



PROPOSAL

LEGISLATIVE ADVOCACY – STATE ONLY, RFQ 20-023

City of Carson

Submitted by:
Dean Florez, Senator, Ret.
CEO, Founder
Balance Public Relations, Inc.
1401 N. Broadway
Los Angeles, CA 90012



September 25, 2020

Sander Huang
Purchasing Manager
City of Carson
701 East Carson Street
Carson, CA 90745

Dear Mr. Huang:

Thank you for the opportunity to submit our qualifications to provide professional legislative advocacy services (RFQ 20-023).

We at Balance Public Relations, Inc. (BPR) are thrilled at the prospect of seeking legislative and administrative support at the California State Capitol and for the City of Carson.

As CEO, I plan to personally work on representing the City of Carson at the state level. I have over three decades of advocacy experience in different capacities, including serving in both the California Assembly and State Senate, where I rose to the California Senate Majority Leader.

My relationships in Sacramento are high level. I work directly with legislators, not staff, which many other lobby firms rely on. Having served in both chambers of the California legislature, I understand how to get things done, while interacting with various stakeholders in Sacramento and throughout the state.

In Sacramento, I have established close relationships in the Governor's office and have many of my former staff members from when I was in the Assembly and Senate serving in regulatory positions throughout the government. I frequently interact with regulators to solve problems and to advocate for municipalities. Currently, I represent a rural city, Delano, and I would like to represent an urban city like Carson to round out my legislative advocacy for municipalities. I don't take on many cities as clients, and if Balance Public Relations is selected to provide advocacy for the City of Carson, I will commit to not working for another urban city.

I have also been successful in bringing grant money to municipalities. For the City of Delano, I have helped secure a grant to remove trichloropropane contaminants from city water wells and have brought in money to design and construct an aquatic center. I have also worked on relocating Delano's municipal airport, in coordination with the FAA. This particular task went through Congress and the White House. In addition, I assisted the City of Delano in refinancing a loan from the State Revolving Loan Fund, which represented a savings of close to \$1 million. With

my background in public finance, I look for opportunities to increase revenue and to save money for my clients.

While I'm local to Southern California, I travel to Sacramento three days per week when the legislature is in session. I can easily be available in Carson or in Sacramento to counsel and consult. Much of my work is between Sacramento and Los Angeles County, I can easily travel to Carson to meet with staff and council in person.

I'm confident that my expertise will complement the team in Carson. I have worked previously with Mayor Albert Robles. My firm, Balance Public Relations, not only wants to meet Carson's expectations in state and federal advocacy, we will strive to exceed those expectations.

A handwritten signature in black ink, reading "Dean Florez". The signature is fluid and cursive, with the first name "Dean" and last name "Florez" clearly distinguishable.

Dean Florez | President, CEO

[Balance Public Relations, Inc.](#)



STATEMENT OF QUALIFICATIONS

Why BPR?

Mr. Florez has close relationships with members of the legislature and goes to them first for legislative advocacy instead of approaching staff like other lobby firms do. In addition, Mr. Florez has developed close ties to the Governor's office that he interacts with frequently. Former staff members from when Mr. Florez served in the legislature are now in regulatory positions throughout the California government, so he can reach out to them directly on a variety of issues.

When the legislature is in session, Mr. Florez is in Sacramento three days per week, and he also is based in Southern California, which makes him available to travel to Carson.

Balance Public Relations (BPR) has a record of bringing grant dollars to municipalities and positioning them to access opportunities to obtain additional funds.

BPR has successfully represented firms and municipalities in both Sacramento and in Washington, D.C. Mr. Florez has served with many members of the California Congressional Delegation from his service in the State Assembly and State Senate, including having forged a relationship with House Minority Leader Kevin McCarthy.

Strategy Development

BPR will work collaboratively with the City of Carson staff to develop a comprehensive strategy to advocate for the guiding principles and policies of the City of Carson. This will include a full-scale lobbying effort before the State Legislature, the Governor's Administration, and pertinent regulatory agencies. We anticipate several in person meetings with the City of Carson staff soon to determine the goals and objectives for the 2020-21 legislative session. We are prepared to begin those policy and strategy meetings in October 2020 with agenda and timeframe development to begin via conference call immediately.

