Alcalde & Fay Government & Public Affairs Consultants

ALCALDE & FAY

PROPOSAL TO PERFORM

FEDERAL LEGISLATIVE ADVOCACY SERVICES FOR CONTRA COSTA COUNTY, CALIFORNIA

> IN RESPONSE TO REQUEST FOR QUALIFICATIONS NUMBER 1902-328

> > APRIL 19, 2019



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COVER LETTER

Alcalde & Fay

GOVERNMENT & PUBLIC AFFAIRS CONSULTANTS

April 18, 2019

Federal Legislative Advocacy Services RFQ #1902-328 Contra Costa County, County Administrator's Office 651 Pine Street, 10th floor Martinez, CA 94553

Dear Mr. Twa:

Thank you for offering us the opportunity to submit the enclosed response to Contra Costa County's Request for Qualifications (No. 1902-328) for Federal Legislative Advocacy Services. Alcalde & Fay has been privileged to provide federal legislative advocacy services on behalf of the County for 18 years and values your patronage, the prestige it brings to our firm, and the strong working relationship we have enjoyed with the County.

With a proven record of effectiveness on your behalf, we are uniquely qualified to provide the County governmental representation and consulting services. We are, of course, familiar with the scope of work identified by the County in the RFQ, have worked on much of it in the past, and accept all conditions and requirements contained in the RFQ. If selected to continue representing the County, our team would continue our commitment to excellence in managing your advocacy efforts – from assisting with the development of, and implementing your federal legislative agenda, to providing you with the agility to respond quickly and effectively to new developments and opportunities as they arise in the dynamic milieu of our nation's capital.

Alcalde & Fay is a governmental relations and public affairs firm headquartered in Arlington, Virginia, a short distance from the nation's Capital. Hector Alcalde founded the firm 46 years ago, in 1973, and incorporated it in the Commonwealth of Virginia on August 6, 1974. Mr. Alcalde serves as the Chairman, Kevin Fay is the Vice Chairman and CEO, and Nancy Prowitt is the firm's President & Chief Operating Officer. Alcalde & Fay is an employee-owned, minority (Hispanic) controlled firm, organized as a C corporation under the Internal Revenue Code (Federal Tax Identification Number: 52-0996647). We are in good standing in the State of Virginia and Washington D.C. and we possess all the required permits, certifications, approvals and authorizations to perform our obligations under this RFQ.

I am authorized to make binding representations on behalf of Alcalde & Fay, and would be happy to address any questions you might have regarding our service and the provisions of this proposal. My contact information is:

> Paul Schlesinger, Partner Alcalde & Fay 2111 Wilson Boulevard, 8th Floor Arlington, VA 22201 (703) 841-0626 (phone) <u>Schlesinger@alcalde-fay.com</u>

Please don't hesitate to contact me if I can provide additional information.

Sincerely, Paul Schlesinger

Partner

Responder's Qualifications and Experience

Alcalde & Fay has been privileged to represent Contra Costa County since 2001. We have enjoyed a long and productive relationship, and together have addressed a significant number of challenges that have faced the County over the years. We value our relationship and the history that we have built together, and appreciate this opportunity to re-affirm our commitment to serve the County with vigor and enthusiasm for its issues, and with the dogged persistence required to achieve its objectives.

Recognized as a bipartisan company, Alcalde & Fay's partners and personnel are drawn from both political parties and have among them close working relationships with many key legislators and staff on both sides of the aisle in the Senate and the House, as well as in the ranks of political appointees and senior career staff in many of the federal agencies of greatest interest to public entities such as Contra Costa County. Our partners include a former Member of Congress, senior staff from Capitol Hill, and three Presidential appointees. Also included among the partners and associates are those with backgrounds in public relations, journalism, marketing, and the practice of law.

Alcalde & Fay has built a reputation for effective public policy representation on behalf of numerous public entities ranging in size from the City of Treasure Island, Florida (population of about 7,000), to Miami-Dade County and the City of Dallas, as well as many corporations, coalitions, and trade associations. Of our 54 current clients, 44 are from the public sector and 10 are private entities. We work diligently on behalf of all these clients to help facilitate their priority programs and projects and assist on national issues in which they are interested, through federal authorizing and appropriations legislation, federal and foundation grants, and the administrative rulemaking process. We have also been able to assist clients by working with them to navigate the federal labyrinth and clear up bureaucratic obstacles and misunderstandings that have stood in the way of their objectives.

Our range of expertise is broad and substantial – from environment and water resources to transportation and infrastructure projects, to those related to law enforcement and emergency services; health and social services; community and economic development; workforce development; and of course navigation, flood control and habitat restoration projects, among others. We have found this breadth of expertise to be a great benefit to all our clients, particularly in exploring funding opportunities outside their regular funding streams.

In testimony of our abilities, Alcalde & Fay was named as one of the "Top 10 Most Influential Lobbying Firms" in the country in a recent report that reviewed over 3,500 Washington lobbying firms in existence as of September 2014. The report, "Factors of InfluenceTM Data-Driven Assessment of Lobbying Excellence," was developed by the Graduate School of Political Management at George Washington University in partnership with Lobbyists.info, a division of Columbia Books, Inc.

The Center for Public Integrity characterized Alcalde & Fay as one of "Washington's biggest bats" in the transportation line-up, based on our expertise and experience.

At Alcalde & Fay, we enjoy extensive experience in representing a range of California governmental entities. In addition to our long-term efforts on behalf of Contra Costa (18 years), we have, at various times, provided general representation to six other California counties. Our relationship with some of

these clients spans over two decades. We have also served four cities, three transportation districts, three ports, two school districts, a water agency, and a community college located in California. As a result, we are steeped in California issues, engaged with most of the State's Congressional delegation, and over the years have been able to work with clients to obtain over \$1 billion in federal funding for a range of California projects.

As a consequence of our extensive background representing local governments in California and around the country, including our ongoing representation of Contra Costa County, we have built a strong track record on a broad range of federal funding and policy issues, as we hope our work with the County these past 18 years has amply demonstrated. Our partners and associates have developed specialty areas of expertise, enabling the firm to address the full breadth of federal legislative programs on behalf of our clients. We are prepared to continue monitoring key issues affecting the County and informing your staff of significant legislative developments as they occur.

To offer you some guidance as to the rate of return the County might expect from your investment in us, we reviewed the historical records of public clients served by Paul Schlesinger, who would continue to lead our Contra Costa client team. During his tenure at Alcalde & Fay, he has chaired 14 public client teams. His track record is strong. His clients have invested about \$13.54 million in retainer payments to the firm and received nearly \$1.95 billion in federal assistance. So, every dollar invested by Paul's clients has resulted in an average return of \$144 to the client. Of course, different clients may seek different types of federal assistance, and we might anticipate that some objectives are more likely to yield greater rates of return. Thus, while we can't promise such a return for any one prospective client, we can document that this is the "historic" rate of return for public clients served by Alcalde & Fay teams headed by Paul.

Clearly, with such an impressive track record, it can safely be said that Paul (whose background on Capitol Hill focused on public infrastructure including programs and projects related to water resources and transportation, the environment, and economic development) has developed a broad expertise in assisting public clients in meeting a range of needs that extends well beyond the public works domain. We simply would not be able to generate the rate of return stated above without having wide-ranging expertise and experience in virtually all areas of interest to local government agencies.

We believe the team at Alcalde & Fay offers unparalleled experience in helping municipalities address critical and strategic issues, from infrastructure and environmental projects to community and social services and the full range of programs generally supported by a county. For over 45 years, Alcalde & Fay has successfully managed issues and represented a broad range of clients before the United States Congress and the executive branch. The firm has built a distinguished reputation of effective public policy representation on behalf of numerous municipal governments, as well as a myriad of corporations including those in the transportation, environmental, communications, health care, energy, and defense industries.

At Alcalde & Fay, we are well aware of virtually all of the County's interests and initiatives with regard to the federal government and, indeed, have helped develop and implement strategies being utilized to try and address these issues. Alcalde & Fay meets each of the qualifications outlined by Contra Costa in its RFQ. We have extensive experience in developing legislation related to your priorities, and indeed have 18 years of experience working on your behalf, as well as over 45 years of experience in representing public bodies before Congress. Our familiarity with the laws and regulations that govern environmental restoration, water supply, flood protection, wastewater treatment, and recycled water initiatives have enabled us to be effective in developing a track record of success on behalf of Contra Costa and other clients.

We have been pleased to assist Contra Costa County in advancing several Army Corps projects over the years, and secured federal assistance that has helped the County meet its goals in several other areas of government, as well. We have also been the County's interface in Washington on its single most important objective; protecting the Delta and opposing shifting proposals (popular throughout much of the State) to construct tunnels that would facilitate the movement of water from the Delta to other parts of the State.

Over the years, we have helped the County secure more than \$133 million in funding from the Army Corps for various maintenance dredging, channel deepening, flood control, and other projects. Among these is the clean-up of an abandoned mercury mine from a formerly moribund and obscure program at the Army Corps. Language secured in the Statement of Managers accompanying an Army Corps reauthorization bill called out this single project and instructed the Corps to give it priority consideration when allocating funds from the program. We then worked to secure funding for the project and ongoing appropriations so that monies will be in place when we're ready to draw them down.

