**AB 2553 (Ting) Shelter Crisis (2019-2020 Legislative Session)**

AB 2553 is a statewide expansion of a limited pilot program (AB 932, Chapter 786, Statutes of 2017) set to expire that would allow all local agencies upon the declaration of a shelter crisis build temporary shelters for their homelessness population. At introduction, the measure was very limited—simply expanding the current program statewide and did not address concerns specific to Redwood City's community needs. In response, Dane was successful in working with the Author's office to expand the measure to include language that permits 24 hour "safe parking" programs for cars and recreational vehicles on land owned or leased by the city without the risk of creating a tenant/landlord relationship. Dane also worked directly with the Assembly and Senate Housing committee staff as well as the Republican Caucus and the Newsom Administration to garner bipartisan support to include an urgency clause in order for the legislation to take effect immediately upon the Governor signing the bill.

Given the issue was so critical to Redwood City and the surrounding community, Dane worked with City staff to engage the community—drafting template "request for signature" letters for different constituencies who were supportive of the bill. These included specific sample letters for local businesses, homeless rights advocates, and community activists. On September 25, AB 2553 was signed by Governor Newsom.

**Client: League of California Cities**

*(Demonstrated Skills: Legislative and Executive Advocacy, Coalition Building, Strategic Communications, Stopping Troublesome Legislation)*

**Assembly Bill 1250 (Jones-Sawyer) Local Agency Contracting (2017/18 Legislative Session)**

This measure would have placed a de facto ban on all local government service contracting (including residential curbside waste hauling, operational support, public works, code enforcement, non-profit work, etc.) by placing a means test for public sector contracting that would make it virtually impossible for private contractors to adhere to. Additionally, the measure would have allowed for private rights of action, required untold amounts of financial and data disclosures, reporting, and posting requirements for all local agencies. Dane utilized the “inside-outside” approach—working tirelessly to build the broad-based opposition coalition, drafted op-eds placed in local and statewide media outlets, engaged in live radio-broadcasted debates in major media markets.

Simultaneously, Dane worked with legislative committee consultants, worked directly with both Assembly and Senate leadership and organized a series of legislative advocacy days—all to drive both public and legislative awareness about the impacts of the bill and to provide the needed political cover for lawmakers to make the right decision. Prior to leaving the Assembly Floor, AB 1250 was amended to exempt all cities from its provisions. The measure later failed to move in the Senate.

**Relationships**

Relationships are central to every outcome in government affairs, and none more so than direct relationships with Legislators, policy committee consultants, administrative leaders, and the Governor’s office. It is no secret that some of the most aggressive policies being pushed statewide in areas of transportation, housing, homelessness, and land use come from a contingent of Bay Area lawmakers. It’s important that the City of Carson partner with a firm that has strong ties not only with Southern California lawmakers, but those Bay Area legislators and the Administration that continue to advance these policies. The RPPG team is confident in our deep and personal relationships with an overwhelming majority of legislative offices, policy committee consultants as well as with members of the Governor’s Administration. These relationships have been established not only through our firm’s partners, who have deep ties to the Newsom Administration dating back to when the Governor served in local government—but through each of our team members direct work with legislators and staff. These relationships are established over time and built upon a strong reputation of being hard working and honest policy brokers.

With her history working both inside and out of the Capitol, Sharon has built a strong network of reliable legislative, regulatory, and administrative contacts. Between RPPG’s current clients and our combined experience working with virtually every legislative office while at the League of California Cities, both Dane and Dan have established and maintained strong working relationships with most legislative offices in the Capitol including key legislative committee staff, consultants and administration officials. Collectively, our team utilizes our specific networks to advance the interest of our clients.

It will be important to identify those critical legislative members, policy committee consultants and department/agency leads to meet with on a regular basis. Waiting until an issue is present to build a relationship typically means you are too late, which is why the RPPG team will create a list of

individuals to meet with early. Additionally, it will also be critical that the City Council are provided the resources, information, and tools to develop their own relationship with state elected officials. Having these relationships is vital to success at the critical moment a vote on a controversial bill takes place.

