

Those persons wishing to speak on any item, whether or not it is included on the agenda, are requested to fill out and submit to the Clerk of the Board a "Request to Speak" form. Thank you.

It is the intention of the Chino Valley Independent Fire District to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, the Chino Valley Independent Fire District will attempt to accommodate you in every reasonable manner. Please contact the Administration Office (909) 902-5260 at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible. Please advise us at that time if you will need accommodations to attend or participate in meetings on a regular basis.

Any public record, relating to an open session agenda item, that is distributed within 72 hours prior to the meeting is available for public inspection at the District's Administrative Headquarters, 14011 City Center Drive, Chino Hills, CA 91709.

**CHINO VALLEY INDEPENDENT FIRE DISTRICT**  
***Special Meeting - Standing Committee Meeting***  
***Legislative Committee***

Administrative Headquarters  
14011 City Center Drive  
Chino Hills, CA 91709

Monday November 4, 2024

8:00 a.m. - Open Session

**AGENDA**

ROLL CALL

FLAG SALUTE

INVOCATION

Chaplain Marco Miranda

PUBLIC COMMUNICATIONS

This is the time and place for the general public to address the Committee about subjects that do not appear elsewhere on the agenda. The public may address items on the agenda at the time addressed by the Committee.

Due to Board policy and Brown Act requirements, action may not be taken on any issue on the agenda. When you address the Committee, please state your name and address (optional) prior to making your remarks. Please limit your comments to 3 minutes.

## MINUTES

### 1. MINUTES – January 22, 2024 Special Meeting

## OLD BUSINESS – None

## NEW BUSINESS

### 2. STATE AND FEDERAL LEGISLATIVE ADVOCACY SERVICES

Purpose is for the Legislative Committee to consider the proposals for state and federal legislative advocacy services submitted by Rojas Public Affairs and Braude & Associates.

### 3. LEGISLATIVE UPDATE

Purpose is for the Legislative Committee to receive a legislative update on state and federal legislation affecting the Chino Valley Fire District.

### 4. ENGAGING WITH STATE AND FEDERAL LEGISLATORS

Purpose is for the Legislative Committee to discuss and outline plans for meetings with state and federal legislators and key staff in Sacramento and Washington D.C. in calendar year 2025.

## LEGISLATIVE COMMITTEE MEMBER COMMENTS

## ADJOURNMENT

I, Angela Robles, Clerk of the Board, on behalf of the Board of Directors, do hereby certify that a copy of this agenda has been posted by 6:00 p.m., on Friday, November 1, 2024.

*Angela Robles*

Angela Robles, Clerk of the Board

**MINUTES 1.**

**CHINO VALLEY INDEPENDENT FIRE DISTRICT  
LEGISLATIVE COMMITTEE**

**NO STAFF REPORT**

Minutes – January 22, 2024 Meeting

**ATTACHMENTS:**

Minutes – January 22, 2024 - Meeting

**CHINO VALLEY INDEPENDENT FIRE DISTRICT**  
*Special Meeting - Standing Committee Meeting*  
*Legislative Committee*

Administrative Headquarters  
14011 City Center Drive  
Chino Hills, CA 91709

Monday, January 22, 2024  
1:00 p.m. Committee Meeting

**MINUTES**

CALL TO ORDER

The Legislative Committee meeting was called to order at 1:00 p.m. by Director Kreeger.

ROLL CALL

Director Mike Kreeger  
Director Haughey  
Fire Chief Dave Williams  
Deputy Chief Jeremy Ault  
Clerk of the Board Angela Robles

FLAG SALUTE

Director Kreeger led the flag salute.

INVOCATION

Keith Roby, Fire District Chaplain led the invocation.

CHANGES TO THE AGENDA

Clerk of the Board Robles reported no changes to the agenda.

PUBLIC COMMUNICATIONS

There were no requests to speak.

MINUTES

1. MINUTES – August 2, 2023 – Meeting.

The Committee agreed to file the minutes, as presented.

OLD BUSINESS

None.

## NEW BUSINESS

### 2. ENGAGING WITH STATE AND FEDERAL LEGISLATORS.

Purpose is for the Legislative Committee to discuss items of interest to Chino Valley Fire District for possible discussion with State and Federal Legislators.

