



**Shaw
Yoder
Antwih
Schmelzer
& Lange**

*Proposal for State Legislative Advocacy Services for the
City/County Association of Governments of San Mateo
County*



September 8, 2022

Mr. Kim Springer
City/County Association of Governments
555 County Center, 5th Floor
Redwood City, CA 94063

RE: PROPOSAL FOR STATE LEGISLATIVE ADVOCACY SERVICES FOR THE CITY/COUNTY ASSOCIATION OF GOVERNMENTS OF SAN MATEO COUNTY

Dear Mr. Springer:

At Shaw Yoder Antwih Schmelzer & Lange (SYASL), we have been proud to represent the City/County Association of Governments of San Mateo County (C/CAG) in Sacramento for almost a decade. During that time, we have developed excellent relationships with C/CAG Board members & staff and C/CAG's legislative delegation and have secured funding for several C/CAG priorities and making meaningful changes to California law benefitting C/CAG. We are pleased to present this proposal to continue to provide legislative advocacy on your behalf and appreciate you for inviting us to submit a proposal.

The team at SYASL stands ready to help C/CAG fulfill its many responsibilities with the programs it oversees in San Mateo County, including its congestion management, stormwater, climate & energy, water efficiency, and land-use programs. We have long appreciated C/CAG's collaborative approach to resolving important issues in San Mateo County.

Please consider our proposal to continue to represent C/CAG in Sacramento and to continue to work with you, your Board, your colleagues, and your legislative delegation on an effective advocacy program. If you have any questions regarding our proposal, please do not hesitate to contact me at (916) 446-4656 or matt@syaslparkers.com.

Sincerely,

A handwritten signature in black ink that reads "MATT ROBINSON".

Matt Robinson
Partner

Firm Information and Background

Located in Sacramento, California, Shaw Yoder Antwih Schmelzer & Lange (SYASL) is a corporation specializing in advocacy, association management, and public affairs and is owned by Partners Joshua Shaw, Paul Yoder, Andrew Antwih, Jason Schmelzer, Karen Lange, and Matt Robinson. Including the Partners, our firm currently employs ten registered lobbyists, three legislative assistants, and twelve other full- and part-time staff responsible for the firm's association management and public affairs work. SYASL provides legislative advocacy, association management, public affairs, and consulting services for a broad range of public and private sector clients. SYASL is registered with the Fair Political Practices Commission to lobby state government for various clients consisting of local governments, transit or transportation agencies, private sector organizations, and non-profit trade associations.

Joshua Shaw and Paul Yoder have owned the firm since 1998. The firm under its original ownership – which Joshua Shaw joined in 1990 and Paul Yoder joined in 1993 – was founded in 1975. Andrew Antwih was named a Partner of the firm in 2009, after joining in 2008. Karen Lange was named a Partner of the firm in 2016, after joining in 2006. Jason Schmelzer was also named a Partner of the firm in 2016, after joining in 2009. Matt Robinson was named a Partner in the firm in 2020, after joining in 2013.

The firm's contact information is as follows:

Shaw Yoder Antwih Schmelzer & Lange
1415 L Street, Suite 1000
Sacramento, CA 95814
Main Line: (916) 446-4656
Fax: (916) 446-4318
www.syaslpartners.com
matt@syaslpartners.com

SYASL believes that effective advocacy is information-based and built from our relationships with the decision-makers in Sacramento and their staff. For decades, we have prided ourselves on our ability to obtain for our clients the meetings with the people they want to meet with, when they want to meet with them. Our firm enjoys a reputation among legislators, staff, and peers as one of the hardest working and most effective lobbying firms in Sacramento.

Our approach is also collaborative. We seek to affiliate all of our clients with like-minded organizations working on broader goals supportive of individual efforts. We work regularly with a broad spectrum of stakeholders within the local government, environmental, and transportation community to guarantee successful outcomes for stakeholders with similar interests. This allows us to stay in tune with relevant regulatory and legislative issues.