### **Workplan**

Our team's wide breadth of experience with local governments, coupled with our extensive network of strong relationships with key legislators, staff, and local government organizations, positions RPPG well to represent City of Carson. Under this proposal, our services include but are not limited to:

- **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 will also present to the City of Carson's City Council meetings to provide legislative updates as requested.
- **Relationship Building:** Continue fostering 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 throughout the year.
- **Legislative Review and Tracking:** Track and analyze proposed, amended legislation, and regulations along with providing advocacy on the legislation of interest to the City and any state budget issues impacting the organization.
- **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 2021-2022 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 State Association of Counties, California Special District's Association 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.
- **Assist in Modifying and Further Developing City of Carson's State Legislative Platform:** Having clear objectives is key to identifying potential threats, effectuating change, and achieving success. RPPG will work with the City to develop clear legislative and funding priorities using City of Carson's Legislative Policy Guidelines. This will serve as the foundation for direction given to RPPG to engage on specific policies.
- **Document Creation and Review:** Consult and develop strategic documents, position letters, and background papers for the City to ensure its voice is consistently heard by policymakers and stakeholders.

**END OF RFP RESPONSE**

**Appendix- Client Reference List, Affidavit of Non-Collusion and Non-Discrimination, and  
Debarment and Suspension Certificate Beginning on Next Page. In Accordance with Exhibit C,  
Proposed Pricing has Been Submitted Separately**



## **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:** Renne Public Law Group, LLP [DBA Renne Public Policy Group (RPPG)]

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

Sharon Gonsalves 5 years (contract lobbyist) 10 years (Legislative staff, California State Assembly and Senate).

Dane Hutchings 10 years (registered lobbyist) 2 years, (Legislative analyst and support).

### **Four projects/client(s) reference for this type of work:**

1) Reference for: Sharon Gonsalves

Client Name City of Turlock

Address: 156 S Broadway #230, Turlock, CA 95380

Contact Name: Toby Wells

Contact Email Twells@turlock.ca.us

Contact Phone Number (209) 668-5540

Project Description: State legislative advocacy

Project Start Date 2015

Project End Date 2020

Project Amount: \$5,000 per month retainer agreement

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2) Reference for: Sharon Gonsalves

Client Name East Contra Costa Fire Protection District

Address: 150 City Park Way #1335, Brentwood, CA 94513

Contact Name Brian Helmick, Fire Chief

Contact Email: bhelmick@eccfpd.org

Contact Phone Number: (925) 634-3400

Project Description: State legislative advocacy

Project Start Date: 2017

Project End Date: 2020

Project Amount: \$5,000 per month retainer agreement

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3) Reference for: Dane Hutchings

Client Name City of Redwood City

Address: 1017 Middlefield Rd, Redwood City, CA 94063

Contact Name Alex Khojikian, Assistant City Manager

Contact Email akhojikian@redwoodcity.org

Contact Phone Number (650) 780-7301

Project Description: State legislative advocacy

Project Start Date: 2019

Project End Date: Ongoing work

Project Amount: \$6,000.00 per month retainer agreement

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4) Reference for: Dane Hutchings

Client Name League of California Cities

Address: 1400 K St, Sacramento, CA 95814

Sacramento Contact Name: Jason Rhine

Contact Email Jrhine@cacities.org

Contact Phone Number (916) 606-2458

LA County Contact Name: Kristine Guerrero

Contact Email KGuerrero@cacities.org

Contact Phone Number (714) 944-4023

Project Description: State legislative advocacy

Project Start Date 2015

Project End Date 2019

Project Amount: Range from \$7,500.00- \$10,000 Per month retainer agreement (for contract work)

Bidder's Signature



Sharon Gonsalves

Bidder's Signature



Dane Hutchings

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.

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

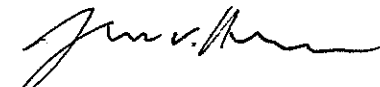
I hereby swear (or affirm) under the penalty of perjury:

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

09/28/20

Date



Printed Name

Managing Partner

Title



## DEBARMENT AND SUSPENSION CERTIFICATION

Name of Firm: Renne Public Law Group, LLP [DBA Renne Public Policy Group (RPPG)]

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.

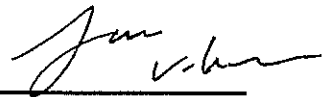
Consultant further certifies that Consultant, including its principals, is not listed on the government-wide exclusions in the System for Award Management.

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: Jonathan Holtzman



Title: Managing Partner

Date: 09/28/20