Jaime Rojas Jr. of Rojas Communications Group provided a summary of the state bills that could affect the Fire District and the different tactics the firm uses to track said bills. Mr. Rojas reported that preparations are underway for the anticipated meetings with state legislators and key staff in Sacramento.

Jayson Braude from the Rojas Communications Group provided a summary of the federal bills and federal government budget process. Mr. Braude reported on the status of the Fire Station Act, which would provide a path for the Federal Emergency Management Agency (FEMA) to offer grants for new and existing fire stations and emergency medical services department facilities.

Discussion ensued regarding the District's Community Project Requests (formally known as Earmarks) and the Legislative Committee's visit to Washinton D.C.

### 3. LEGISLATIVE UPDATE BY ROJAS COMMUNICATIONS GROUP

Purpose is for the Legislative Committee to receive a legislative update from Rojas Communications Group.

This topic was discussed in the pervious agenda item.

Rojas Communications Group to provide an update and track the follows items:

- Status of the Special District's Recognition Act.
- Track Chapter 13 of Title 22 of the California Code of Regulations and report on any administrative rule/regulation development.

## LEGISLATIVE COMMITTEE COMMENTS

The Legislative Committee discussed strategies for upcoming funding opportunities.

## ADJOURNMENT

The meeting was adjourned at 1:33 p.m.

**CHINO VALLEY INDEPENDENT FIRE DISTRICT  
STAFF REPORT**

**DATE: NOVEMBER 4, 2024**

**TO: LEGISLATIVE COMMITTEE**

**FROM: DAVE WILLIAMS, FIRE CHIEF**

**SUBJECT: STATE AND FEDERAL LEGISLATIVE ADVOCACY SERVICES**

**PURPOSE:**

The purpose is for the Legislative Committee to consider the proposals for state and federal legislative advocacy services for Chino Valley Fire District.

**DISCUSSION:**

The Chino Valley Fire District (“District”) contracted with Rojas Communications Group beginning in Fiscal Year 2022-2023 for state and federal legislative advocacy services. During this time, the Rojas Communications Group provided a wide range of government relations consulting services to the District. A notable accomplishment included working with the District to secure funding of \$6.25M for the construction of a new fire station and essential resource facility.

The District believes that the legislative advocacy services deliver significant benefits. Beyond securing funds, the legislative advocates facilitate connections with state and federal officials as well as key staff members. This service enables the District to connect with essential stakeholders and build relationships that could benefit the District in the future.

Rojas Communications Group notified the District that they reorganized and changed their name to Rojas Public Affairs. Additionally, Mr. Jayson Braude recently parted ways with Rojas Public Affairs and is providing federal legislative advocacy services through the firm of Braude & Associates. To ensure continuity and evaluate our options in light of these developments, the District requested and received proposals for legislative advocacy services from the firms listed in the table below.

<u>Firm Name</u>	<u>Service</u>	<u>Cost</u>
Braude & Associates	Federal Legislative Advocacy Services	\$3,500 per month
Rojas Public Affairs	State Legislative Advocacy Services	\$4,000 per month
Rojas Public Affairs	State and Federal Legislative Advocacy Services	\$7,000 per month

**RECOMMENDATION:**

It is recommended that the Legislative Committee consider the proposals for state and federal legislative advocacy services and provide direction to staff.

Attachment: Proposals

# Braude & Associates

October 31, 2024

Chief Dave Williams  
Fire Chief  
Chino Valley Fire District  
14011 City Center Drive  
Chino Hills, CA 91709

Dear Chief Williams,

It has been a pleasure working with the Chino Valley Fire District over the past year. Our great work together at the federal level has been very productive on many fronts and I look forward continuing our strong efforts together.

I am writing today to let you know that Braude & Associates has recently parted ways with Rojas Public Affairs (RPA). In addition to having partnered with RPA, I have also been a Principal and General Counsel of a separate federal lobbying and consulting firm based in Washington, DC. My current firm has over fifteen local governments that we provide government affairs and advocacy at the federal level. Our firm is also bolstered with my long-standing partnership of Mr. Greg Kiley and Ms. Kim VanWyhe, who both work and live in Washington, DC and are part of a bipartisan team. Greg and Kim have dozens of years of experience in federal relations, and like me, both worked in Congress prior to their work in the private sector.