With regard to the tunnels, we have helped coordinate the County's efforts in Washington with those of the other Delta counties, working with their lobbyists and congressional delegations to protect against any federal funding or administrative shortcuts for the project, and to help assure that the various involved federal agencies are all understanding of the positions of Contra Costa and the other Delta counties.

Other needs we have helped the County meet through federal assistance include funding for a countywide police communications system, a youth literacy program, a library at a juvenile jail, a major highway, a bike trail, a program combatting methamphetamine use, assisting children exposed to domestic violence, and through a federal grant; funds for a reintegration and recidivism reduction program.

This record could only have been achieved through working closely not just with our outstanding congressional delegation, but with senior committee members, including those of the Senate and House Appropriations Committees, and their staffs, as well. On two different occasions we were pleased to arrange visits to the County by the then-Chairman of the House Appropriations Subcommittee on Energy and Water Development, which has jurisdiction over funding for the Army Corps of Engineers, as well as a visit from the Chairman of the House Committee on Transportation & Infrastructure. In each case, these important congressional leaders toured our projects, learned first-hand of their importance, and went on to help assist us in meeting our needs.

KEY PERSONNEL – QUALIFICATIONS AND EXPERIENCE

To ensure effective representation on behalf of Contra Costa, we will continue to employ a team approach. As with any good organization, our greatest strength, and your best assurance of our successful service on behalf of the County, resides in the team that we assembled to represent your interests in Washington. Client teams are comprised of individuals selected among the firm's partners and associates to complement each other's experience and expertise in various issue areas of significance to the particular entity. The objectives of Contra Costa County have been paired with the skills and experience of the firm's partners and associates to maximize the likelihood of success in implementing your federal legislative agenda. The County will have the assurance that the Team Leader and designated Primary Contact, Paul Schlesinger, will always provide timely and appropriate attention to the goals of the County for the duration of the contractual period. The Client Team will include: *Paul Schlesinger, Kevin Fay, Anne Cullather, Perrin Badini and Dana Nottingham.*

At Alcalde & Fay, we are not so small that you are not adequately served during busy times or times of crisis. And we are not so large that we trot out senior partners to attract your business, who you then never see again. The Contra Costa client team will always know every aspect of your federal agenda. Each of the team members will devote as much time as required to achieve the County's legislative goals and will be available on a 24-hour basis when necessary. Although different members of the client team may work with Paul on various projects, each of the team members will be knowledgeable about the County's issues. Furthermore, every partner or associate in the firm will be available on an as-needed basis that may involve a particular Member of Congress or legislative issue. At Alcalde & Fay, the entire firm will continue to view itself as Contra Costa County's Washington office, part of your staff, and every one of us will be available to be called upon to assist you as needed.

The following are profiles of the County's proposed client team. The profiles provide a description of each client team member's qualifications, credentials and relevant experience, along with their role as part of the client team. Each of these individuals has substantial experience in representing public bodies. Each can be reached at our offices (2111 Wilson Boulevard, 8th Floor, Arlington, Virginia 22201) and via phone (703-841-0626) or fax (703-243-2874). The individual e-mail address for each team member is included with their profile, below.

Paul Schlesinger, Partner

Email: Schlesinger@alcalde-fay.com

Paul Schlesinger is a specialist in transportation and public infrastructure issues and has over 25 years of experience representing numerous communities and special purpose districts around the country. Paul joined Alcalde & Fay in 1991, after serving Congress in a variety of high-profile positions. Before joining the firm, Paul served for four years on the staff of a senior House Member in the California delegation, followed by seven years on the staff of the House Subcommittee on Highways and Transit, and finally three years as Staff Director of the full House Committee on Transportation and Infrastructure, which has jurisdiction over programs and projects under the management of agencies including the Army Corps of Engineers, the Environmental Protection Agency (Clean Water Act and some aspects of the Clean Air Act), the Federal Aviation Administration, the General Services Administration, and others. He worked extensively on the

drafting and implementation of three transportation reauthorization laws, two Army Corps reauthorization laws, the Americans with Disabilities Act, Clean Air Act Amendments, and various other public laws. This work engendered within Paul an interest and expertise in these issues which remain strong today.

And the respect Paul gained throughout the public works policy-making arena during his years on the Hill remains unabated.

At Alcalde & Fay, Paul chairs our public client division and counts among his clients eight public entities, most of which have infrastructure, water, and environmental issues with which we assist. Toward this end, he has had the opportunity to continue many long-term relationships on the Hill, at federal agencies, and among his colleagues in organizations around Washington, while working extensively on behalf of his public interest clientele.

Paul is a graduate of the University of Maryland with a degree in Government and Politics, and continued his graduate studies there in Public Administration and Public Policy Analysis. He was initiated into the Phi Kappa Phi and Pi Sigma Alpha (for the study of political science) honor societies.

Role: Mr. Schlesinger will continue to serve as Team Leader and will manage everyday client team operations. He will be the primary voice for the County on Capitol Hill and at the various Federal agencies.

Kevin Fay, Vice Chairman and CEO Email: Fay@alcalde-fay.com

Kevin J. Fay is an internationally recognized specialist on environmental and energy issues with particular emphasis on governmental policies involving the atmosphere and climate. Mr. Fay has twice been recognized by the Environmental Protection Agency for leadership in global environmental protection. He has also served in a management capacity for public affairs programs for major trade associations. Kevin joined the firm in 1982 and serves as its Vice Chairman and CEO.

Kevin has a current and active interest in climate change issues and has been recognized as an authority within this complex and dynamic milieu. He was active in the legislative process that led to the 1990 Clean Air Act Amendments and has served as an industry representative on U.S. delegations dealing with these issues at international negotiations. A trained media spokesperson, Mr. Fay has appeared on numerous television and radio shows, including ABC's "Nightline" and CNN's "Crossfire."

Active in civic affairs, Mr. Fay has served on the Board of Visitors of the University of Virginia, the Board of the Fairfax County Park Authority, and on the Board of Governors of Bishop O'Connell High School in Arlington, Virginia. In recognition of his service to the community, Mr. Fay was honored as a recipient of the prestigious Lord Fairfax award. The Fairfax County Board of Supervisors presents this award each year for distinguished contributions to the community. He has also been honored as a recipient of the Catholic Schools Business Partnership award from

the Catholic Business Network of Northern Virginia. He was named by the McLean Times and Providence Journal as its Citizen of the Year.

He is a member of the Virginia State Bar. He received his J.D. from American University in Washington DC and is an honors graduate from the University of Virginia.

Role: Mr. Fay will support all issues managed by the Team Leader on an as-needed basis.

Anne Cullather, Partner

Email: Cullather@alcalde-fay.com

When Anne Cullather joined Alcalde & Fay in 2009, she brought with her 32 years of experience in business, public policy and advocacy. She currently supports the firm's clients on a range of issues, including telecommunications, social services, water resources, energy, the environment and transportation. Anne also serves as Director of Grant Services for the firm, managing grantseeking initiatives on behalf of our clients. Before joining the firm, Anne worked as an executive in the telecommunications industry, where she led state and federal government relations initiatives, working with Federal, state, and local legislative bodies and executive agencies. Prior to her career in telecommunications, Anne served as Director of Congressional Affairs for a nationwide trade association, focusing primarily on appropriations. She subsequently joined a lobbying firm where she represented colleges and universities.

Anne started her government relations career on Capitol Hill, where she served as a legislative assistant for a senior Congressman from Connecticut. After spending her formative years in Virginia and Pennsylvania, she graduated from Dickinson College with a B.A. in Political Science.

Role: Ms. Cullather will support all issues managed by the Team Leader, particularly those related to social services and telecommunications. She will also coordinate all grant services.

Perrin Badini, Senior Associate

Email: Badini@alcalde-fay.com

Perrin Badini has more than a decade of experience working on behalf of many of Alcalde & Fay's municipal, education, and private sector clients on a broad range of issues including transportation, water resources, economic development, public safety, and infrastructure. Mr. Badini has been effective in helping public clients secure millions of dollars in Federal funding for projects ranging from road improvements, flood damage mitigation and technology for law enforcement personnel to environmental initiatives, poverty reduction programs and city-wide "Green" programs. In his capacity working with some of our private sector clients, he has organized both large and small fundraising and charity events across the country.

Prior to joining the firm in 2007, Mr. Badini worked for a prominent political media firm that specialized in research, planning and placement of political ads, including many for high profile federal candidates. During this time, Mr. Badini managed the coordination and distribution of campaign finances to media outlets across the country and worked closely with media buyers to ensure the proper placement of campaign ads was achieved.

A native of New Orleans, Louisiana, Mr. Badini holds a bachelor's degree in Political Science from Louisiana State University, Baton Rouge.

Role: Mr. Badini will support all issues managed by the Team Leader, particularly those related to transportation and infrastructure.

Dana Nottingham, Associate

Email: Nottingham@alcalde-fay.com

Dana Nottingham provides both legislative and research support to several of the firm's public and private sector clients. In this capacity, Ms. Nottingham assists on a wide range of issue areas, utilizing her research skills, as well as drafting legislative updates and reports.

