

**VALLEY CLEAN ENERGY ALLIANCE**  
**Board of Directors Meeting**

**Staff Report – Item 12**

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To: Valley Clean Energy Alliance Board of Directors

From: Mitch Sears, Interim General Manager, VCE

Subject: Approval of Proposal to Retain Pacific Policy Group for Lobbying Services

Date: January 23, 2019

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**RECOMMENDATIONS**

Authorize VCE's Interim General Manager, in consultation with VCE Legal Counsel, to complete final negotiations and execute a contract to retain Pacific Policy Group for Lobbying services.

**BACKGROUND & DISCUSSION**

During VCE's first year of operations, there have been several legislative bills identified in the 2017-2018 Legislative session that pose significant issues for CCA's. Although VCE participates in the joint CalCCA Legislative group for monitoring of legislative bills that may have significant impact on CCA's, VCE does not have a lobbying and consulting firm that would provide legislative advocacy services for VCE's specific interests.

Pacific Policy Group, LLC is a Sacramento-based lobbying and consulting firm specializing in improving California's environmental and renewable energy policies through focused legislative and regulatory strategies specific to the needs of their clients. The firm currently represents Peninsula Clean Energy (CCA) and other public entities.

Pacific Policy Group would provide legislative advocacy services to advance policy priorities. With consultation and agreement with VCE, Pacific Policy Group will advocate VCE's positions before the legislature in both the policy and budget processes. In addition, Pacific Policy Group will build relationships with stakeholders to foster greater support for CCAs. Staff believes that an experienced and consistent presence representing VCE's interests at the Legislature is very important and especially critical in the upcoming legislative session given the pending PG&E bankruptcy filing. The proposed scope of work is included as Attachment 1.

**CONCLUSION**

Staff recommends that VCE retain Pacific Policy Group for lobbying services described above for \$5,000 per month retainer for a one-year term for an amount not to exceed \$60,000.

**FISCAL IMPACT**

The costs associated with the Pacific Policy Group proposal are accounted for in the VCE's FY 2018/19 Budget approved by the Board at the June 6, 2018 meeting and the projected Proforma costs for 2019/2020.

Costs included in the Public Policy Group proposal is \$5,000 per month retainer for one-year, not to exceed \$60,000.

**ATTACHMENT**

Proposal for Lobbying Service – Pacific Policy Group

# PACIFIC POLICY GROUP

## Proposal for Lobbying Service

Pacific Policy Group, LLC (PPG) is a Sacramento-based lobbying and consulting firm specializing in improving California's environmental and renewable energy policies through focused legislative and regulatory strategies that meet the needs of our clients. We have extensive expertise in climate change, clean energy, natural resources, water, and local government. PPG believes in a team-oriented approach to our advocacy and consulting services anchored by first investing in developing an in-depth knowledge of our clients and their priorities.

PPG was established to be a firm whose clients can work together toward the common goal of protecting and enhancing California's natural resources and environment. From working on state-level legislation to empower local governments to deliver more renewable electricity, to pulling state funding together for projects that protect and restore the state's watersheds, PPG's suite of services is dynamic and go beyond those of a traditional lobbying firm.

We are pleased to propose the following scope of lobbying services to Valley Clean Energy (VCE).

- **Provide legislative advocacy services to advance policy priorities.** Working with VCE, PPG will identify specific legislation and legislative issues as well as opportunities in the state budget that require VCE's engagement. With consultation and agreement by VCE, PPG will advocate VCE's positions (support, oppose, request for amendments, etc.) before the legislature in both the policy and budget processes. PPG's activities include:
  - Testifying on behalf of VCE in committee hearings;
  - Representing VCE in meetings with legislators, staff, committee consultants, the Governor's Office and other appropriate members of the Administration;
  - Advocate on behalf of VCE within CalCCA;
  - Representing VCE positions with appropriate stakeholders and within coalitions; and
  - Drafting position letters, fact sheets, and other information pieces that convey VCE's positions.
- **Build relationships with stakeholders to foster greater support for CCAs.** CCAs will need strong relationships with legislators and key decision makers of the administration. Relationships with key stakeholders, such as environmental and environmental justice groups and local governments and their associations are just as important. PPG has strong relationships with many legislators and their staff and the administration but understands this is an effort for CalCCA to lead. Accordingly, PPG will focus our work under this proposal on building relationships with other stakeholders to foster greater support for VCE and CCAs.