Firm Experience and Current Clients

SYASL is recognized in Sacramento as transportation, infrastructure, local government, housing, land-use, climate and water policy advocates. The firm has developed a specialty in these policy areas through our representation of congestion management agencies, cities and counties, regional planning agencies, county transportation commissions, local sales tax authorities, public transit agencies, airports, ports, and air quality management districts. Through this work, our firm has been involved in most every

major local government and transportation policy or funding development in Sacramento in recent years. Highlights include: the development and passage of the 2022 transportation infrastructure package, SB 1 (Beall) providing millions annually to San Mateo County; the development and passage of SB 595 (Beall) authorizing Regional Measure 3; water bond funding; funding for affordable housing and the housing bond; developing economic development tools for cities and counties in the wake of the elimination of redevelopment, including infrastructure financing districts; implementation of the high speed rail funding program through Proposition 1A, which provides \$600 million to Caltrain; and Cap and Trade funding for climate programs, zero-emission vehicles, sea-level rise, affordable housing, rail, and transit.

In addition to representing C/CAG for the last nine years, we have decades of experience with numerous local government agencies, including the Fresno County Transportation Authority, the Solano Transportation Authority, the Los Angeles County Metropolitan Transportation Authority, the San Mateo County Transit District, Caltrain, Monterey-Salinas Transit, the Santa Cruz Metropolitan Transit District, the San Joaquin Regional Transit District, and Metrolink; the Cities of Beverly Hills, West Hollywood, Los Angeles, Santa Monica, Goleta and the City/County of San Francisco; as well as 22 of the state's 58 counties.

In addition to our public agency clients, we represent several private and non-profit clients, many in the transportation and environmental space. We believe this gives SYASL a unique perspective on how we approach legislation and client issues. Also, it allows SYASL's advocates to work regularly with the Administration, legislators and state agencies across various policy and fiscal areas.

SYASL's record is one of achievement and success in the enactment, defeat, or amendment of legislation for our clients, including C/CAG. Our firm works to cultivate relationships between our clients around common issues that lead to success in the Legislature and the Administration. Below is a complete list of the clients for whom we are currently registered to lobby California state government. In addition to what has been provided with our references, contact information for any client can be provided at C/CAG's request.

Advanced Energy Economy
Aerial Rapid Transit Technologies
Alameda County Waste Management Authority
(Stopwaste.org)
American Heart Association
Beverly Hills, City of
Boeing Company, The
Burbank Housing Development Corporation
Butte County
California & Nevada Civil Engineers and Land
Surveyors Association, Inc.
California Academy of Child and Adolescent
Psychiatry
California Animal Welfare Association
California Arts Advocates
California Association of County Treasurers and
Tax Collectors
California Coalition on Workers' Compensation

California Council of Community Behavioral
Health Agencies
California Faculty Association
California Green Business Network
California Medical Association and Affiliates
California Moving and Storage Association
California Product Stewardship Council
California State Association of Psychiatrists
California Transit Association
Center for Employment Opportunities, Inc.
City/County Association of Governments of San
Mateo
County Medical Services Program
Del Norte County
FedEx Corporation
Fountain House, Inc.
Fresno County
Fresno County Transportation Authority

Goleta, City of
Humane Society of the United States
Humboldt County
Kat Taylor, Office of
Kern County
LA 2028
Los Angeles, City of
Los Angeles City Attorney's Office
Los Angeles County Metropolitan
Transportation Authority
Los Angeles, Port of
Los Angeles World Airports
Madera County
Mendocino County
Merced County
Monterey-Salinas Transit District
Napa County
National Stewardship Action Council
Nevada County
Non-Profit Housing Association of Northern
California Action Fund
Pacific Merchant Shipping Association
Peninsula Corridor Joint Powers Board (Caltrain)
Placer County
Prudential Financial, Inc.
Public Risk Innovation, Solutions, and
Management
Sacramento County
San Francisco, City and County
San Francisco Market (SF Market)
San Joaquin County
San Joaquin Regional Transit District