Under my firm, Braude & Associates, (for contractual, insurance and back-office support, DBA Kiley & Associates, LLC) we would be honored to continue to work on behalf of the Chino Valley Fire District at the federal level. We would propose working with the District at a rate of \$3,500 per month, focused on providing government affairs at the federal level for the District. All terms and conditions, and scope of work for Federal Advocacy Services would remain intact with an effective start date of November 2024.

Thank you for taking the time to review this proposal. If this is amenable to you, please send us an updated contract and we will work to make the transition as seamless as possible. Please do not hesitate to contact me directly with any questions.

Very Respectfully,



Jayson Braude  
Braude & Associates

Attachments:

1. Team Biographies
2. Braude & Associates Background

# Braude & Associates

## **Attachment I: Team Biographies**

### Jayson J. Braude - Founder, Braude & Associates; Principal and Chief Counsel, Kiley & Associates

Jayson Braude is the Founder of Braude & Associates. He also serves as a Principal and Chief Counsel to Kiley & Associates. Jayson Braude grew up in the Los Angeles area and is the Grandson of former United States Congressman Glenn Anderson. Jayson worked for United States Senators Kent Conrad and Sherrod Brown in Washington, DC. After law school, he worked as Legislative Counsel for United States Congresswoman Janice Hahn, where he staffed the Congresswoman on the House Transportation and Infrastructure Committee. He then became the District Director for Congresswoman Nannette Diaz Barragan in her San Pedro office. Jayson has over ten years of experience in government affairs and maintains contacts all over Capitol Hill and throughout federal, state and local agencies. Jayson is a graduate of UC Santa Barbara and received his law degree from Southwestern Law School in Los Angeles. Jayson is a member of the Washington Bar and resides in Washington, DC.

### Gregory T. Kiley - President, Kiley & Associates

Gregory Kiley is President of Kiley & Associates, LLC. Since retiring from federal service, he has consulted with federal, state and local governments, and industry and non-profit entities on national security policy and processes. He has written for the Center for Strategic and International Studies among others.

Prior to working in the private sector, Mr. Kiley served 25 years in the federal government, concentrating on local governments, defense and national security. He spent six years as a senior professional staff member for the Senate Armed Services Committee. As lead staff for two subcommittees, his oversight portfolio included all military air and ground systems, military logistics and readiness, and the defense budget. His responsibilities included coordinating and conducting congressional hearings, developing and drafting legislation, and negotiating and staffing passage of annual National Defense Authorization Acts and supplemental spending bills.

Mr. Kiley began his professional career in the U.S. Air Force, culminating as a senior pilot, flying C-130 aircraft and deploying throughout the world. Greg also held positions as a wing plans officer, maintenance officer, and information management officer. Greg lives in Washington, DC with his wife and daughters.

### Kimberly J. VanWyhe - Vice President, Kiley & Associates

Kimberly is currently Vice President of Kiley & Associates, focusing on business development and policy and strategy development. Kimberly received her BA in Political Science from St. John's University in 2004 and received her MBA in International Business with a concentration in consulting and holds a certification in Global Oil and Gas Management from the Thunderbird School of Global Management. Kimberly's previous professional experience includes working on multiple political campaigns on both the state and federal level, working for the Alaska State Legislature as well as working for the Cohen Group, a defense-oriented consulting firm founded by former Secretary of Defense William Cohen. She then served as the Director of Energy Policy at the American Action

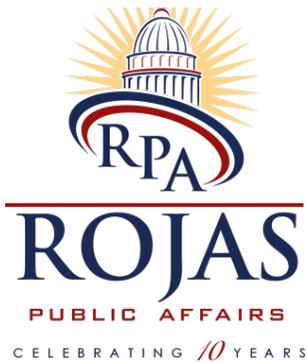
# Braude & Associates

Forum, a DC think tank focusing on economic, domestic, and fiscal policy issues. Kimberly was raised in Fairbanks, Alaska and currently resides in Washington, DC.