Prior to joining the firm in 2018, Ms. Nottingham served as a legislative intern in the offices of Congressman Jared Polis of Colorado, and was a post-graduate intern with the McCain Institute for International Leadership. While at the McCain Institute, she focused on anti-trafficking research and action, a continuation of her work initiated while a student at Texas Christian University. There, she assisted on a Department of Justice-funded project collecting, classifying, and providing analysis on all federally prosecuted trafficking cases in the United States since 2000.

Ms. Nottingham graduated from Texas Christian University with a bachelor's degree in Political Science, and with a minor in Spanish, graduating Cum Laude.

Role: Ms. Nottingham will conduct legislative research and provide administrative and logistical support for the Team.

DESCRIPTION OF THE PROPOSED SERVICES

Alcalde & Fay well understands the needs of the County and is prepared to perform the scope of work described in the RFQ, providing a full spectrum of federal governmental relations services. Alcalde & Fay meets each of the seven minimum qualifications outlined in the RFQ. We have been engaged for well over five years in providing Federal legislative advocacy to numerous local governments, including many county governments across the country and many public entities within California. As requested by the RFQ, we have elsewhere provided representative samples of our relationships with the County's congressional delegation as well with other congressional staff and executive branch officials. To the best of our knowledge, Alcalde & Fay does not have any actual or potential conflicts of interest in providing the proposed services to Contra Costa County.

It is important to note here that, as a firm representing the interests of many local government agencies, our mechanisms are in place to help monitor, and impact, issues that are of likely concern to you. Every partner and associate who works on behalf of similar clients gathers regularly to compare notes by discussing successes they have enjoyed that others might find helpful, sharing contacts on the Hill and in agencies who they have found to be particularly informative, and keeping one another apprised of bills and regulatory activities that might be of interest to all or many of our public clients.

We are very familiar with the comprehensive requirements identified by the County, as they reflect the fundamental components of our lobbying business. Alcalde & Fay has the experience and expertise to address your requirements, interests, and needs. From strategy development and implementation, to access, advocacy and communication, we can continue our aggressive program on your behalf, helping to assure the County achieves its priority objectives and secures the funding you require.

Our approach for providing the services requested by Contra Costa County includes:

- Continuous communication with you and those in government we wish to influence;
- Clear identification of objectives and funding requirements;
- Disciplined analysis of appropriations and authorization bills;
- Strategic and tactical use of your resources/personnel to amplify advocacy;
- Development of strategy that fits into the agenda of Congress and the Executive Branch agencies.

Developing & Implementing the County's Legislative Program

If chosen, our team would commit to manage your advocacy efforts – from assisting with the preparation of a federal legislative agenda based on the objectives you establish, to creating the advocacy materials and packages to present to legislators and the Executive branch, and then working throughout the year to assure your objectives are achieved. We would be your eyes, ears and voice in Washington – representing you before Congress and the Executive branch, guiding your issues and projects through the various processes, whether it is obtaining specific funding for a project, helping identify targeted grant opportunities, or providing a voice in the policy debate.

Our approach to working with representatives of the County is based on the three "C"s – collaboration, communication, and cooperation. Development of an effective legislative agenda and supporting strategy is an iterative process – one that will require, at the front end of the process, substantial teamwork across organizations in order to clearly define priorities and gather the critical information

required to create and implement an advocacy strategy. We are a high energy team, and we are not afraid to take on the workload to ensure you have an effective plan for accomplishing your goals, or to shift gears when priorities change or new opportunities surface.

Having represented Contra Costa for 18 years, we have developed an institutional knowledge of your past achievements, and a good understanding of the concerns, priorities and challenges that confront you. Continued funding of your core interests is critical, sustaining and building on the successes of the past. Of course, the County's interests will continue to be dynamic. It will be critical to continue with a robust legislative agenda that creatively melds your interests with the direction and priorities of a Congress that is also facing historic changes and challenges in financing all the competing demands on the budget. We are prepared to help Contra Costa implement that robust agenda – already begun - for 2019 and beyond.

Communicating the County's positions on critical priority issues to decision makers in Congress and the executive branch is part and parcel of our services. Once the federal agenda has been established, we routinely provide advice on and prepare or edit briefing documents, talking points, legislative correspondence and other advocacy materials that are essential to communicate your priority requirements. Armed with these, we will be ready, early in the calendar year, to introduce the agenda and associated materials to the offices of our Congressional delegation. Securing their understanding of, and support for, our priority initiatives is surely the first step of a successful year on the Hill.

Alcalde & Fay regularly arranges visits to Washington for our clients to attend meetings with members of the congressional delegation; appropriations and authorization committee and subcommittee chairs, ranking members and/or senior staff; and executive branch officials. The firm is accustomed to facilitating all the arrangements of our clients' visits, including scheduling and oftentimes transportation between meetings. Prior to any visit by County representatives, we would work cooperatively to prepare necessary documents that articulate your objectives and provide thorough briefings on the County's federal priorities. Following the completion of the trip, we will also prepare memos to discuss action items resulting from your Washington trip. Of course, after a client has left town, we continue to work on its behalf throughout the legislative process; visiting/phoning/e-mailing often with the pertinent committee staff and encouraging your delegation offices to do the same.

In addition to meetings with members of Congress and their staff, we have found that coordination with national organizations and issue-specific trade associations can often be useful in accomplishing broad national policy goals. Because we view ourselves as a part of your staff, we routinely attend meetings in Washington held by local government advocacy groups including the National Association of Counties (NACo), National Governor's Association (NGA), National League of Cities (NLC), American Public Transportation Association, California State Association of Counties (CSAC), the California Governor's Office, and the U.S. Conference of Mayors (USCM). Our established relationships with these coalitions and organizations allow us to routinely work with them in order to garner additional support for a client's initiative, and regularly collaborate with their staffs on issues of broad importance to local governments. While we will try to enlist the support of such groups for Contra Costa's priorities, it is worth noting that in recognition of our expertise and experience they also call on us from time-to-time for assistance with their efforts, to seek advice on how to best proceed on a matter, or to help them gain the support of – or access to – a specific Member or staffer.

Alcalde & Fay is committed to helping Contra Costa follow the flow of federal dollars. With the shifting tides in Congress, there has been a growing emphasis on channeling funds through the competitive federal grants process. In working with you on your federal agenda, we will help identify which projects should target grant programs as a source of funding support. We offer customized prospecting services, grant writing and development services, as well as grant application peer review, evaluation and critique services. Of course, we work to develop Congressional support for grant applications and coordinate the inclusion of Congressional letters of support in the application package.

Timely and Effective Communication

At this point in our long and ongoing relationship, you understand that we will be in frequent contact with Contra Costa staff by telephone and e-mail. Additionally, we propose to keep you apprised of our advocacy efforts through a series of written status reports, appropriations and budget updates that typically include: an analysis of the Administration's budget priorities for a given fiscal year; analysis of the Congressional Budget Resolution that is the spending blueprint for a given fiscal year; the status of the 12 Congressional Appropriations bills as they make their way through Congress; and a forecast of other federal priorities that could make the appropriations process deviate from the "standard." The County will also continue to receive our *This Week in Washington* newsletter, which includes our *Grant Alert for Local Governments*, providing a compilation of pending federal grant solicitations.

Alcalde & Fay uses a variety of tools and methods to manage the services we deliver to our clients, including utilization of databases to track and report on legislation and regulatory developments, identify grant opportunities, and alert clients to any issues or opportunities that could impact their mission. We review the Federal Register and other government publications daily to monitor the issuance of rules and regulations that could have implications for our clients, and we are on calls and in meetings with key staff in order to stay apprised of developments and progress on issues. As we monitor developments in the regulatory arena, we can routinely identify opportunities for you to submit comments, as well as solicit political support from our Congressional delegation and Committee staff as appropriate. We will assist in drafting letters and other advocacy documents for Congress, the Executive Branch, the White House, OMB, and pertinent federal agencies, and coordinate meetings with Congressional and Executive branch officials to advance the priorities of Contra Costa.

In addition to routine legislative memoranda, Alcalde & Fay will provide the County with an annual report detailing relevant Federal legislation and initiatives, as well as our efforts on behalf of the County. We are prepared to travel to the County to participate in meetings on an as needed basis, or participate via conference call as is usually the case during our involvement with certain Committee meetings. We are also equipped to participate in meetings via online video conferencing, if so desired.

In addition to providing the services necessary to meet and exceed the County's requirements, we will continue to address any unforeseen issues that may arise throughout the course of the year. This includes not only certain issues that you may identify as needing increased attention, but also those that we may bring to your attention as being of potential importance. In fact, we anticipate providing you with timely information and notices regarding new legislation, programs, or regulations that are introduced or proposed at the federal level. As always, we view your legislative agenda as a dynamic list of priorities that requires constant attention and potential reevaluation as time passes.

References

Alcalde & Fay is pleased to provide the following references that can speak to the qualifications of our firm. For each of these three current and three former public clients, we provided a scope of work similar to those provided to the County and outlined in the RFQ.