San Joaquin Valley Unified Air Pollution Control
District
San Luis Obispo County
San Mateo County Transit District
Santa Cruz Metropolitan Transit District
Santa Monica, City of
Schnitzer Steel Industries, Inc.
Sedgwick Claims Management Services, Inc.
Shasta County
Siskiyou County
Solano County
Solano County Transit
Solano Transportation Authority
Solid Waste Association of North America,
California Chapters (SWANA)
Sonoma County
South San Joaquin Irrigation District
Southern California Regional Rail Authority
(Metrolink)
Specialty Equipment Market Association (SEMA)
Stanislaus County
Storer Test Express
Sutter County
TechNet - Technology Network
Tejon Ranch Corporation
Tulare County
West Hollywood, City of
Western Placer Waste Management Authority
Western Propane Gas Association
Yuba County
Yuba County Water Agency

Proposed Advocacy Team, References, and Work Performed

The successful representation of C/CAG in Sacramento will require a strong advocacy team coupled with the strategic participation and involvement of the C/CAG Board, Legislative Committee, Executive Director, and staff. SYASL proposes to make three legislative advocates primarily responsible to C/CAG, with Matt Robinson continuing to be C/CAG's day-to-day contact at SYASL, as follows:

Matt Robinson has been a Partner at SYASL since 2020. Since joining the SYASL team as a Legislative Advocate in 2013, and as a Partner in 2020, Matt has played an integral role in advancing the interests of many of the SYASL's clients, ranging from large infrastructure funding deals to local agency authorizing statutes to animal protection legislation. Recently, Matt undertook pro-bono advocacy work in the area of criminal justice reform for juvenile offenders.

Matt previously worked in state service under both the Schwarzenegger and Brown administrations and in the Legislature. Prior to joining SYASL, he was appointed by former Governor Brown as Deputy

Director for Legislation at the California High-Speed Rail Authority. Prior to his gubernatorial appointment, Matt worked as a budget and policy analyst covering transportation, transit, and high-speed rail issues at the Department of Finance.

Matt worked for five years as a legislative representative at the Department of Fish and Wildlife, working on CEQA and land-use legislation, as well a number of policy areas impacting the department. Before joining DFW, Matt spent three years as legislative staff for two State Senators, including the Senate Budget Committee Chair.

References:

Senator Josh Becker

1021 O Street, Suite 7250

Sacramento, CA 95814

Nicole Restmeyer, Legislative Director

(916) 651-4013

Colleague

Solano Transportation Authority

423 Main Street

Suisun City, CA 94585

Daryl Halls, Executive Director

(707) 424-6075

Current Client

Pacific Merchant Shipping Association

70 Washington Street, Suite 305

Oakland, CA 94607

Mike Jacob, Vice President & General Counsel

(510) 987-7403

Current Client

Andrew Antwih offers years of experience as one of Sacramento’s most respected Capitol staffers, a wealth of policy and budget knowledge, wide-ranging political contacts, and acknowledged and admired advocacy skills. Andrew’s stellar reputation among Sacramento decision makers was acknowledged in 2018 by his inclusion in Capitol Weekly’s Top 100, an annual record of “people who aren’t elected to office, but who wield decisive influence on California politics or policy.”

Andrew first joined the team in 2008 and became a partner in the firm the following year. Previously, he served as Mayor Antonio R. Villaraigosa’s Chief Legislative Representative for the City of Los Angeles, overseeing a comprehensive local government lobbying effort in all areas of state public policy of interest to the City of Los Angeles. This included a focus on the City’s transportation infrastructure, homeland security, education, water, and economic development needs. In that role, Andrew advised and developed legislative strategy for the Mayor’s Office, City Council, and City Departments; he negotiated with state regulatory departments, boards and commissions on behalf of the City; he coordinated the City’s grant funding requests; he formed coalitions with local governments and other groups with similar goals; and, he worked through the Mayor’s office to engage City departments in the preparation, analysis, revision, support and/or defeat of state legislation.

During his 12-and-a-half years working as a legislative staffer in the State Capitol, Andrew's policy work in progressively more responsible positions included health and human services, governmental organization, insurance and transportation. His last position in the Capitol was Chief Consultant to the Assembly Transportation Committee, where he served for more than eight years, developing a rich understanding of the complex funding, planning and programming issues facing the state, regional and local transportation agencies and private sector companies in California.

Andrew, a South Los Angeles native, began his career in the Legislature in 1994 as a Senate Fellow, shortly after graduating with a Bachelor of Arts degree in Government from Pomona College.

References:

Honorable Steve Bennet
CA State Assembly 37th District
1021 O Street, Suite 4140
Sacramento, CA 95814

Arwen Chenery, Chief of Staff

(916) 319-2037

Colleague

Senate Transportation Committee
State Capitol, Room 405
Sacramento, CA 95814

Randy Chinn, Staff Director

(916) 651-4121

Colleague

Honorable Lena Gonzalez
Senator, 33rd District
1021 O Street, Suite 7720
Sacramento, CA 95814

Cynthia Alvarez, Chief of Staff

(916) 651-4033

Colleague

Silvia Solis Shaw is a legislative advocate with SYASL. Silvia joined the firm in 2013 and has served a number of the firm's public, nonprofit and private sector clients with a particular focus on the firm's local government clients, specifically, the Cities of Goleta, Los Angeles, San Francisco, Santa Monica, and West Hollywood. This work has included advocating the legislature on housing and land use issues, transportation issues focusing on urban mobility and Vision Zero efforts, and public safety issues and she has expertise on the state budget process. Silvia has also led efforts on air quality issues and advanced energy/climate legislation.

Before joining SYASL, Silvia worked for another lobbying firm and her clients including local government and special district clients and she also served as Legislative Director for the California Electric Transportation Coalition. She also served a number of the firm's private sector clients. Prior to joining that firm, Silvia served as a legislative advocate for the City of Los Angeles for three years where she covered housing, land use, and energy and water issues. Prior to joining the City of Los Angeles, Silvia worked as a legislative aide and legislative director in the State Assembly for four years.

References:

City of Santa Monica
1685 Main Street
Santa Monica, CA 90401

Stephanie Venegas, Council and Legislative Liaison
310-458-8411
Current Client

San Joaquin Valley Air Pollution Control District
1990 E. Gettysburg Ave.
Fresno, CA 93726

Tom Jordan, Senior Policy Analyst
559-230-6000
Current Client

Advanced Energy Economy
1010 Vermont Ave., NW
Suite 1050
Washington, DC 20005

Amisha Rai, Managing Director
415-640-7908
Current Client

SYASL prides itself on the wins we worked hard to deliver for our clients over the years, both big and small. Below, we have listed some of the key successes for several of our clients, including C/CAG:

C/CAG

- Helped to secure \$760,000 for C/CAG for the San Bruno-Millbrae Bike Lane.
- Secured \$3 million for C/CAG to plan for various stormwater projects throughout San Mateo County.
- Successful passage of SB 595 (Beall), which dedicates bridge toll revenues from Regional Measure 3 to specified projects in San Mateo County, including significant funding for improvements to the US 101/92 interchange, the US 101 Managed Lanes project, the Dumbarton Bridge Corridor, and funding for Caltrain improvements.
- Amended SB 595 to authorize C/CAG, in coordination with the San Mateo County Transportation Authority, to sign an operating agreement with the Santa Clara Valley Transportation Authority for the US 101 Managed Lanes project in San Mateo County.
- Successfully lobbied for the award of \$250 million for the US 101 Managed Lanes project from the Solutions for Congested Corridors competitive grant program.
- Amended SB 1 to include authorization for local agencies to use streets and roads funding for stormwater projects.

SamTrans/Caltrain

- Successfully established specific eligibility criteria for the Caltrain Electrification Project to receive funding from the FY 2022-23 transportation funding package to complete the project.
- Secured a FY 2022-23 state budget appropriation specifically for Caltrain grade separation projects.
- Worked to create the authorizing statute that enabled Caltrain's Measure RR ballot measure.

- Secured \$130 million for bus and rail improvements on the Dumbarton Bridge Corridor and \$325 million for Caltrain’s extension to the Transbay Transit Center as part of Regional Measure 3.
- Worked to secure \$160 million from the Transit and Intercity Rail Capital Program for the Caltrain Electrification Project, as well as \$15 million for SamTrans Express Bus service.
- Helped secure \$750 million in federal funding from the Trump Administration, in addition to \$706 million in Proposition 1A High-Speed Rail funds for the Caltrain Modernization Program.
- Successfully enacted AB 1613 (Mullin) which authorized SamTrans to exceed the 2% statewide limit to impose a sales tax, which is now on the November ballot in San Mateo County as Measure W.

