



April 15, 2016

To: City of Fresno  
Purchasing Division  
Attn: Gary Watahira, Purchasing Manager  
2600 Fresno Street Room 2156  
Fresno, CA 93721

From: Greg Campbell  
Principal, Campbell Strategy & Advocacy

Re: Request for Qualifications Bid #040416GAW  
Consulting Services: Lobbying Activities City of Fresno, California

It is a privilege to submit this proposal to represent the City of Fresno (City) as your state lobbyist in Sacramento. I strongly believe that I am well suited to provide a comprehensive strategy on how to position the City on relevant legislation and ensure that California's fifth largest City is getting its fair share of attention in the state budget.

A consulting agreement with me comes with nearly 20 years of experience successfully managing and negotiating complex issues in state government. I have significant experience in monitoring and navigating the political waters at the State Capitol, having served as Chief of Staff for the past two Speakers of the State Assembly. During my tenure in the Legislature, I established and maintained deep relationships with lawmakers, elected and appointed Administration officials, and relevant associations and interest groups. As Fresno looks to establish a stronger and more individualized presence in Sacramento, my familiarity with the Legislature, knowledge of the inner workings of the executive branch, understanding of local and statewide initiatives, and experience in coalition building will help the City capitalize on opportunities and avoid pitfalls.

In representing the City, my first order of business will be to collaborate with you and your team through whichever medium or location works best for you. I would welcome the opportunity to travel to Fresno to get a feel for the City. Having a better understanding of the City's vision and assessing the resources currently available will allow me to better develop a strategic plan on how to best position the City on your relevant issues in Sacramento. When meeting with your team, I will present some suggestions for building key relationships, as well as developing and establishing some preliminary goals to properly position the City for the remainder of the legislative year and the upcoming budget discussion.



## **LEGISLATIVE & REGULATORY STRATEGY**

As part of my lobbying effort, I will review all bills introduced and amended throughout the Legislative Session to identify those that affect the City. Based on this review and in collaboration with you and your team, I will make recommendations as to whether the City should support, oppose, seek amendments to, or simply monitor bills of interest. I will have a focused lobbying strategy for each bill of interest to the City. Together we will determine on which bills, if any, you want to take a lead role, and I will engage appropriately on your behalf. When needed, I will meet with legislative, committee and Administration staff, testify before legislative committees and work with the City's team, legislators, staff and any others to resolve issues related to bills of interest.

I will also advise as to when the City is better served by remaining in the background utilizing the League of Cities, or engaging directly. Establishing a successful individual presence in Sacramento will be defined by both the issues on which we choose to engage, as well as the issues we choose to bypass - both courses of action are noticed and have a level of significance with respect to how the City will be viewed in the legislative process.

The City will be faced with many regulatory and procurement issues that involve various departments and agencies within state government. As these issues arise, I will engage in the regulatory process supporting the City's regulatory role. In this capacity, I can utilize my relationships within the Administration and across all relevant state agencies, such as the CalEPA, Go-Biz, Caltrans, and DGS, as needed.

## **RELATIONSHIP BUILDING**

Fresno does not need an introduction in Sacramento. People know the City and respect the importance the City has for California. However, Fresno is largely known as only being part of the Central Valley -not as the fifth largest City in the state, thirty-fourth largest City in the United States, or a City larger than Miami, Cleveland, Atlanta and Pittsburgh. The City is well known for being the base for the #1 agricultural producing region in the nation; but is less known for boasting some of the largest job growth in the tech industry of anywhere in California. Being associated as the largest metropolitan region in the Central Valley is a great foundation, and having policy makers know the City in that way is a positive. The issue that needs to be addressed is how that foundation can be built upon; how policy makers will see Fresno as the transformative leader it is, and can be, in areas like land-use planning, transit-orient development and water management. Again, a more comprehensive strategy would be presented after our initial meetings were conducted and I have a better feel for your specific goals.

In the meantime, there are several key themes that I believe will need to be explored:

Success for the City's agenda is only attainable if we are able to build a powerful and diverse coalition. The usual players are absolutely key to a successful outcome.

Maintaining a productive working relationship with the Governor's office is a top priority. Within the Governor's office, I would anticipate having consistent and continued conversations with key administration staff with whom you have been engaging for years. This list includes, but is not limited to: Nancy McFadden, Michael Cohen, Mike Rossi and Kent Alex.

Establishing an open line of communication with legislative leadership, committee chairs and staff from both political parties in both legislative houses is also critical. I propose we attempt to not only secure strong working relationships from lawmakers who represent you geographically, but that we also strategically introduce you to lawmakers who sit on relevant legislative committees, e.g. the Senate and Assembly Budget Subcommittees and full Budget Committees. Relationships with Senate and Assembly leadership are an important element of a successful government relations operation. As such, we will engage the Assembly Speaker, Senate Pro Tem, and Senate and Assembly Republican leaders on behalf of the City at the right time. I am uniquely positioned to provide the City with insight and access to both the Legislative and Executive branches.

In addition to creating alliances and relationships with policy leaders, the City will need to enlist key stakeholders to join this fight. As I learn more about the goals of the City I anticipate that the coalition can, and will, need to grow even bigger and stronger.

## **CLIENT COMMUNICATION**

Any successful relationship requires good and consistent communication. I am committed to the continual flow of relevant information to your team. Specifically, I will participate in conference calls and attend meetings called for by the City and regularly provide you with written and oral updates on the status of meetings, hearings and other issues of interest or concern.

## **FEE STRUCTURE**

I am excited about the opportunity to work with the City. The timing of this partnership is of particular interest to me. I see your desire to seek individual representation in Sacramento as a strategic investment for a City always looking forward. I am very confident that I will meet your expectation of service, and would propose to do so for a fixed monthly retainer to be negotiated. This includes lobbying services, development of a political strategy as well as general consulting.