Legislative Advocacy

BPR will work with the City of Carson to arrange and attend meetings with key legislative and administrative policy makers. This will include, but not be limited to, the chairs of the Senate and Assembly Local Government Committees, committee consultants, legislative leadership, constitutional officers, and agency and department heads. We will arrange meet and greets with every new member of the Legislature as well as those targeted incumbents with which the City of Carson would like to have a closer working relationship.

BPR will represent the City of Carson before legislative committees, and floor sessions. We will draft position letters, testify in committees, prepare and coach City representatives to testify in committees and monitor all newly introduced and amended legislation. BPR will send the City of

Carson a weekly matrix of all tracked bills which will be organized by priority and will include bills on which the City of Carson has taken active positions. We are also prepared to sponsor legislation on the City of Carson's behalf which will include finding an author, advising and assisting staff in drafting legislation, recommending a political course of action and implementing lobbying strategies to push those sponsored bills through the process.

BPR will identify, analyze, track and monitor legislation and regulatory proposals related to local government potentially affecting the City of Carson. As part of this service, we will work with the City of Carson's staff to develop a matrix to track each bill of interest. A coordinated approach will be developed so the weekly legislative matrix is provided in a format that meets the needs and expectations of the City of Carson.

BPR recommends that our team have a weekly conference call in order to check in and share information on legislative and regulatory activities, updates on political and policy changes and any follow up that needs to occur.

Regulatory Advocacy

BPR will facilitate meetings with the City of Carson and the various regulatory agencies and staff and immediately begin advocating on key issues, such as (ISSUE), should it be passed by the state legislature.

Strategic Partnerships

BPR will act as a direct liaison with the legislative advocates and other strategic partners of the City of Carson. BPR will attend weekly Government Affairs meeting, legislative planning meetings and Lobby Days as required. BPR will foster and participate in coalition building activities among the stakeholder groups that have an interest in (ISSUE).

Membership Support

BPR will regularly consult with the City of Carson's Mayor and staff, who in turn will consult with the City of Carson's President and Chairperson of the Legislative Affairs Committee (LAC), with further consultation with BPR as necessary, on issues as they evolve. This activity would also involve assisting staff and the Chairperson of the LAC to organize LAC meetings.

BPR will participate in the City of Carson's City Council meetings and assist the City of Carson staff in organizing the City of Carson's annual Lobby Day.

In conjunction with the City of Carson staff, BPR will provide the City of Carson staff and councilmembers with legislative information and advocacy tools in electronic and other formats.

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: Balance Public Relations, Inc.

Number of years as a contractor in the work of this type: 5 + years

Three projects/clients references for this type of work:

Client Name City of Delano
Address 1015 11th Avenue, Delano, CA 93215
Contact Name Maribel Reyna Contact Email mreyna@cityofdelano.org
Contact Phone Number 661-720-2222, 661-720-2269
Project Description Trichloropropane contaminant removal plant for 3 city water wells - \$5million grant; Design and construction of aquatic center - \$2.6 million from CA Land and Water Conservation Fund; Municipal Airport Relocation, coordination with FAA; refinance state revolving loan
Project Start Date Feb. 2018 Project End Date June 2020
Project Amount: Total \$19.6 million (to city)

Client Name California Society of Industrial Surgery and Medicine
Address 300 West McArthur Blvd., Suite 600, Santa Ana, CA 92704
Contact Name Gabor Vari, M.D. Contact Email gvari@calmedeval.com
Contact Phone Number 888-853-7944
Project Description Lobbying on behalf of physicians treating and evaluating injured workers throughout California.
Project Start Date May 2018 Project End Date Ongoing
Project Amount: \$120,000/year

Client Name HopSkipDrive
Address 1320 East 7th St., Suite 200, Los Angeles, CA 90021
Contact Name Joanna McFarland Contact Email joanna@hopskipdrive.com

Contact Phone Number 213-268-4801


Project Description Provide legislative advocacy to HopSkipDrive, a transportation based co. in Los Angeles, project involves tracking and introducing bills. At federal level, Mr. Florez is working with

Senators Harris and Feinstein on the CERTS Act of 2020.

