

Calendar Year

2025

CITY OF SAN DIEGO

LOBBYING FIRM
REGISTRATION FORM
[Form EC-601]

For Official Use Only

City of San Diego
Electronic FilingFiling ID
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01/27/2025 11:58:05☐ Check Box if an Amendment (explain: _____)

Total Number of Pages: 8 (including cover sheet)

Identify the Firm.

Pacific Public Affairs

Name of Lobbying Firm

Telephone Number

Business Address (Number & Street) San Diego (City) CA (State) 92101 (Zip)

Schedule A: Lobbyist Disclosure. Complete this schedule by identifying each individual in the firm who lobbied the City during the 30 days prior to registration, or is expected to lobby the City during the year.**Schedule B: Client Disclosure.** Complete this schedule by identifying each client for whom the firm provides lobbying services.**Schedule C: Activities Disclosure.** Complete Schedule C if any "Yes" boxes are checked.

Check box if the firm has information to report regarding the applicable activity.

Check box if the firm has no information to report regarding the applicable activity.

YES	NO	You <u>MUST</u> check one box for each part of Schedule C.
☐	☒	Part 1: Fundraising Activities. Owners, compensated officers, and lobbyists who engaged in "fundraising activities" for the benefit of a current elected City Official within the last two years.
☐	☒	Part 2: Campaign Services. Owners, compensated officers, and lobbyists who provided compensated campaign services to an elected City Official within the last two years.
☐	☒	Part 3: Contract Services. Owners, compensated officers, and lobbyists who provided compensated services under a City contract within the last two years.

Schedule D: Deleting Clients & Lobbyists (Amendment Only). Complete this schedule if removing clients or lobbyists from your registration (must check the amendment box above).**VERIFICATION**

I have been authorized by the Lobbying Firm identified above to make this verification. I have reviewed and understand the requirements of the Lobbying Ordinance (San Diego Municipal Code §§ 27.4001-27.4055). I have exercised reasonable diligence in the course of reviewing this Registration Form for completeness and accuracy. I declare under penalty of perjury under the laws of the State of California that the contents of this Registration Form, including all attached schedules, are true, correct, and complete, except as to those matters which are stated on information and belief, and as to those matters I believe them to be true.

Executed on 01/27/2025 at San Diego, CA, USA
(Date) (City and State)

By: _____ James Lawson President.
(Signature) (Print Name) (Title)

Email address for a point of contact within the firm (optional): _____

Registration terminates every January 5; annual re-registration is required.

SCHEDULE A: LOBBYIST DISCLOSURE

Name of Lobbying Firm: Pacific Public Affairs

Identify the Firm's Lobbyists. List the name of each individual in the firm who lobbied City Officials during the 30 days prior to registration, or is expected to lobby City Officials during the year.

Name of Individual

Name of individual

James Lawson

Stefanie Benvenuto

Comments: _____

☐ If more space is needed, check box and attach continuation sheet(s).

SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Pacific Public Affairs

CLIENT'S NAME: San Diego Public Library Foundation Telephone No.: _____

Client's Address (Number & Street) San Diego (City) CA (State) 92101 (Zip)

Nature and Purpose of Client's Business: To strengthen communities by supporting excellence in the San Diego Public Library system through philanthropy, advocacy and outreach.

Specific or General Municipal Decisions (see instructions): 1. Secure additional City funds for the library system. 2. Future approval of an updated Library Master Plan

Outcome(s) sought: 1. Additional City funds for the library system 2. Adoption of an updated Library Master Plan

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

CLIENT'S NAME: F&F Properties Telephone No.: _____

Client's Address (Number & Street) San Diego (City) CA (State) 92122 (Zip)

Nature and Purpose of Client's Business: Multi-family property owner and developer.

Specific or General Municipal Decisions (see instructions): 1. Policies and decisions that impact the development of multifamily properties in San Diego. 2. The continuance of the City's ADU Density Bonus Program

Outcome(s) sought: Support for the City's ADU Density Bonus Program, and support for a robust multifamily development environment within the City of San Diego.

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

Comments: _____

☒ If more space is needed, check box and attach continuation sheet(s).

SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Pacific Public Affairs

CLIENT'S NAME: <u>IQHQ</u>		Telephone No.: _____	
Client's Address	(Number & Street)	<u>Solana Beach</u>	<u>CA</u> <u>92075</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>Real Estate Investment Trust focused on the life science industry.</u>			
Specific or General Municipal Decisions (see instructions): <u>1. City of San Diego's update to University City Community Plan 2. Various issues related to the Research and Development District (RaDD) in Downtown San Diego</u>			
Outcome(s) sought: <u>Adoption of a new University City Community Plan.</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			

CLIENT'S NAME: <u>Atlas West Group</u>		Telephone No.: _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92101</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>Real estate developer focused on ADU development opportunities.</u>			
Specific or General Municipal Decisions (see instructions): <u>1. Land use policies that impact ADU development opportunities. 2. Community plan updates</u>			
Outcome(s) sought: <u>Land use policies that support and/or expand ADU development opportunities.</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			

Comments: _____

☒ If more space is needed, check box and attach continuation sheet(s).

SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Pacific Public Affairs

CLIENT'S NAME: T00TRiS Telephone No.: _____

Client's Address (Number & Street) San Diego (City) CA (State) 92121 (Zip)

Nature and Purpose of Client's Business: See Attachment 1.

Specific or General Municipal Decisions (see instructions): 1. Creation of public private sector solutions to the childcare deficit within the City of San Diego 2. Allocate additional funding/resources to childcare solutions in the City

Outcome(s) sought: Support for both municipal decisions.

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

CLIENT'S NAME: H.G. Fenton Telephone No.: _____

Client's Address (Number & Street) San Diego (City) CA (State) 92108 (Zip)

Nature and Purpose of Client's Business: Multi-family property owner and developer.

Specific or General Municipal Decisions (see instructions): