

**NIELSEN MERKSAMER**

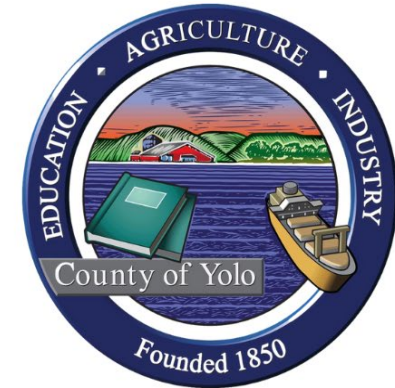
NIELSEN MERKSAMER PARRINELLO GROSS & LEONI LLP

**POLITICAL &  
GOVERNMENT**

LAW  
ADVOCACY  
LITIGATION

# Government Relations and Lobbying Services for the County of Yolo

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October 10, 2023

PRESENTED BY MICHELLE RUBALCAVA AND GEOFF NEILL

# Your Advocacy Team

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## Nielsen Merksamer Parrinello Gross & Leoni, LLP

- Michelle Rubalcava, Senior Counsel
- Geoff Neill, Senior Legislative Advocate

# Michelle Rubalcava

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Senior Counsel

Lead lobbyist for Nielsen Merksamer

Main point of contact for the County team

25+ years of political experience

- 10 years as legislative staff, including for Assembly and Senate Budget Chair
- 15+ years in-house/contract lobbyist/LA County

# Geoff Neill

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Senior Legislative Advocate

Works with Michelle for public sector clients

20+ years of political experience

- 16 years working for CSAC on issues including taxes, the state-local fiscal relationship, local governance, broadband, elections, and the state budget
- 4 years with the California Special Districts Association

# Nielsen Merksamer Services

## Full-Service Lobbying Firm

- Lobbying
- Regulatory
- Legal Analysis
- Political Law Compliance
- Initiatives and Referenda

## Strategic Approach

- Strategically integrate public sector lobbying, communications, PR, and grassroots efforts

# Benefits to Yolo County



**Diverse collective client base – a mix of public and private clients**



**Bipartisan, cross-caucus relationships**



**Relationships in the Administration, state agencies, and the Legislature**



**Experience building coalitions**



**Sought-after subject matter experts**



**Extensive expertise in county programs and financing**

# Our Approach

## Thoughtful, substantive approach to advocacy

- Highly analytical approach that advances the county position and yields tangible benefits

## Consistent communication with the County

- Collaborative conversations with executive staff to deliver on Yolo County's legislative priorities
- Conference calls as necessary to keep the County informed and obtain guidance
- Always available by phone, text, and email

## Effective Tactics

- Utilize the legislative process
- Organize coalitions inside and outside County stakeholders
- Strong relationships with members and other state officials
- Utilize the power of existing County relationships
- Develop creative non-legislative solutions

# Recent Engagement for Yolo County

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Provided detailed SB 1439 legal analysis and met with county staff

Advised on legal aspects of the supervisorial vacancy process and arranged a meeting with the Governor's appointment secretary

Brought opportunity to Yolo County to be a Cohort 1 county for CARE Courts

# Legislative Engagement for Yolo County

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**AB 1168 (Bennett): Pre-Hospital EMS / LEMSA Fragmentation**

**AB 1360 (McCarty): HOPE California**

**AB 687 (Hart): California Cannabis Authority**

**AB 817 (Pacheco): Open Meetings**

# Legislative Engagement for Yolo County

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**ACA 1 (Aguiar Curry): Affordable Housing and Public Infrastructure**

**AB 1548 (Hart): GGRF-Recycling**

**AB 1387 (Ting): IHSS Provider Shortage**

# Recent Budget Wins for Yolo County

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**\$487,848 to County of Yolo for Meals on Wheels Yolo County**

**\$1,000,000 to County of Yolo for the Yolo Crisis Nursery**

**\$5,000,000 to County of Yolo for Knight's Land Park, Vic Fazio  
Wildlife Area**

**\$6,500,000 to County of Yolo for Capay Valley Health and  
Community Center**

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# Thank you.

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