CURRENT CLIENTS

City of Dallas, Texas

Mr. Brett Wilkinson, Managing Director Office of Strategic Partnerships & Government Affairs 1500 Marilla, Room 4BN Dallas, Texas 75201 Phone: (214) 670-5047 Dates of service: January 2000 to present

Golden Gate Bridge, Highway and Transportation District, California

Dennis Mulligan, General Manager Box 9000, Presidio Station San Francisco, CA 94129-0601 Phone: (415) 923-2236 Dates of service: January 1995 to present

City of Kenmore, Washington

Nancy Ousley, Assistant City Manager 18120 68th Ave NE Kenmore, WA 98028 Phone: (425) 398-8900 Dates of service: January 2009 to present

FORMER CLIENTS

Transportation Agency for Monterey County, California

Debbie Hale, Executive Director 55B Plaza Circle Salinas, CA 93901 Phone: (831) 775-4410 Dates of service: September 2002 to July 2014

City of Petaluma, California

David Glass, Former Mayor (retired) 41 Oxford Court Petaluma, California 94952 Phone: (707) 762-4190 Dates of service: September 2001 to July 2012

City of San Rafael, California

Richard Landis, Former Public Works Administrative Manager (retired) PO Box 4161, Novato, CA 94948 Phone: 415-827-4161 Dates of service: May 2007 to January 2012

RELATIONSHIPS

The County's Congressional delegation will continue to provide the base of support for implementing your federal legislative agenda. We have always worked well with these offices if only because we are representing their important constituent, Contra Costa County. But the Senate presents other challenges. California is, of course, a large state, and there are many competing demands on Senators and their key staff. In just one year, Senator Feinstein's office received 10,000 nondefense-related appropriations requests from various communities around the State. By virtue of our long representation of your interests, and those of other California entities, we are able to cut through the clutter and the cluster of people demanding the attention of our Senate offices and assure our clients that their needs are, at a minimum, given a fair hearing by the right people. It is our objective in working with our Senate offices, to make sure that they are not just simply aware of the County's concerns, but that they are on the "top of the stack". This is an under-estimated but crucial objective that can only be achieved by a firm that has an ongoing relationship with the offices.

To advance the County's objectives, it is important that your Washington representative not only develop a rapport with your Congressional Delegation, but that they have solid working relationships with key chairmen, ranking members, and senior staff of the various pertinent Committees and Subcommittees of Congress. For Contra Costa County, our firm can offer both; we have a long-established working relationship with the California delegation and, for over three decades, have worked with key leadership and senior staff of many of the congressional committees.

Working with key committee leaders and their staffs is among our strengths. This is enabled by virtue of our mix of public and private sector clients. Our private sector clientele provides us with the ability to participate in many fundraising events held throughout the City, and often in our offices where we host monthly breakfasts with a variety of Senators and Congressmen from around the country.

And through our work on behalf of public clients throughout the nation, we have come to work closely with their Members of the House and Senate, some of whom enjoy leadership positions of potential interest to the County. For example, work for a Texas client has led to a close relationship with the Chair of the House Science, Space and Technology Committee. We represent a community in the district of the Ranking Republican of the Transportation, HUD and Related Agencies Subcommittee of the House Appropriations Committee, and the Ranking Democrat on the Senate Appropriations Subcommittee on Labor, Health and Human Services, Education and Related Agencies, who is also the Ranking Democrat on the full Health, Education, Labor and Pensions Committee. Our work for a city in Washington has allowed us to develop a strong working relationship with the Ranking Democrat of several clients in the district of the Senate Commerce, Science, and Transportation, and given our representation of several clients in the district of the Chairman of the Water, Oceans, and Wildlife Subcommittee, his is an office we work closely with.

These Members know us and trust us. They have trusted us to team with them on projects and issues that they care about in their districts. So when we visit them on your behalf, they and their staffs know us as somebody they have worked with - and enjoyed successes with - and not as just another supplicant asking for favors.

In fact, with a long history of service to public and private sector clients, and a sizeable current clientele and staff, it is fair to say that there are few Members of general importance to public sector clients who we do not know. If there is a Member or staffer important to a Contra Costa issue with whom your client team does not have ready access, there is an excellent likelihood that someone else at our firm does know that individual. And, as previously stated, everybody at the firm is available to serve the County on an as-needed basis, and is available to help make the necessary introductions.

Drawing on the size and experience of the Alcalde & Fay staff, and our common interest in local government representation, someone among us generally knows key political and senior career staff in the agencies of importance to city and county governments. We are accustomed to working with such individuals at agencies including the Departments of Agriculture, Commerce, Education, Energy, Health & Human Services, Homeland Security, Housing and Urban Development, Interior, Justice, Transportation and the Environmental Protection Agency (EPA) and Army Corps of Engineers, among others.

As required by the RFQ, we have included below a representative sample of our contacts that clearly demonstrates our relationship with the County's congressional delegation as well with other congressional staff and executive branch officials.

- > Office of Senator Dianne Feinstein
 - Josh Esquivel, Legislative Director
 - Trevor Higgins, Legislative Assistant
- Office of Senator Kamala Harris
 - Ike Irby, Legislative Assistant
- > Office of Congressman Mike Thompson
 - Jennifer Goedke, Deputy Chief of Staff and Legislative Director
 - Crozer Connor, Legislative Assistant
- > Office of Congressman Mark DeSaulnier
 - Andrew Perlstein, Legislative Assistant
- > House Transportation & Infrastructure Committee
 - Kathy Dedrick, Staff Director
- House Highway and Transit Subcommittee
 - David Napoliello, Senior Policy Advisor
- > House Water Resources and the Environment Subcommittee
 - Ryan Seiger, Staff Director/Senior Counsel
- Office of Speaker Nancy Pelosi
 - Robert Edmonson, Chief of Staff
- Army Corps of Engineers
 - Bradd Schwichtenberg, Civil Deputy, Southern Pacific District, Regional Integrated Team
- Environmental Protection Agency (EPA): Office of Congressional & Intergovernmental Relations
 - Arnita Hannon Christmon, Intergovernmental Liaison
- Economic Development Administration
 - Barrett Haga, Ph.D, Senior Administrator for Economic Engagement

FEE SCHEDULE, EXHIBIT A

As required by the RFQ, we have included a completed Bid Form (Exhibit A) within this section. For the full scope of services described in the proposal by the offered client team, we propose continuing our current contract terms. From the total amount of \$104,296 per year, we will continue to bill a flat monthly amount of \$8,458. We will bill additionally for out-of-pocket expenses accrued in any month for services such as telephone tolls, copying, messenger service, parking, and transportation; the total for which would not exceed an average of \$100/month. Also built into the total is the cost of two annual trips to the County each year, which we do not believe would exceed \$1,600.

Proposed Total Cost for Services (including travel):	\$104,296 per year
Proposed Monthly Retainer:	\$8,458 per month
Estimated Additional Monthly Costs:	\$100 per month
Estimated Travel Costs:	\$1,600 per year

Acknowledging the difficult budgetary times faced by so many municipal entities, we recognize that there may be some need to revisit this fee suggestion, and should such a need arise, we would be pleased to enter into such discussions with you.

EXHIBIT A

COUNTY OF CONTRA COSTA

RFQ No. 1902-328

for

FEDERAL LEGISLATIVE ADVOCACY SERVICES

FEE SCHEDULE

Fees shall be submitted on Exhibit A as is. No alterations or changes of any kind are permitted. Responses that do not comply will be subject to rejection in total. The fees quoted below shall include all taxes and all other charges and is the cost the County will pay for the three-year term of any contract that is a result of this RFQ.

Prices shall include everything necessary for the completion of and fulfillment of the contract including but not limited to furnishing all materials, equipment, tools, facilities and all management, labor, services, taxes, licenses, permits and an estimated cost for two (2) trips to Contra Costa County per year required to complete the work in accordance with the contract documents, except as may be provided otherwise in the contract documents.

Responder agrees that the prices quoted are the maximum they will charge during the term of any contract awarded.

			1st	Year	2nd Year		3rd Year			
Description	Unit of Measure	No. Units	Charge per Unit	Extension	Charge per unit	Extension	Charge per unit	Extension	Total for Three (3) Years	
	А	В	С	D = B *C	E	$F = B^*E$	G	H = B*G	I = (D + F + H)	
Monthly service charge for advocacy program	Per month	12	\$ 8,558	\$ 102,696	\$ 8,558	\$ 102,696	\$ 8,558	\$ 102,696	\$ 308,088	
						TOTAL COST FOR SERVICES			\$312,888	

The proposed monthly service charge (retainer) is exclusive of costs for one member of the Client team to make two annual trips to the County, as referenced in the RFQ. We estimate such trips would cost approximately \$800 per trip, or \$1,600 per year. Additional details are provided in our proposal.

FIRM: Alcalde & Fay

DATE: 4-18-19 SIGNATURE

PRINTED NAME: Paul Schlesinger

TITLE: Partner

EVIDENCE OF INSURANCE



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 7/2/2018

181853

	<u> </u>							/2/2018			
С В	THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.										
lf	IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).										
PRODUCER CONTACT NAME: Stephanie Johnson											
	nmercial Lines			PHONE (A/C, No E-MAIL	, Ext): 202-424		FAX (A/C, No):				
	13th St NW			ADDRES		nie.johnson@					
	shington, DC 20005			INSURE	Tasata	URER(S) AFFOF ers Indemnity	RDING COVERAGE	NAIC # 25658			
	IRED			INSURE		,	Co of America	25666			
Alc	alde & Fay Ltd.			INSURE	E	ive Risk Inde	mnity	35181			
211	1 Wilson Boulevard., 8th Floor			INSURE	RD:						
Arli	ngton, VA 22201			INSURE							
	0	TIFICAT	E NUMBER: 13270280	INSURE	RF:		REVISION NUMBER: See bel	0W			
	HIS IS TO CERTIFY THAT THE POLICIES			VE BEE	N ISSUED TO						
С	IDICATED. NOTWITHSTANDING ANY RE ERTIFICATE MAY BE ISSUED OR MAY I XCLUSIONS AND CONDITIONS OF SUCH	PERTAIN,	THE INSURANCE AFFORD	ED BY	THE POLICIES	S DESCRIBEI					
INSR LTR	TYPE OF INSURANCE	ADDL SUB			POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS				
А	X COMMERCIAL GENERAL LIABILITY	Х	680-90K6675A-18-42		7/01/2018	7/01/2019	EACH OCCURRENCE \$	1,000,000			
	CLAIMS-MADE X OCCUR						PREMISES (Ea occurrence) \$	300,000			
							MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$	5,000			
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE \$	2,000,000			
	POLICY X PRO- JECT X LOC						PRODUCTS - COMP/OP AGG \$	2,000,000			
	OTHER:						\$				
В			BA-96K77711-18-SEL		7/01/2018 7/01	7/01/2019	COMBINED SINGLE LIMIT \$	1,000,000			
	ANY AUTO OWNED X SCHEDULED						BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$				
	HIRED X NON-OWNED					PROPERTY DAMAGE					
	AUTOS ONLY AUTOS ONLY X Comp \$500 X Coll \$1,000						(Per accident) \$				
Α	X UMBRELLA LIAB X OCCUR		CUP-4132Y96A-18-42		7/01/2018	7/01/2019	EACH OCCURRENCE \$	3,000,000			
	EXCESS LIAB CLAIMS-MADE						AGGREGATE \$	3,000,000			
	X DED RETENTION \$ 5,000 WORKERS COMPENSATION State State				7/04/0040		× PER OTH-				
A	AND EMPLOYERS' LIABILITY ANYPROPRIETOR/PARTNER/EXECUTIVE		UB-4J677291-18-42		7/01/2018	7/01/2019	^ STATUTE ER	1,000,000			
	OFFICER/MEMBEREXCLUDED?	N/A					E.L. EACH ACCIDENT \$	1,000,000			
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - POLICY LIMIT \$	1,000,000			
C C	Professional Liability (E&O) Professional Liability (E&O)		6803-2197 6803-2197		7/01/2018 7/01/2018	7/01/2019 7/01/2019	\$1,000,000 Limit \$25,000 Deductible				
-											
	CRIPTION OF OPERATIONS / LOCATIONS / VEHICI ntra Costa County, it's officers and empl	•					•	nnear			
	bject to policy terms and conditions.	byces an			crai Liability,		greement, as then interest may a	ppcai.			
CE	RTIFICATE HOLDER				ELLATION						
At	ntra Costa County Office of the County tn: David Twa	Adminstr	ator	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.							
	1 Pine Street, 10th Floor artinez, CA 94533-0000				RIZED REPRESEI						
1110	, or 04000 0000				NEED REPRESEI		Branda				
L	The ACORD name and logo are registered marks of ACORD © 1988-2015 ACORD CORPORATION All rights reserved										

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A PROPOSAL TO REPRESENT

CONTRA COSTA COUNTY



FOR FEDERAL GOVERNMENT CONSULTING AND ADVOCACY SERVICES RFP No. 1902-328

Submitted By:

SMITH DAWSON & ANDREWS

1150 Connecticut Avenue NW Washington, DC 20036 202.835.0740

APRIL 2019

ORIGINAL

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- ➢ Fee Schedule
- > Evidence of Insurance

Smith Dawson & Andrews

A public affairs company

April 22, 2019

Ms. Lara DeLaney Senior Deputy County Administrator County Administrator's Office 651 Pine Street, 10th Floor Martinez, CA 94553

RE: RFQ #1902-328 – Federal Legislative Advocacy Services

Dear Ms. DeLaney:

On behalf of Smith Dawson & Andrews, Inc. (SDA), I am very pleased to submit this response to the above captioned RFQ to be considered to provide Federal Legislative Advocacy Services to Contra Costa County.

Established in 1981 in Washington, D.C., Smith Dawson & Andrews (SDA) is Subchapter S Corporation located at 1150 Connecticut Avenue, NW, Suite 1025, Washington, DC 20036.

Our Federal Tax Identification Number is 52-1239943.

I will serve as the principal contact for Contra Costa County with regards to the RFQ response. I have the authority to make representations on behalf of and to bind Smith Dawson & Andrews. My phone numbers are 202-835-0740 (Office) and (202) 256-6469 (Mobile). My email is jims@sda-inc.com.

I am pleased to accept all conditions and requirements contained in REQ #1902-328.

Thank you for the opportunity to submit this proposal. We look forward to meeting with you and hopefully working with you in the future. Upon completing your review, please contact me directly with any questions.

Sincerely,

James P. Smith President

1150 Connecticut Avenue NW, Suite 1025 Washington, DC 20036 202-835-0740/FAX 202-775-8526

Responder's Qualifications and Experience

Established in 1981 in Washington, D.C., Smith Dawson & Andrews, Inc. (SDA) is a full-service bipartisan government relations and public affairs company. Members of SDA's team of solution-oriented professionals have firsthand experience in the private sector and at all levels of government. Working with federal, state and local governments, non-profits, universities and private companies on multiple funding and policy needs is at the heart of our expertise.

There are ten employees in the Washington D.C. office, including professionals who have wide-ranging experience at all levels of government and in the private and nonprofit sectors. SDA's size, structure and personalized approach allow us to provide proactive, cost-effective representation to all our clients.

In addition to our own experienced and accomplished staff, we are very pleased to offer the additional services of Mr. Jason Tai as strategic advisor for the Contra Costa County project. Mr. Tai is a Principal of Tai Ginsberg & Associates, LLC, located in Washington, D.C. Mr. Tai has extensive experience on Capitol Hill as well as in state government and as a government relations consultant. His qualifications and experience will be provided in the following section.

Throughout our history, we have been extremely successful in helping clients define and achieve their federal goals. SDA has secured billions of dollars in appropriations, authorizations and regulatory relief on behalf of our clients. We have also had major success in helping our clients secure competitive discretionary funding from federal agencies.

To describe our team's capabilities pertaining to this RFQ, we are pleased to provide several abbreviated case studies. We look forward to providing additional detail during the interview process.

Case Study #1 – Lane County, Oregon and Lane Transit District (LTD)

For over thirty years, SDA has provided federal lobbying services to the United Front, a consortium of local government entities in Oregon, including the Cities of Eugene and Springfield, Lane County, Lane Transit District (LTD), Springfield School District and the Willamalane Park and Recreation District. Operating as a cooperative delegation, the group united to advance mutual priorities on issues including transportation, public health, public safety, education, the arts, economic development, energy and environmental conservation. SDA helped secure more than \$34 million in grant funding in 2012 for a range of programs, including the Springfield Community Health Center (FQHC), mental health and drug prevention services, justice programs, housing for homeless, water and infrastructure projects, covered bridges, trail paths and highway safety improvements. SDA assisted Lane County in securing a \$440,000 grant from the Transportation, Community and System Preservation Program (TCSP) of the Federal Highway Administration to help improve road conditions and construct shoulders and bike lanes on a critical section of a dangerous highway.

Working with LTD to improve its transit system, SDA recommended, and subsequently obtained funding for, a study to look at the costs of light rail and identify alternatives. The conclusion was to pursue an innovative approach called Bus Rapid Transit (BRT). The first BRT line, known as EmX, exceeded 20-year ridership projections within the first year of operation. The Gateway Extension, the second EmX line, opened in January 2011 and the third EmX corridor was completed and opened in 2017. Through fiscal years 2006-2018, SDA helped LTD secure roughly \$113 million in funding to continue building out the system.

Other accomplishments have included a \$2 million 2010 Bus and Bus Livability Grant for a park and ride facility, \$750,000 for an alternatives analysis in 2011, a \$3 million 2011 State of Good Repair Program grant for Transit Vehicle Replacements (Hybrid-Electric), a \$1.08 million Veterans Transit Security Grant

and a \$1.064 million Bus & Bus Facilities Ladders of Opportunity grant to replace 11 paratransit vehicles and equip the entire fleet of paratransit vehicles with on board surveillance cameras. They also received \$3.5 Million in 2016 through the Low or No (Low-No) Emission Vehicle Deployment grant program to purchase five electric buses.

SDA has also worked with the Willamalane Park and Recreation District in Lane County and has secured over \$4 million in federal funding to support Willamalane's comprehensive bike and pedestrian trail system.

Case Study #2 – Will County, Illinois

For the past thirteen years, SDA has provided federal lobbying services to Will County, IL, a suburban county in the Chicago metropolitan region.