### PPG Team

PPG approaches all of its clients with a team-oriented focus where each Principal is knowledgeable and an active participant in providing services to each client. Accordingly, all three of PPG's principals will participate in advocacy on behalf of and provide advice to VCE to achieve the goals described within this proposal.

# PACIFIC POLICY GROUP

## ***Mark Fenstermaker***

Mark Fenstermaker is a registered lobbyist with a focus on climate change, clean energy, natural resource, and local government policy and state budget advocacy. Mr. Fenstermaker has extensive experience lobbying on behalf of and advising clients on legislation as well as regulatory matters at agencies and departments including, the California Energy Commission, Public Utilities Commission, Strategic Growth Council, Air Resources Board, Department of Fish and Wildlife, and CAL FIRE. He specializes in working the state's budget process to influence state appropriations and policy.

Before co-founding PPG, Mr. Fenstermaker worked for Conservation Strategy Group from 2012 to 2018, most recently as the firm's Legislative Director. He was responsible for developing and leading the firm's lobbying strategies on behalf of all of PPG's clients, directing the firm's team of lobbyists, and running the day to day operations as part of PPG's Management Team. In his time at PPG, Mr. Fenstermaker represented more than 30 different organizations that included for profit companies, nonprofit organizations, and local governments. He is a graduate of the University of Arizona with a B.A. in Political Science.

## ***Tasha Newman***

Tasha Newman is a registered lobbyist and state funding consultant who has worked on California natural resource issues as a lobbyist and consultant for more than 20 years. Most recently, she has successfully lobbied for the appropriation of \$18 million for coastal and Bay Area flood and multibenefit projects through the state legislative budget process, which Sonoma Water was a partner and supporter.

Prior to co-founding PPG, Ms. Newman worked for Conservation Strategy Group (PPG) for 18 years in multiple capacities, most recently as Director of Conservation Programs. As Director of Conservation Programs, Tasha was responsible for managing the overall workload and deliverables for 14 clients. She was also responsible for the management and implementation of project funding strategies and grant program work for the firm and its clients. Additionally, Ms. Newman helped run the day to day operations of CSG as part of the CSG Management Team. She is a graduate of California State University Sacramento with a B.A. in Sociology and Business Administration.

## ***Jacob Moss***

Jacob Moss specializes in policy matters in both the Legislature and the Administration as well as regulatory policy matters at agencies and departments, ranging from the California Public Utilities Commission (CPUC) to the California Air Resources Board (CARB) to the Governor's Office of Business & Economic Development (GO-Biz).

Prior to becoming a Legislative Advocate, Jacob was legislative staff for Senator Mark Leno, (D-San Francisco). While working for Senator Leno, the Chairman of the Senate Budget Committee, Jacob developed an expertise in energy and environmental policy and in the budget process. He was instrumental in the development of numerous policy measures. Most notable among these was the designation of funding to study the impacts of harmful pesticides on bees and other pollinators, increased funding to ease the enrollment crisis facing City College of San Francisco,

## PACIFIC POLICY GROUP

and the creation of a program at both CARB and CEC to begin the process of modelling out-of-state natural gas infrastructure to measure the leakage of natural gas imported into California.

Jacob has demonstrated the ability to achieve tangible results for his clients. Recently, for example, he helped to secure over \$700 million in funding to improve air quality for communities near highways and freight distribution facilities. He also successfully shepherded legislation that clarified and strengthened the photovoltaic solar property tax exemption, and he successfully negotiated legislation that enhanced the ability of regulators to more quickly stop the release of toxic contaminants into residential neighborhoods.

### **Proposed Fee Schedule:**

PPG works on a retainer basis. The fee for services described in this proposal is \$5000.00 per month retainer for a one-year term, with extension by mutual agreement.