

FIRST AMENDMENT TO AGREEMENT

This Amendment of the Agreement, entered into this ____ day of _____, 2021, by and between the CITY OF ALAMEDA, a municipal corporation (hereinafter "City") and CLEAR ADVOCACY, LLC a California LLC whose address is 925 L Street, Ste. 1450, Sacramento, CA 95814, (hereinafter "Provider"), is made with reference to the following:

RECITALS:

A. On March 23, 2021, an agreement was entered into by and between City and Provider (hereinafter "Agreement") in an amount not to exceed \$52,500.

B. City and Provider desire to modify the Agreement on the terms and conditions set forth herein.

NOW, THEREFORE, it is mutually agreed by and between the undersigned parties as follows:

1. Paragraph 1, TERM, of the Agreement is modified to read as follows:

The term of this Agreement retroactively commenced on the March 23, 2021 and shall terminate on the 31st day of August 2022, unless terminated earlier as set forth herein.

This Agreement may be mutually extended on a year-by-year basis, for up to two (2) additional years, at the sole discretion of the City Manager, based, at a minimum, upon satisfactory performance of all aspects of this Agreement. The City Manager may submit written notice that the Agreement is to be extended at the same terms and compensation as the existing Agreement.

2. Paragraph 2, SCOPE OF WORK, of the Agreement is modified to read as follows:

Provider agrees to do all necessary work at its own cost and expense, to furnish all labor, tools, equipment, materials, except as otherwise specified, and to do all necessary work included in Exhibit A-1 as requested. The Provider acknowledges that the work plan included in Exhibit A-1 is tentative and does not commit the City to request Provider to perform all tasks included therein.

3. Paragraph 3, COMPENSATION TO PROVIDER, is modified to read as follows:

a. By the 7th day of each month, Provider shall submit to the City an invoice for the total amount of work done the previous month. Pricing and accounting of charges are to be according to the fee schedule as set forth in Exhibit A-1 and incorporated herein by this reference. Extra work must be approved in writing by the City Manager or his/her designee prior to performance and shall be paid on a Time and Material basis as set forth in Exhibit A-1.

b. Provider shall be compensated for the services performed in accordance with the original contract consistent with the term of the Agreement. Additionally, Provider shall be compensated for the First Amendment, covering services performed during the period between September 1, 2021 and August 31, 2022, at the hourly rates set forth in Exhibit A-1 of the First Amendment. Compensation for services performed pursuant to the First Amendment shall not exceed \$90,000.

c.

Fiscal Year 2020-21	\$52,500
Fiscal Year 2021-22	\$90,000
Fiscal Year 2022-23	\$90,000
Fiscal Year 2023-24	\$90,000
TOTAL	\$322,500

Total Compensation for this Agreement shall not exceed \$322,500.

4. Except as expressly modified herein, all other terms and covenants set forth in the Agreement shall remain the same and shall be in full force and effect.

Signatures on following page

IN WITNESS WHEREOF, the parties hereto have caused this modification of Agreement to be executed on the day and year first above written.

Clear Advocacy, LLC
a California LLC

CITY OF ALAMEDA
A Municipal Corporation

By: Fred Main _____
CEO

Eric J. Levitt
City Manager
Date: _____

RECOMMENDED FOR APPROVAL:

By: Sarah Henry
Public Information Officer

APPROVED AS TO FORM:
City Attorney

By: _____
Elizabeth A. Mackenzie
Chief Assistant City Attorney



Clear Advocacy is unique in the political landscape that is the state Capitol. The three partners of the firm collectively have over 70 years of credible and successful lobbying experience. We seek the most effective means possible to represent clients and do so in an aggressive and ethical manner. As longstanding lobbyists with equally distinct credentials, we bring an immediate presence to our clients for their governmental relations needs.

We have capably assisted clients with diverse goals and needs for decades. Our successes are measurable.

The partners of Clear Advocacy have decades of experience in providing full scope lobbying services to a spectrum of clients. Rosanna Carvacho Elliott who has been working with the City of Alameda (“City”) for over five years will be the principal advocate representing the City in the Capitol. However, as necessary, the entire Clear Advocacy team will be available with their distinct relationships and skill sets.

Specific to the interests of the City of Alameda, Rosanna has extensive knowledge of the City’s unique issues and policy priorities and will use her robust working relationships throughout all levels of state government to further those priorities.

Clear Advocacy would provide to the City of Alameda the following legislative advocacy services:

- Register as a lobbyist with the Secretary of State on behalf of the City and lobby the state Legislature, Administration, and pertinent regulatory entities on behalf of the City as they relate to the “Legislative Advocacy Issues” listed below or other issues as directed.
- Provide all needed lobbying services for budget items or legislation, including direct communication with legislators, staff, representatives of the Governor’s Administration, and provide testimony when needed.
- Support and assist the City in scheduling meetings with staff, officials, and legislators as directed or as identified.
- Legislative Advocacy Issues:
 - Issues and priorities identified in the adopted 2021-22 Legislative Agenda.
 - Amendments to the California Surplus Land Act to allow for future development at Alameda Point, if necessary.

- Any budget proposal that directly impacts the City.
- Any additional positions taken by the City that may not be specifically outlined in the Legislative Agenda but approved by Council.

In addition to the services outlined above Clear Advocacy will also provide the following services:

- Meetings with the Mayor and Councilmembers to establish priorities for the upcoming legislative year.
- Support in the drafting and updating of the Legislative Agenda, as necessary.
- Communication with City staff regarding adopting positions on legislation, including weekly reports of newly introduced bills and bills that have been gutted and amended.
- Drafting and distribution of position letters to the Legislature and Governor's office.
- Weekly bill status update on position bills for publication on the City's website.
- Bi-weekly check-in calls with City staff, with additional calls, as necessary.
- Monthly reports to Council and staff on activities performed in the previous month and items of interest to the City.

BIOGRAPHIES

Rosanna Carvacho Elliott possesses an extensive knowledge and network within the California State Legislature and California's political and policy landscape which ensures the best outcomes for clients. Her vast experience working in the realm of California policy and politics, navigating complex issues and relationships with policymakers, negotiating issues impacting individuals and businesses in California are the cornerstone of her sustained success for her clients.

Rosanna has a diverse practice which includes a large international energy company, the alternative asset management industry, local governments, startups, and national childcare providers. Additionally, her practice provides expert advocacy and counsel in the energy, water, and natural resources field.

Rosanna's career in politics began as staff in the California Legislature. She served in both the Senate and the Assembly providing her with robust policy experience and creating a broad set of relationships in both houses along with a thorough understanding of the legislative and parliamentary processes, the roles of legislative leaders, their staff and committee staff.

Prior to joining Clear Advocacy, Rosanna was a shareholder at a national law and lobbying firm, serving as Managing Partner of the Sacramento office.

Rosanna received a bachelor's degree in Political Science from California State University Sacramento. She earned her law degree from the University of the Pacific, McGeorge School of Law while working full time in the State Senate. She lives in West Sacramento, California with her husband, two children and rescue dog, Jasmine.

J. Kevin Pedrotti is known for political insights, masterly assisting a diverse client base on business industry, health care, and insurance issues. His hands-on approach marries personal relationships with policy insights.

Kevin's career in politics and government affairs began as policy staff in the California State Assembly. He has lent his expertise as a senior lobbyist for a national law firm and as a named partner for a Sacramento-based lobbying firm. His legislative successes are many within various industries and sectors he represents.

Kevin serves as a board member of the Institute of Governmental Advocates (IGA). IGA is a voluntary, non-partisan association representing the leading professional lobbyists and lobbying firms in California's Capitol.

A graduate of California State University Chico with a degree in Public Administration, Mr. Pedrotti is an accomplished runner and Ironman triathlete. His interest in fitness extends to pro-bono counsel in establishing the California Task Force on Youth and Workplace Wellness. Kevin serves as a Board Member of the River City Rebels competitive run club. He lives with wife, Janet in Fair Oaks, California.

Peter Kellison began his career in politics and the government in 1983, while serving as general staff both in Washington, D.C. and at the California State Senate. There, his efficiency and effectiveness led to a quick rise up the ladder ultimately overseeing Capitol operations for a State Senate Leader.

Peter registered as a lobbyist in 1987 in a small firm and was quickly invited to become a principal in a top ten lobbying firm specializing in broad spectrum of issues. In 2000, he left to form his own firm, representing Fortune 100 companies, numerous trade associations, non-profits, and small businesses and in 2012, in conjunction with Mr. Pedrotti, he formed Clear Advocacy LLC.

Mr. Kellison is a graduate of California State University Chico, where he majored in International Relations and carried a minor in Russian History. He lives in Davis with his wife, Heidi, and in his spare time enjoys offshore kayak fishing and fronts a well-known local rock band, Special Interest.

FEES

Clear Advocacy proposes a monthly retainer of \$7,500.00 for a one year period from September 1, 2021 through August 31, 2022.