Monterey Salinas Transit District

- Secured a FY 2022-23 state budget appropriation for \$2.5 million specifically for the SURF! project, a new bus rapid transit line in Monterey County.
- Helped secure a \$25 million Transit and Intercity Rail Capital Program grant in Cycle 5 (2022) for the SURF! project.
- Worked to include language in SB 922 (Wiener) to address MST-specific considerations.
- Established relationships for MST with Coastal Commissioners to help facilitate new transit projects in Monterey County.

Approach to Serving C/CAG and Cost Proposal

As stated, SYASL’s approach to successful advocacy revolves around accessing information and ensuring the flow of information between the agencies & organizations we represent and decision-makers in Sacramento. We propose to continue what we feel has been a successful program of representing C/CAG over the last nine years by delivering on all the tasks set forth in the **Scope of Services** and **Submittal Requirements** section of the RFP. Additionally, we propose to carry out various tasks not specifically listed in the RFP, but which currently contribute to an overall effective lobbying program. Our proposed advocacy program is below, which reflects our approach to the tasks outlined in the RFP. **We have also worked to identify the timing/schedule for completing various tasks within the program below.**

1. Assist in developing and carrying out C/CAG’s annual Legislative Policies, strategy, and priorities. Ideally, the Legislative Policies, which guide our work, would be drafted in the fall and approved by the Legislative Committee and Board in December/January to influence the upcoming Legislative Session. SYASL would work collaboratively with staff to develop the Policies and to ensure they know what’s going on in Sacramento, and to obtain from them their perspective on legislative developments we identify as having a potential impact on C/CAG and its legislative goals.
2. Work with C/CAG staff to translate your legislative program into specific objectives, such as introduction of, or amendments to, bills to further the goals of C/CAG. We would advise on the cost impact of your proposals, and the political feasibility of such proposals. We would obtain authors for your original legislative proposals, and provide necessary support to your authors to obtain passage of your legislation in the Legislative Session. If C/CAG were to sponsor legislation or budget requests, the work for these would begin in the fall as well and we would begin approaching members of C/CAG’s legislative delegation in December, January, and February to get bill language to Legislative Counsel (the Legislature’s counsel charged with drafting legislation) and secure an author in a timely manner.

3. Review legislation, as it is introduced or amended, covering issue areas of importance to C/CAG, including bills dealing with transportation, housing, water quality, land-use and climate. This work begins in December with the first bill introductions and continues throughout the Legislative Session. SYASL's advocates review every introduced bill, and every amendment thereafter, to ensure nothing falls through. We would also cross-check bills flagged by other SYASL local agency clients (cities, counties, SamTrans, Caltrain, STA), as well as organizations representing local agencies (League of Cities, CSAC, CALCOG, Self-Help Counties Coalition, Congestion Management Agencies) to further bolster our efforts capture relevant bills. Legislation flagged as potentially impacting C/CAG would then be given a second vetting for consistency with your adopted Legislative Policies and referred to C/CAG staff for further analysis and response. We would research the background of priority bills and refer that material to staff to assist in developing C/CAG's position as we consider which bills to include in reports to your Board. We currently meet with C/CAG staff every other week to discuss key bills and would propose to continue to do that moving forward. Once we are agreement with staff that we should bring a bill to C/CAG's Legislative Committee for review and possible action, we will include a write-up of the bill for discussion in our regular, streamlined monthly reports to the Board. Ideally, we would work to take positions on bill before the first policy committee hearings begin in March and April, but positions can be adopted at any time during the Legislative Session.
4. As bills are identified as a priority by C/CAG and SYASL and positions are taken, we would monitor and if appropriate, communicate your position on legislation to legislators, committees and staff. This work would include preparing & distributing letters and alerts, preparing & delivering testimony before committees, and through personal contact with & lobbying of appropriate legislators & staff. This process will include preparing staff and/or Board members of C/CAG for carrying out similar activities, such as contacting delegation members & testifying before committees and meeting with legislators, legislative staff, or Administration officials. As bills move to the Governor's desk, we will communicate with the appropriate staff in the Governor's Office and in his key policy departments and state agencies regarding C/CAG's position on bills. We will also analyze the annual state budget and determine any impacts it may have on C/CAG and respond to those impacts appropriately. The budget process begins with the release of the Governor's Proposed Budget in January and usually concludes in June/July. When seeking funding for specific programs or projects, it is best to work with the delegation in February and March, though outcomes may not be known until May or June.
5. Meet with your legislative delegation and other key state officials, formally when needed and informally on an ongoing basis, with an emphasis on maintaining our relationships with Senators Josh Becker and Scott Wiener, and Assembly Members Phil Ting and Marc Berman (and the successor to Kevin Mullin) to get feedback on legislative proposals and update them on issues & bills of importance to C/CAG. Additionally, we would meet with and put your staff in contact with other members of the Legislature from the region, as well as the Speaker of the Assembly, the Senate President Pro Tem, and the Chairs and Vice-Chairs of key committees, to ensure issues of importance are understood. As we have mentioned before, our success will require strategic participation and involvement by the C/CAG Board, Legislative Committee, Executive Director, and staff. In years past, this has included regular legislative visits to Sacramento for meetings with C/CAG's legislative delegation, other legislators, and representative from the Administration. While these efforts have been virtual the last few years, we look forward to a return to Sacramento and continuing to coordinate these efforts on behalf of C/CAG, as we have done in years past. Ideally, we would secure meetings with key decision-makers in April or May to discuss important bills and the state budget.

