



**Sonoma
Water**

MEMORANDUM

TW: 25/26-034

DATE: December 1, 2025

TO: Grant Davis, General Manager

FROM: Brad Sherwood, Project Manager *BS*

SUBJECT: **LIST OF QUALIFIED CONSULTANTS FOR FEDERAL AND STATE LEGISLATIVE OUTREACH AND RELATED SERVICES - *NOT TO BE USED FOR FEDERALLY FUNDED PROJECTS UNLESS APPROVED IN ADVANCE BY GRANT MANAGER***

On October 1, 2025, Sonoma County Water Agency (collectively “Sonoma Water”) issued a Request for Statements of Qualifications (RFQ) to the following seven firms:

- Pacific Policy Group, LLC, Sacramento, California
- Onate Group, Sacramento, California
- Van Ness Feldman LLP, Washington, DC
- Natural Resource Results, Washington, DC
- 9b Group, Washington, DC
- Thorn Run Partners, Washington, DC
- California Strategies, Sacramento, California

The RFQ was also posted on the Sonoma County Water Agency website.

The eight firms listed below submitted Statements of Qualifications (SOQs):

- 9b Group
- California Strategies
- Natural Resource Results
- Pacific Policy Group, LLC
- Power Direct Energy
- Thorn Run Partners
- Townsend Public Affairs
- Van Ness Feldman LLP

The following criteria were used to evaluate each firm:

- Thoroughness of SOQ
- Professional qualifications and demonstrated ability to perform the work
- Exceptions to standard terms in the sample agreement
- Local Service Provider Preference

Based on the evaluations, the following respondents were selected for the list of qualified consultants:

Name of Firm	DIR Registered? Y/N
9b Group	N
California Strategies	N
Natural Resource Results	N
Pacific Policy Group, LLC	N
Power Direct Energy (FDM, LLC), Mission Viejo, California	N
Thorn Run Partners	N
Townsend Public Affairs, Inc., Newport Beach, California	N
Van Ness Feldman LLP	N

For projects requiring federal and state legislative outreach and related services, Sonoma Water will contact individual firms from the above list to determine availability and potential conflict of interest with other projects that the firm is undertaking, and to prepare a cost proposal to perform the work.

Prior to contacting a firm, Sonoma Water will, at a minimum, vet the firm against federal sanctions lists to comply with Executive Order N-6-22. Executive Order N-6-22 was issued by Governor Newsom to support federal efforts aimed at the Russian war on Ukraine. To remain eligible for state contracting and grant funding, Sonoma Water will not contract with firms listed on the sanctions lists or that are a target of the federal sanctions.

SOQs and evaluation forms have been sent to Records.

c: Lisa Consani