## **Attachment II: Braude & Associates Background**

Braude & Associates has offered a wide range of services to a variety of organizations across many industry sectors. These include local governments, states, businesses, corporations, nonprofits and trade associations. We have provided government relations services in Washington, DC to some of the largest and most complex governmental entities in the country; helped clients successfully achieve policy, regulatory, and funding goals; and assisted others to envision and then implement multi-year, multi-million-dollar development projects. Our in-depth substantive knowledge combined with our creativity, hard work and reputation for integrity has earned us the trust of longstanding clients. We're proud that clients think of us as an integral part of their operations, capable of delivering the services they need when they need them.

With Braude & Associates' established Washington, DC presence and deep California connections, our focused methodology, and extensive experience in representing governmental entities makes us uniquely qualified to partner with the Chino Valley Fire District.



October 21, 2024

Chief Dave Williams  
Chino Valley Fire District  
14011 City Center Drive  
Chino Hills, CA 91709

Dear Chief Williams:

I am writing to provide you with an overview of our firm and the scope of services we discussed to provide Chino Valley Fire District (CVFD). Rojas Public Affairs (RPA) was established ten years ago with deep California connections and a locally focused methodology. We also have extensive experience in representing governmental entities and are uniquely qualified to partner with CVFD. In addition, the RPA team has a great presence in Sacramento with an office just blocks from the State Capitol and state agencies offices.

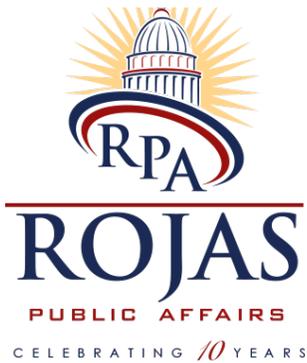
#### RPA Background

For almost a decade, RPA has offered a wide range of services to a variety of organizations across many industry sectors. These include local governments, Fortune 500 companies, and trade associations. We have provided government relations services throughout California and Washington, D.C. to some of the largest and most complex governmental & business entities in the country; helped clients successfully achieve policy, regulatory, and funding goals; and assisted others to envision and implement multi-year, multi-million-dollar development projects. Our in-depth substantive knowledge combined with our creativity, hard work and reputation for integrity has earned us the trust of longstanding clients. We are proud that clients think of us as an integral part of their operations, capable of delivering the services they need when they need them.

#### Scope of Services

RPA will collaborate with CVFD to open doors in Sacramento and the County to assist finding additional funds to various needs like capital improvement projects, roads, fire stations, equipment, etc.... Our partnership would include:

- Working with the District to raise their profile with the California State Senate and Assembly, state agencies and Governor Newsom's Office; and other local agencies.



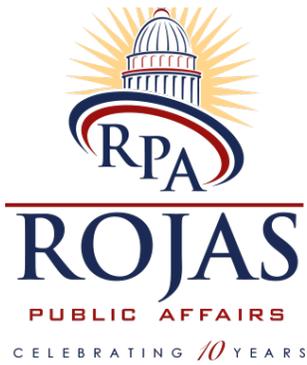
- Building support for CVFD's objectives and resource needs within State Legislatures and Board of Supervisors and target key allies and influential lawmakers, committees and Executive branch policy makers.
- Coordinating trips to Sacramento and County to meet with the State & local delegation and key staff in the federal, state and local agencies.
- Helping CVFD with any issues that have a state or local nexus, which may include providing comments on federal and state regulations, securing letters of support for grant applications, connecting local officials to state agency professionals to maximize opportunities for success.

RPA will collaborate with CVFD to create a federal and state government funding and outreach program. The focus will be on developing a plan to apply for earmarks and targeted funding within specific government agencies and developing crucial relationships with program managers responsible for administering target grants.

#### Rojas Public Affairs Leadership

##### **Jaime Rojas, Jr. - President, Rojas Public Affairs**

Jaime Rojas is President of RPA and has over 25 years of local, state & federal experience in public affairs, public relations & community outreach, including working as a staffer in the Clinton White House. Jaime has also worked for companies like UPS, Lucent Technologies and was the President of the California Hispanic Chambers of Commerce. He has received his undergrad and graduate school degrees from USC. Jaime has taught at USC's Sol Price School of Public Administration. He grew up in Los Angeles and is based in Rancho Cucamonga, California.