Will County serves as a major hub in our national transportation system with five major interstates, multiple regional and Class I railroads, intercity and commuter rail services, inland waterways, aviation facilities and two major intermodal freight yards that handle millions of freight containers each year. In the last ten years, Will County has become one of the largest Inland Ports in the United States, and is a vital part of the global supply chain moving goods into and out of the U.S. As a result of this activity, national transportation policy is the County's top federal priority. SDA has educated the U.S. Department of Transportation and U.S. Department of Agriculture about Will County's freight goods movement and the exploding growth of agricultural exports to Asia.

Will County and the local economic development organization, the Will County Center for Economic Development, lobbied the IL congressional delegation and key Congressional committees and the Administration on the region's critical role in the national transportation system.

These efforts paid off as increased funding for freight related infrastructure found success when the FAST Act provided roughly \$11.8 billion in dedicated funding over five-years for two new freight related programs—one program that allocates formula funding to states and another discretionary program (FASTLANE) that funds national projects on a competitive basis.

SDA also assisted Will County in early 2014 with a significant economic development opportunity through the federal Investing in Manufacturing Communities Partnership (IMCP) initiative. The application for the IMCP designation was comprehensive and extremely competitive. Successful designees received coordinated support for their federal funding strategies from eleven federal agencies with \$1.3 billion available in federal economic development assistance.

Prior to the application deadline, SDA and Will County, Illinois officials and business leaders participated in senior level meetings with the U.S. Department of Commerce (DOC) and Economic Development Administration (EDA) in Washington. In these meetings, significant information was collected that eventually became part of the IMCP application strategy.

Seventy groups applied and only eleven applications were successful. The decision to collaborate on a large regional basis and the elements that became part of the successful Chicago Metro Region application were borne out of the meetings in Washington. The IMCP designation established a mechanism for regional collaboration on federal grants and also increased collaboration on state and local funding opportunities. Additionally, as a designated Manufacturing Community, Will County received a dedicated federal liaison to help navigate available federal resources.

Case Study #3 – Contra Costa Transportation Authority (Tai Ginsberg & Associates)

Under the supervision of Randy Iwasaki, CCTA's Executive Director and a former CalTrans Director, and Linsey Willis, CCTA's Director of External Affairs, TG&A provides turn-key government relations services to CCTA on a variety of transportation and infrastructure initiatives. In recent months, TG&A has been able to achieve CCTA's objectives within the regulatory and legislative spheres on specific major initiatives.

In terms of regulatory success, TG&A assisted CCTA with the deployment of the first Shared Autonomous Vehicle on public roads in California and the initiation of the nation's first comprehensive and sustained autonomous vehicle testing program at the Bishop Ranch Business Park in San Ramon, California. This required providing assistance with importing significantly non-compliant driverless vehicles through NHTSA and the Customs and Border Protection processes in order to bring the vehicles into the United States and then obtaining time-limited permission letters to actually operate the vehicles through a statutory exemption administered by NHTSA. In this process, TG&A personnel helped CCTA's staff obtain the requisite permissions, which increased in scope as CCTA's project progressed to include a request to operate the vehicles on public roads. This permission was eventually granted after TG&A's consistent engagement with key NHTSA personnel throughout the approval process, which helped ensure CCTA was able to move forward with its ambitious testing program.

Legislatively, TG&A worked to advance CCTA's goal of creating a funding stream for autonomous vehicle research in order to support their ongoing efforts. TG&A worked with CCTA to craft a \$100 million autonomous vehicle research program proposal for the Fiscal Year 2018 (FY18) Transportation, Housing and Urban Development (THUD) bill, and then executed an engagement strategy to develop political support from CCTA's local congressional delegation, as well as Minority Leader Nancy Pelosi, and two key House Transportation & Infrastructure Committee members. TG&A was able to work to ensure that CCTA's funding proposal was included in the FY18 House THUD bill and then followed up this effort by immediately working to meet with Senate staff and key Appropriations Committee staff in the House and Senate in order to solidify support and buy-in for this program. With this advocacy, the \$100 million program, now known as the Highly Automated Vehicle Research and Development, was included in the Consolidated Appropriations Act, 2018, which signed into law in March 2018.

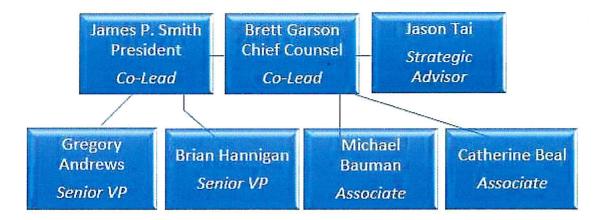
Finally, in April of 2019, CCTA was awarded \$8 million from the FY 2018 Advanced Transportation and Congestion Management Technologies Deployment (ATCMTD) program by the Federal Highway Administration (FHWA) for the Bay Area Mobility-On-Demand project. TG&A led and assisted CCTA's advocacy outreach effort in order to successfully obtain this grant.

E. Key Personnel- Qualifications and Experience

SDA has provided government relations services in Washington to some of the largest and most complex governmental entities in the country, helped clients successfully achieve policy, regulatory and legislative agendas and assisted others to envision and then implement multi-year/ multi-million-dollar development projects. Our in-depth substantive knowledge combined with our creativity, hard work and reputation for integrity has earned us the trust of longstanding clients. We are proud that clients think of us as an integral part of their organizations, capable of delivering the services they need when they need them.

Every member of SDA's professional staff has solid and in many cases longstanding working relationships with the Federal Agencies, Republican and Democratic members of the House and Senate, as well as with their personal staffs, and the staffs of key Senate and House committees.

As stated previously, SDA utilizes a team approach to meet our clients' unique and specific objectives. Jim Smith and Brett Garson will lead the Contra Costa County Team, with Jason Tai serving as Strategic Advisor. Gregory Andrews, Brian Hannigan, Michael Bauman and Catherine Beal will complete the Contra Costa team.



James P. Smith - President and Team Co-Lead

(202) 835-0740 - jims@sda-inc.com

Mr. Smith is the President of Smith Dawson & Andrews and serves as the firm's chief strategist. He oversees all client activity and participates actively in congressional and administration strategies and contacts with key officials and staff. Widely respected as one of the leaders in his field, Jim has a well-deserved reputation for leadership in government relations ethics and accountability. Before co-founding SDA in 1981, Jim served in government and public affairs positions at the White House and in the Office of the Secretary at the U.S. Department of Transportation, the U.S. Department of Commerce and with the State of Illinois. Involved in many key legislative battles on Capitol Hill, Jim has been active in every major transportation debate in Congress over the last 35 years. His knowledge of federal agency and congressional policy and practice, along with his long-term, bipartisan relationships with key decision makers, make Jim an effective advocate for client interests.

A native of Illinois, Jim is a Director and Officer of Home Star Financial Group and Home Star Bank, an independent privately held community bank serving Kankakee and Will Counties. He is a partner in Smith Development Corporation, which among other projects redeveloped the former State of Illinois Manteno Mental Health Center into the multi-business commercial center, Illinois Diversatech Campus.

Jim has held a number of positions in civic, religious and nonprofit organizations in the Washington, D.C. area including Member of the Board of Trustees of Gonzaga College High School, President of the Board of Directors of the Barker Foundation, a nonprofit adoption agency, and Member of the Board of Trustees of the De Sales School of Theology.

Jim is a graduate of Colorado State University.

Brett Garson – Chief Counsel and Team Co-Lead

(202) 835-0740 - brettg@sda-inc.com

Prior to joining SDA in 2007, Brett worked for the American Road & Transportation Builder's Association (ARTBA) and clerked in both the legislative and executive branches of the federal government. His familiarity with federal programs and understanding of emerging priorities on Capitol Hill, in the Departments and within the executive branch are very beneficial to SDA and its clients.

In addition to transportation, Brett's expertise includes the budget process, economic development, international trade and customs issues, water, sewer and utility issues and campaign finance and ethics law. He also has a strong ability to analyze and communicate the impact of federal laws, regulations and pending legislation on client interests.

Brett also serves on the following SDA client teams: City of Dayton (OH); Lake Tahoe Community College; The Regional Transportation Authority of Northeastern Illinois; Mecklenburg County (NC); Will County (IL); the Illinois South Suburban Coalition (which includes the Villages of Park Forest and Richton Park as well as the South Suburban Emergency Dispatch Center); the Association for Commuter Transportation (ACT);

Brett is a graduate of the University of Michigan, graduated cum laude from American University-Washington College of Law and is a member of the Maryland and D.C. Bars.

Jason Tai – Strategic Advisor

(202) 415-9073 - jtai@tgassoc.com

Jason Tai is a Principal at Tai Ginsberg & Associates, with offices in Washington, D.C. and Chicago, Illinois. He has over 20 years of broad and substantive experience in federal and state government with an expertise in transportation and infrastructure issues, including rail, highways, transit, and aviation. Mr. Tai has proven successful in negotiating and securing significant federal and state funding for a variety of critical projects and managed complex governmental and political processes to achieve results.

Mr. Tai previously served as Chief of Staff for U.S. Representative Dan Lipinski (D-Illinois-3rd), Illinois' senior member serving on the House Transportation & Infrastructure Committee. He worked with Congressman Lipinski to lead the successful effort to secure funds from the U.S. Department of Transportation Investment Generating Economic Recovery (TIGER) grant program to help fund CREATE, the landmark \$1.5 billion rail modernization project in Chicagoland.

From 2004 to 2007, Jason was a senior executive at the Illinois Department of Transportation (IDOT) serving dual appointed positions as Director of Public and Intermodal Transportation (DPIT) and Senior Policy Advisor to the Secretary. As Director of Public and Intermodal Transportation, he was responsible for a \$548 million budget, which funded statewide transit and rail operating and capital needs. DPIT administered federal and state funding for 52 transit agencies across Illinois. He also spearheaded the largest expansion of state-supported Amtrak service in Illinois, which doubled the funding and service for IDOT's intercity passenger rail program. Mr. Tai was IDOT's lead in the implementation of CREATE and worked with the U.S. Congress to secure funding and designation of the effort as a Project of National and Regional Significance.

Previously, Mr. Tai was Chief of Staff to former U.S. Representative William O. Lipinski (D-Illinois-3rd) and Democratic Professional Staff Member on the House Transportation & Infrastructure Committee. In that capacity, he played a key role on the initial versions of a \$286.5 billion surface transportation funding bill.

Mr. Tai received his B.A. degree in Political Science and Economics from the University of Rochester.

Gregory B. Andrews – Senior Vice President

(202) 835-0740

Mr. Andrews joined Smith Dawson & Andrews in 1984. He came to the firm with an extensive background in public affairs, government service and political consulting, and provides strategic client counsel and senior level advocacy to key legislators and government officials. Greg has worked successfully with clients for over three decades on the annual congressional budget and appropriations processes, numerous transportation, energy and health care authorization bills, including four transportation authorization bills, and on regulatory and policy issues with both Congress and the administrative agencies. Greg's major clients include San Francisco International Airport (SFO) and the City of Dayton (OH).

Greg previously served in several roles in the U.S. Department of Transportation, including Congressional Liaison Officer in the Office of the Secretary, Special Assistant to the Federal Highway Administrator and as a member of the Secretary's Urban Highway Decision Group. Greg is active in a number of national associations in the aviation field, including the two major airport trade associations--the American Association of Airport Executives (AAAE) and the Airports Council International-North America (ACI-NA), as well as the Air Traffic Control Association (ATCA), where he serves on the Public Affairs Committee.

Greg is a graduate of Mankato State University in Minnesota.

Brian Hannigan – Senior Vice President

(202) 835-0740 - brianh@sda-inc.com

Brian has extensive experience in public relations, government relations and communications, as well as service with state and local governments. He joined SDA in 2008 following his service as a departmental deputy director in the administration of former Virginia Governor (now Senator) Mark R. Warner. Brian previously served as Communications Director for the City of Alexandria (VA) and the Virginia Baseball Stadium Authority. Earlier in his career, he worked in coalition-building and grassroots advocacy for PhRMA, a leading trade association, and as a Vice President for the international public relations firm Hill and Knowlton.

At SDA, Brian works as a strategic advisor to the National Association of Foreign-Trade Zones and as communications lead for the Association of Commuter Transportation (ACT).

Brian is a graduate of Saint Louis University in St. Louis, Missouri.

Michael Bauman – Associate

(202) 835-0740 - michaelb@sda-inc.com

Since joining SDA, Michael has worked on legislative and policy development for several clients with a focus on transportation and infrastructure issues and tax issues. Michael assists clients with analyzing legislative and regulatory changes and evaluating how they will impact their policy priorities. He has experience drafting bill language, regulatory research and preparing public comments. Michael works in support of several SDA clients including the Association for Commuter Transportation (ACT), the City of Boulder (CO), Mecklenburg County (NC), Southcom Combined Dispatch (IL), Regional Transportation Authority (IL), Tualatin Hills Park & Recreation District (OR), the United Front (OR) and Lake Tahoe Community College (CA).

Prior to joining the firm, Michael served as an intern in the U.S. House of Representatives in Washington, D.C. He has also served as a research fellow at St. Lawrence University focused on international politics. Michael holds a Bachelor of Arts degree cum laude from St. Lawrence University in Canton, NY, where he studied economics and government.

Catherine Beal – Associate

(202) 835-0740 - catherineb@sda-inc.com

After several years interning for SDA as an undergraduate, Catherine joined SDA as an Associate. She works in support several clients on issues including transportation and infrastructure, international trade and investments, economic development, federal grants and foundation funding. Catherine prepares clients for competitive grant applications by managing upcoming and open grant announcements. She also conducts extensive research and prepares briefings for congressional and agency staff on client priorities, positioning clients to achieve policy goals. She works on a range of SDA clients including the City of Aiken (SC), the City of Dayton (OH), Will County (IL), the County of Kaua'i (HI), Kinesis Foundation, Tualatin Hills Park and Recreation District (OR) and the United Front (OR).

Prior to joining SDA, Catherine earned a Bachelor of Arts cum laude in Political Science from Boston University, a Master of Science with Distinction in Social Research Methods at the University College London, and she gained experience in the legal field while interning for a London law firm. She is a native Washingtonian.

Description of the Proposed Services

Contra Costa County is a dynamic and diverse community in one of the most desirable locations in the United States. According to its Mission, "Contra Costa County is dedicated to providing public services which improve the quality of life of our residents and the economic viability of our businesses." Fulfilling that mission requires dedication, a high-quality team, sound priorities and a realistic action plan.

The "Issues of Particular Concern to the County" outlined in the RFQ and the ambitious 2019 Adopted Federal Legislative Platform reveal a comprehensive appreciation of the public policy and funding challenges facing the County and the priorities given to addressing them. While support for transportation, infrastructure, water resources and environmental remediation funding is critical to Contra Costa County's growth and quality-of-life, the emphasis on human services needs, healthcare reform, housing and Justice-related programs is both noteworthy and challenging in this era of divided Federal government.

We are confident that Smith Dawson & Andrews (SDA) and our strategic advisor, Jason Tai of Tai Ginsberg Associates, will provide Contra Costa County with both the strategic coordination and determined persuasive effort to help the County reach its ambitious but essential goals on Capitol Hill and with the Federal Agencies. In addition to our own seasoned team of government relations professionals, Mr. Tai will provide us and the County with valuable insights based upon his years of service on the Hill as well as more recently with the Contra Costa Transportation Authority and the San Joaquin Regional Railroad Commission and San Joaquin Joint Powers Authority. Jason's direct recent experience in Contra Costa will enable us to reduce our initial learning curve as we assume the responsibilities of being your Federal Advocacy Services firm.

Work Plan and Approach to Scope of Work

With a keen understanding of the County's goals in Washington D.C., SDA has a wealth of experience to develop and execute an effective strategy to achieve these goals. As we have done for many years with so many clients, we commit to providing Contra Costa County with high quality, comprehensive, bipartisan government relations services, including those set forth in the RFQ's Specific Requirements/Scope of Work as well as the other services identified and agreed upon during our work together.

Insofar as the Contract Start Date of July 1, 2019, will occur during the current session of the 116th Congress, our first order of business will be to ensure a smooth transition from your current representation. Using the 2019 Adopted Federal Legislative Platform as a guide, we will work with County staff to determine to what extent the current Legislative Platform may need to be amended in view of current political and funding realities.

Members of our Contra Costa Team will anticipate visiting Contra Costa County as soon as possible following the contract start date for a series of meetings with the County Administrator,

department heads and assigned departmental staff, and members of the Legislation Committee and Board of Supervisors, as recommended by the County Administrator. This collaboration will result in the formation of a realistic agenda to revise, if necessary, and pursue the Federal Legislative Platform and preparation of both short-term and long-term action plans to successfully pursue the County's priorities.

Once these initial steps are complete, we will develop a timetable and list of deliverables and agreed-upon performance measurements. We will continue our regular ongoing communication with the County through a series of scheduled weekly conference calls, as well as ad hoc informal calls, meetings and reports so that we can assess progress and determine if there are other policy, funding, regulatory or guidance opportunities we should take advantage of or problems to be addressed.

We will provide the County with written monthly reports that will track progress on deliverables and developments in Washington. We will work diligently to strengthen the County's relationships with the County's congressional delegation and key committee staff. As the County's Federal representatives in Washington, D.C., SDA will strategically position the County's policy priorities with the California delegation as well as the relevant Senate and House committees. These will include the Senate committees on Finance; Banking, Housing and Urban Affairs; Commerce, Science and Transportation; Energy and Natural Resources; Environment and Public Works; Health, Education, Labor and Pensions; and Judiciary; and the House committees on Education and Labor; Energy and Commerce; Financial Services; Judiciary; Natural Resources; Transportation and Infrastructure; Ways and Means; and others as necessary.

SDA has been an active member of the National Association of Counties since our founding and we continue to work closely with NACo on behalf of our county government clients. We look forward to representing Contra Costa County with NACo, as well as other Federal professional organizations as requested.

SDA's deep experience with transportation authorities, counties, cities and others across the United States has provided the principals with an understanding of what programs and funding sources are best suited for particular local government clients. The depth of experience with local governments, especially on transportation issues, has also helped SDA develop unique approaches to problem solving.