Project Start Date January 2020

Project End Date Present

Project Amount: \$6,500/mo.

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.

DEAN FLOREZ

(213) 623-7900 ♦ dean@balancebpr.com

SUMMARY

Harvard MBA with three plus decades of experience and public service in politics, policy, and government relations. Served four terms in the California State Legislature as a Senator and Assembly member, rising to the rank of Senate Majority Leader. Expertise in environmental and farm worker justice, agriculture, and navigating startups and established businesses through the maze of regulatory frameworks.

EXPERIENCE

Balance Public Relations and Strategic Solutions, Inc., Los Angeles, California

CEO/Owner, *March 2015 - present*

Founded a government and public relations firm, specializing in information technology, impact driven startups, procurement processes, water politics and policy. BPR's strategy is based on market and political assessments established through relationships at the local, state and federal level that have led to successful policy outcomes for its clients.

California Air Resource Board (CARB)

Board Director, *February 2016 - present*

Currently serving as a California Senate appointed board member, representing environmental justice communities within the state's regulatory clean air agency. CARB is a department inside the cabinet-level California Environment Protection Agency, a leading institution in addressing climate change, air pollution, and the establishment of the world's most successful cap and trade program.

Latina Legacy Foundation

Co-founder, *2015 – present*

Co-founder of Latina Legacy Foundation with Faith Florez. The non-profit was created to address social justice issues in Latino and farm worker communities with software applications.

20 Million Minds Foundation, Los Angeles, California

President/CEO

March 2009-February 2012

Directed organization that focuses on innovation in higher education. Reduced obstacles associated with higher education in the U.S. with access to free and affordable textbooks.

California State Senate

Senator, 16th District

December 2002 – November 2010

State Senator, representing 16th Senate District. Served as Majority Leader from Dec. 2008 – Nov. 2010. Responsible for managing the daily business of the Senate Floor and the legislative

agenda. Served as chair of the following standing committees: Banking, Finance & International Trade; Governmental Organization; and Food and Agriculture. Served as chair of the Senate Select Committee on the Smart Grid, which addressed billing practices associated with PG&E's "smart-meter program" while advocating for more transparency for the state's largest utility. Authored a series of ground breaking anti-pollution laws focused on the San Joaquin Valley's dirty air. Fought to protect Valley residents and workers from harmful pesticide exposure and to hold farms accountable for air pollution. Held oversight and investigative hearings uncovering millions in taxpayer funded waste and incompetent practices in state government.

California State Assembly

Assembly member, 30th Assembly District

December 1998 – December 2002

State Assembly member, representing 30th Assembly District. Served as chair of the Agriculture and the Water, Parks and Wildlife committees. Chaired the Select Committee on Agricultural Imports and Exports, as well as Budget Subcommittee #5 – Transportation. Chaired the Joint Legislative Audit Committee and held a series of unprecedented investigatory hearing into the state's contracting practices and activities. Recovered \$95 million for the state through hearings into Oracle software contract. Authored bill to ban dangerous wooden bench seating on vans that transport farmworkers.

Option Consulting Group

President/CEO

1995 - 1998

Directed a municipal financial advisory firm specializing in bond restructuring, debt analysis, and economic development planning.

Office of Senator Art Torres, California State Senate

Budget Consultant

1988 – 1991

Analyzed Senate Budget and Fiscal Review Committee issues.

California State Senate Fellowship

1987 – 1988

Participated in one of the most distinguished service-learning programs in the state.

EDUCATION AND CREDENTIALS

Harvard Business School

MBA, 1993

University of California, Los Angeles

Bachelor of Arts, Political Science, 1987

Student Body President, 1986-87