Rojas Public Affairs would very much welcome the opportunity to partner with the Chino Valley Fire District. Should you decide to hire our team we are prepared to begin November 1<sup>st</sup>, 2024, and would recommend a strategy session be scheduled as soon as possible so that we can begin our collaboration. **The monthly retainer for our services is \$4,000 per month.**

DESCRIPTION OF SERVICES	MONTHLY FEE
<b>State Legislative Advocacy Services</b>	<b>\$4,000</b>
• Conduct Detailed Orientation/Kick-Off Meeting	Included
• Develop Legislative Strategy	Included
• Implement the Legislative Strategy	Included
• Build and Strengthen Relevant Relationships (Sacramento)	Included
• Leverage Relationships for Strategic Advocacy Plan	Included
• Coordinate Advocacy Trips (Sacramento)	Included
• Track State Legislation	Included
• Craft State Testimony and Position Letters	Included
• Draft Bill Language	Included
• Member Requests Opportunities	Included
• Work with Fire District Team for Seamless Strategy	Included
• Advocate Agency/Department Submitted Grant Applications	Included
• Provide Progress Reports	Included
• Prepare and File Lobbying Disclosure Reports	Included
<i>*The monthly fee includes all reasonable business and travel expenses</i>	



**ROJAS**

**PUBLIC AFFAIRS**

CELEBRATING *10* YEARS

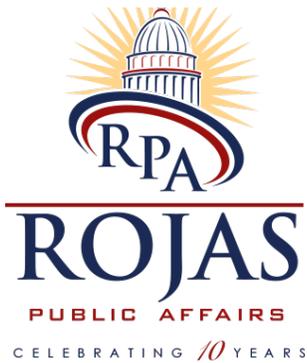
Thank you for taking the time to review this proposal. Please do not hesitate to contact us with any questions.

Very respectfully,

*Jaime Rojas Jr*

Jaime Rojas, Jr.  
President

Rojas Public Affairs  
1808 Foothill Blvd., Suite 160-  
516 Rancho Cucamonga, CA  
91730  
(213) 400-8664  
[jaime@rojaspublicaffairs.com](mailto:jaime@rojaspublicaffairs.com)



October 21, 2024

Chief Dave Williams  
Chino Valley Fire District  
14011 City Center Drive  
Chino Hills, CA 91709

Dear Chief Williams:

I am writing to provide you with an overview of our firm and the scope of services we discussed to provide Chino Valley Fire District (CVFD). Rojas Public Affairs (RPA) was established ten years ago with deep California connections and a locally focused methodology. We also have extensive experience in representing governmental entities and are uniquely qualified to partner with CVFD. In addition, the RPA team has a great presence in Washington, D.C. with an office just blocks from the United States Capitol & The White House.

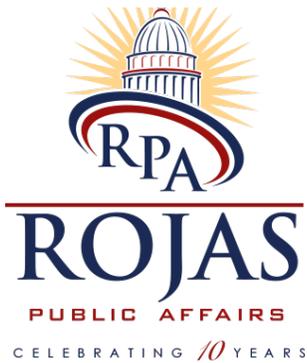
#### RPA Background

For almost a decade, RPA has offered a wide range of services to a variety of organizations across many industry sectors. These include local governments, Fortune 500 companies, and trade associations. We have provided government relations services throughout California and Washington, D.C. to some of the largest and most complex governmental & business entities in the country; helped clients successfully achieve policy, regulatory, and funding goals; and assisted others to envision and implement multi-year, multi-million-dollar development projects. Our in-depth substantive knowledge combined with our creativity, hard work and reputation for integrity has earned us the trust of longstanding clients. We are proud that clients think of us as an integral part of their operations, capable of delivering the services they need when they need them.

#### Scope of Services

RPA will collaborate with CVFD to open doors in Washington, D.C., Sacramento, and the county to assist finding additional funds to various needs like capital improvement projects, roads, fire station, equipment, etc.... Our partnership would include:

- Working with the District to raise their profile with the California House and Senate delegation, federal agencies and the Biden Administration; California State Senate and Assembly, state agencies and Governor Newsom's Office; and other local agencies.