SDA will utilize its network of contacts in the Administration and Federal agencies such as DOT to address Contra Costa County's unique challenges and advocate for the County's policy priorities. SDA is ready to assist ACTA in understanding potential and pending legislation, understanding and commenting on rulemakings and accessing federal funding from existing authorized federal funding programs at Federal agencies including the departments of

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Transportation; Housing and Urban Development; Homeland Security; Health and Human Services; and others as necessary

Since the earmark moratorium was put in place in 2010, SDA has found inserting report language is another key mechanism for positioning our clients' funding and policy needs. We envision utilizing report language requests through the appropriations process as part of Contra Costa County's advocacy strategy.

Working with our strategic advisor, Jason Tai, we are confident that we can and will provide outstanding Federal Legislative Advocacy Services to Contra Costa County.

References

a. Current Clients

San Francisco International Airport

Mr. Ivan Satero Airport Director San Francisco International Terminal Fifth Floor San Francisco, CA 94128 (650) 821-5004 ivar.satero@flysfo.com Dates of Service: 1996 to present

Lane County, Oregon and the United Front

Mr. Alex Cuyler Intergovernmental Relations Manager 1125 East Eighth Avenue P.S.B. 2nd Floor Eugene, OR 97405 (541) 682-6504 alex.cuyler@co.lane.or.us Dates of Service: 1985 to present

Will County, Illinois

Mr. Nick Palmer Chief of Staff to the County Executive 302 N. Chicago St. Joliet, IL 60432 (815) 774-7486 npalmer@willcountyillinois.com Dates of Service: 2006 to present

b. Former Clients

Scott Air Force Base Task Force, Illinois

Mr. Terry Beach Director (Retired) Department of Economic Development St. Clair County, Illinois 2009 Fairfield Place #11 O'Fallon, IL 62269 (618) 520-9212 terry.beach53@gmail.com Dates of Service: November 2013 to September 2016

City of Hesperia, California

Mike Podegracz – Former City Manager Charles Abbott Associates, Inc. 27401 Los Altos, Suite 220 Mission Viejo, CA 92691 (949) 421-8447 mikepodegracz@caaprofessionals.com Dates of Service: 2009 to 2017

City of Sacramento, California

Ms. Fran Halbakken – Former Assistant City Manager 68 Bingham Circle Sacramento, CA 95831 (916) 524-9960 FHalbakken@cityofsacramento.org Dates of Service: 1994 to 2014

Relationships

In the course of our representation of San Francisco International Airport (SFO) since 1996, Smith Dawson & Andrews has maintained strong working relationship with both of California's U.S. Senators and most San Francisco Bay Area members of the House of Representatives. We worked closely with former Senator Barbara Boxer and her staff until her retirement in 2016 and continue to enjoy a very productive relationship with Senator Dianne Feinstein and her staff. Since 2017, we have also worked to establish a good working relationship with Senator Kamala Harris and her staff. We have also maintained contact with the senators' offices on behalf of our efforts for San Mateo County and the City of San Mateo, in addition to clients in Southern California.

Representative Mike Thompson (D-California-5) is a veteran member of the Committee on Ways and Means and Chair of the Subcommittee on Select Revenue Measures. In that capacity, we have maintained contact with his staff on behalf of a number of clients, both within California and other states.

Representative Mark DeSaulnier (D-California-11) is a member of the Committee on Transportation and Infrastructure and its Subcommittee on Highways and Transit. We have been in contact with his office relative to our work for a number of transportation-related clients.

In addition to SDA's own ongoing congressional relationships, Jason Tai, our proposed Strategic Advisor on this project, and his firm, Tai Ginsberg & Associates, have for several years represented the Contra Costa Transportation Authority and the San Joaquin Regional Railroad & San Joaquin Joint Powers Authority, as well as Tesla, Inc. Activities on behalf of these clients have caused them to be in ongoing contact with most of the members of the California Delegation representing the East Bay area and we look forward to building on those relationships on behalf of Contra Costa County.

As noted elsewhere in this proposal, SDA has for many years represented Lane County, Oregon; the City of Eugene; City of Springfield; and other members of the Oregon United Front consortium of local governments. Throughout this time, we have worked very closely with Representative Peter DeFazio (D-Oregon-4th), who has represented this district since 1985, and his staff. Mr. DeFazio now serves as Chairman of the T&I Committee and we are pleased to be able to continue working with him and his personal and committee staff on to pursue needed infrastructure improvements and sound transportation policies.

While neither of California's U.S. Senators currently serves on the important Finance Committee, our work with a number of other regional and national clients has given us the opportunity to work with the Chairman, Ranking Member and a number of other committee members, as well as with the majority and minority committee staffs.

We look forward to discussing these and other working relationships with you during the interview process.

Recent Federal Agency Contacts

Following is a listing of several Federal Agency Offices with which we have ongoing relationships and/or have met with on behalf of a variety of clients in recent weeks:

Department of Agriculture

USDA Forest Service

Office of State and Private Forestry

Forest Legacy Program and Community Forest and Space Conservation Program

Department of Commerce

EDA - Office of Innovation and Entrepreneurship

Office of the Assistant Secretary for International Trade

Department of Education

Office of Elementary and Secondary Education

Office of Planning, Evaluation, and Policy Development

Office of Career and Technical and Adult Education

Office of Post-Secondary Education

Office of Communications and Outreach.

Department of Health and Human Services

Office of the Secretary

Substance Abuse and Mental Health Services Administration (SAMHSA)

Office of the Assistant Secretary – Administration for Children and Families (ACF)

ACF – Office of Community Services

ACF – Office of Family Assistance

Office of Intergovernmental Affairs

Department of Housing and Urban Development

Office of Special Needs Assistance Program

Office of Community Planning & Development

Office of Housing

Department of the Interior

National Park Service

Office of National Heritage Area Designation

Bureau of Land Management

Office of External Affairs

Recreation Grants Program Branch

Department of Labor

Employment and Training Administration

Department of Justice

Office of Community Oriented Policing Services (COPS)

Office of Justice Programs

Department of Labor ·

Office of the Secretary

Employment & Training Administration

Office of Workforce Investment

Department of Transportation

Office of the Secretary

Office of the Assistant Secretary of Governmental Affairs

Office of the Under Secretary for Transportation Policy

Federal Highway Administration – Office of the Administrator

Federal Transit Adminstration - Office of the Administrator

Federal Railroad Administration - Office of the Administrator

Federal Aviation Administration - Office of the Administrator

Environmental Protection Agency

Office of Brownfields and Land Revitalization

National Endowment for the Arts

Office of Local Arts Agencies

Office of Management & Budget

Fiscal Program Management Office for U.S. Army Corps of Engineers

U.S. Small Business Administration

Office of Investments & Innovation

EXHIBIT A

COUNTY OF CONTRA COSTA

RFQ No. 1902-328

for

FEDERAL LEGISLATIVE ADVOCACY SERVICES

FEE SCHEDULE

Fees shall be submitted on Exhibit A as is. No alterations or changes of any kind are permitted. Responses that do not comply will be subject to rejection in total. The fees quoted below shall include all taxes and all other charges and is the cost the County will pay for the three-year term of any contract that is a result of this RFQ.

Prices shall include everything necessary for the completion of and fulfillment of the contract including but not limited to furnishing all materials, equipment, tools, facilities and all management, labor, services, taxes, licenses, permits and an estimated cost for two (2) trips to Contra Costa County per year required to complete the work in accordance with the contract documents, except as may be provided otherwise in the contract documents.

Responder agrees that the prices quoted are the maximum they will charge during the term of any contract awarded.

			1st	Year	2nd	Year	3rd Year		-	
Description	Unit of Measure	No. Units	Charge per Unit	Extension	Charge per unit	Extension	Charge per unit	Extension	Total for Three (3) Years	
	A	В	С	D = B *C	E	$F = B^*E$	G	$H = B^*G$	I = (D + F + H)	
Monthly service charge for advocacy program	Per month	12	\$10,000	\$120,000	ș10,000	\$120,000	\$10,000	\$120,000	\$360,000	
						тот	AL COST FO	OR SERVICES	\$360,000	

	Xun Ailt ubalig
FIRM: Smith Dawson & Andrews	SIGNATURE: DATE: 7751
PRINTED NAME: James P. Smith	

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CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 04/09/2019

-	THIS CERTIFICATE IS ISSUED AS A MATTER AFFIRMATIVELY OR NEGATIVELY AMEND, I NOT CONSTITUTE A CONTRACT BETWEEN	EXTEN	DORA	ALTER THE C	OVERAGE	E AFFORDED BY T	HE POLICIES BEL	OW. THIS CERTIFICATE OF INSURAN	ICE DOES			
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	S&S/MARSH & MCLENNAN AGEN	CY LL	.C		NAME:							
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	AKE MARY, FL 32746-8989					E-MAIL ADDRESS:						
	Phone - 877-724-2669 Fax - 877-763-5122					1	NSURER(S) AFFORD		NAIC #			
ľ	ax - 077-703-5122				INSURER	INSURER A : Continental Casualty Company						
	SURED					INSURER B :						
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