I service all of my contracts. You will have direct interaction with me and not an account manager or a junior partner.

I will only seek client reimbursement for travel related expenses (pre-approved by client).

## **PROFESSIONAL REFERENCES**

The Honorable Toni G. Atkins, Speaker Emeritus of the State Assembly  
(916) 319-2078

The Honorable Anthony Rendon, Speaker of the State Assembly  
(916) 319-2063

Nancy McFadden, Executive Secretary for Governor Jerry Brown  
(916) 445-0796

The Honorable Kevin de Leon, Pro Tem of the State Senate  
(916) 651-4024

The Honorable Bob Huff, Immediate Past Republican Leader of the State Senate  
(916) 651-4029



CAMPSTR-01

MESPARZA

## CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

1/5/2016

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.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must 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 License # 0F82764  
Inszone Insurance Services, Inc.  
2701 Citrus Road  
Suite C  
Rancho Cordova, CA 95742

CONTACT NAME: Laurie Graves

PHONE (A/C, No, Ext): (877) 308-9663

FAX (A/C, No): (916) 503-6271

E-MAIL: info@inszoneins.com

ADDRESS:

INSURER(S) AFFORDING COVERAGE

NAIC #

INSURER A : United States Liability Ins Co

25895

INSURER B :

INSURER C :

INSURER D :

INSURER E :

INSURER F :

INSURED

CAMPBELL STRATEGY & ADVOCACY LLC  
1301 I Street  
Sacramento, CA 95814

## COVERAGES

## CERTIFICATE NUMBER:

## REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY					
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR		MCX015D0297	12/29/2015	12/29/2016	EACH OCCURRENCE \$ 1,000,000
						DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 50,000
						MED EXP (Any one person) \$ 5,000
						PERSONAL & ADV INJURY \$ Included
						GENERAL AGGREGATE \$ 2,000,000
						PRODUCTS - COMP/OP AGG \$ Included
	GEN'L AGGREGATE LIMIT APPLIES PER:					
	<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC					
	OTHER:					
	AUTOMOBILE LIABILITY					COMBINED SINGLE LIMIT (Ea accident) \$
	<input type="checkbox"/> ANY AUTO					BODILY INJURY (Per person) \$
	<input type="checkbox"/> ALL OWNED AUTOS	<input type="checkbox"/> SCHEDULED AUTOS				BODILY INJURY (Per accident) \$
	<input type="checkbox"/> HIRED AUTOS	<input type="checkbox"/> NON-OWNED AUTOS				PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB	<input type="checkbox"/> OCCUR				EACH OCCURRENCE \$
	EXCESS LIAB	<input type="checkbox"/> CLAIMS-MADE				AGGREGATE \$
	DED	RETENTION \$				
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY					PER STATUTE OTH-ER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory In NH)	<input type="checkbox"/> Y / <input type="checkbox"/> N / A				E.L. EACH ACCIDENT \$
	If yes, describe under DESCRIPTION OF OPERATIONS below					E.L. DISEASE - EA EMPLOYEE \$
						E.L. DISEASE - POLICY LIMIT \$
A	Professional Liabili		MCX015D0297	12/29/2015	12/29/2016	Each Claim 1,000,000
A	Professional Liabili		MCX015D0297	12/29/2015	12/29/2016	Aggregate 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)  
Verification of Insurance.

## CERTIFICATE HOLDER

## CANCELLATION

Verification of Insurance

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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**EXHIBIT C**  
**DISCLOSURE OF CONFLICT OF INTEREST**  
 RFQ: CALIFORNIA STATE LOBBYING ACTIVITIES

		YES*	NO
1	Are you currently in litigation with the City of Fresno or any of its agents?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2	Do you represent any firm, organization or person who is in litigation with the City of Fresno?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3	Do you currently represent or perform work for any clients who do business with the City of Fresno?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4	Are you or any of your principals, managers or professionals, owners or investors in a business which does business with the City of Fresno, or in a business which is in litigation with the City of Fresno?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5	Are you or any of your principals, managers or professionals, related by blood or marriage to any City of Fresno employee who has any significant role in the subject matter of this service?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6	Do you or any of your subcontractors have, or expect to have, any interest, direct or indirect, in any other contract in connection with this Project?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
* If the answer to any question is yes, please explain in full below.			

Explanation: \_\_\_\_\_  
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☐ Additional page(s) attached.

Greg Campbell  
 Signature  
4/8/16  
 Date  
Greg Campbell  
 (name)  
Campbell Strategy & Advocacy  
 (company)  
1301 I Street  
 (address)  
Sacramento, CA 95814  
 (city, state, zip)

**EXHIBIT E**  
**STATEMENT OF ACCEPTANCE OF THE INDEMNIFICATION**  
**AND INSURANCE REQUIREMENTS**

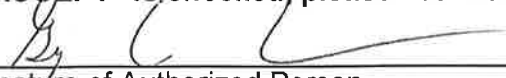
RFQ: CALIFORNIA STATE LOBBYING ACTIVITIES

The Responder shall sign below that the Responder accepts in whole the Indemnification and Insurance Requirements set forth in these Specifications. If the Responder takes exception to some portions, those portions shall be listed here below and the Responder shall sign that the Responder accepts all portions of the requirements not listed.

Note: Any exceptions may render the Responder non-responsive.

☒ **ACCEPT**  
☐ **DO NOT ACCEPT**

If "DO NOT ACCEPT" is checked, please list exceptions:

  
\_\_\_\_\_  
Signature of Authorized Person

Greg Campbell  
\_\_\_\_\_  
Type or Print Name of Authorized Person