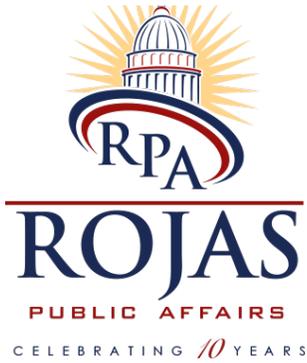
- Building support for CVFD's objectives and resource needs within Congress, State Legislatures and Board of Supervisors and target key allies and influential lawmakers, committees and Executive branch policy makers.
- Coordinating trips to Washington, D.C., Sacramento and County to meet with the Congressional, State & local delegation and key staff in the federal, state and local agencies.
- Helping CVFD with any issues that have a federal, state or local nexus, which may include providing comments on federal and state regulations, securing letters of support for grant applications, connecting local officials to federal and state agency professionals to maximize opportunities for success.

RPA will collaborate with CVFD to create a federal and state government funding and outreach program. The focus will be on developing a plan to apply for earmarks and targeted funding within specific government agencies and developing crucial relationships with program managers responsible for administering target grants.

#### Rojas Public Affairs Leadership

##### **Jaime Rojas, Jr. - President, Rojas Public Affairs**

Jaime Rojas is President of RPA and has over 25 years of local, state & federal experience in public affairs, public relations & community outreach, including working as a staffer in the Clinton White House. Jaime has also worked for companies like UPS, Lucent Technologies and was the President of the California Hispanic Chambers of Commerce. He has received his undergrad and graduate school degrees from USC. Jaime has taught at USC's Sol Price School of Public Administration. He grew up in Los Angeles and is based in Rancho Cucamonga, California.



Rojas Public Affairs would very much welcome the opportunity to partner with the Chino Valley Fire District. Should you decide to hire our team we are prepared to begin November 1<sup>st</sup>, 2024, and would recommend a strategy session be scheduled as soon as possible so that we can begin our collaboration. **The monthly retainer for our services is \$7,000 per month.**

DESCRIPTION OF SERVICES	MONTHLY FEE
<b>State &amp; Federal Legislative Advocacy Services</b>	<b>\$7,000</b>
• Conduct Detailed Orientation/Kick-Off Meeting	Included
• Develop Legislative Strategy	Included
• Implement the Legislative Strategy	Included
• Build and Strengthen Relevant Relationships (Sacramento/D.C.)	Included
• Leverage Relationships for Strategic Advocacy Plan	Included
• Coordinate Advocacy Trips (Sacramento/Washington, D.C.)	Included
• Track State & Federal Legislation	Included
• Craft State & Federal Testimony and Position Letters	Included
• Draft Bill Language	Included
• Federal Earmark/Member Requests Opportunities	Included
• Work with Fire Authority Team for Seamless Strategy	Included
• Advocate Agency/Department Submitted Grant Applications	Included
• Provide Progress Reports	Included
• Prepare and File Lobbying Disclosure Reports	Included
<i>*The monthly fee includes all reasonable business and travel expenses</i>	



**ROJAS**

**PUBLIC AFFAIRS**

CELEBRATING *10* YEARS

Thank you for taking the time to review this proposal. Please do not hesitate to contact us with any questions.

Very respectfully,

*Jaime Rojas Jr*

Jaime Rojas, Jr.  
President

Rojas Public Affairs  
1808 Foothill Blvd., Suite 160-  
516 Rancho Cucamonga, CA  
91730  
(213) 400-8664  
[jaime@rojaspublicaffairs.com](mailto:jaime@rojaspublicaffairs.com)

**NEW BUSINESS 3.**

**CHINO VALLEY INDEPENDENT FIRE DISTRICT  
LEGISLATIVE COMMITTEE**

**NO STAFF REPORT**

3. LEGISLATIVE UPDATE

Purpose is for the Legislative Committee to receive a legislative update on state and federal legislations affecting the Chino Valley Fire District.

**NEW BUSINESS 4.**

**CHINO VALLEY INDEPENDENT FIRE DISTRICT  
LEGISLATIVE COMMITTEE**

**NO STAFF REPORT**

4. ENGAGING WITH STATE AND FEDERAL LEGISLATORS

Purpose is for the Legislative Committee to discuss and outline plans for meetings with state and federal legislators and key staff in Sacramento and Washington D.C. in calendar year 2025.