6. Monitor and attend legislative committee and administrative agency hearings, which generally run from March through August of each year. Our team regularly attends hearings and meetings held by the Transportation Committees, Housing Committees, Budget Committees & Subcommittees, Appropriations Committees, Environmental Quality, Local Government, Governmental Organization, and Governance and Finance Committees. Our emphasis would be on tracking legislation, funding, or regulatory developments consistent with C/CAG's adopted Policies.
7. Assist you in working with other public agencies and organizations to develop support for C/CAG's Policies and identify those entities with like-minded goals. SYASL's advocates regularly interact with the staff, lobbyists and members of organizations C/CAG already is partnering with, including: the League of California Cities, CSAC, CALCOG, MTC, etc. We would also propose to be more aware of issues impacting California Stormwater Quality Association (CASQA).
8. Provide monthly written reports to C/CAG reflecting the latest status of each bill of interest and an overview of ongoing policy and funding developments, as well as reporting on high priority developments and breaking legislative news. As mentioned above, we would continue to conduct regularly scheduled telephone calls with C/CAG staff for purposes of providing updates, discussing legislation and budget items, and receiving direction. We will also provide C/CAG with bill tracking matrices monthly. These services are typically provided to our public agency clients.
9. Attend C/CAG Legislative Committee and Board meetings when requested to provide updates on legislation and state budget & Administration work, take feedback from Board and Committee members, advise on bill positions, and plan for meetings with legislators & Administration officials. We would also continue to field inquiries from Board and Committee members individually as needed.
10. Work, as appropriate, with C/CAG's federal advocacy team to help further C/CAG's goals in Washington, D.C. and provide information on California-specific programs benefitting from federal partnerships.
11. We would adhere to all regulations governing the activities of registered lobbyists in California, including preparing necessary Fair Political Practices Commission lobbying reports for execution by C/CAG.

For the above listed services, we propose to represent C/CAG for \$7,000 per month, for the duration of the 2023-24 Legislation Session, and we suggest the contract include an option for C/CAG to extend the agreed upon services for the 2025-26 Legislative Session under the same terms for a total of four years. The proposal is, of course, open to negotiation between C/CAG and SYASL.

Conflict Resolution

SYASL strives to recognize and resolve potential conflicts between its clients as early as possible. We hold regular meetings to discuss the legislative priorities of our clients and are immediately aware when conflicting positions arise. This practice helps identify potential issues and generally leads to an agreeable solution before an issue becomes a significant conflict. Once identified, we work with our clients on options for addressing conflicts. Generally, SYASL has multiple lobbyists sharing the workload

for each client so that we are not presented with a scenario in which we cannot support a client's legislative program in front of the Legislature or convey a position to members of their delegation. If, in the rare instance there was no way to avoid a conflict amongst clients, SYASL's policy is to give deference to the client under contract with the firm the longest.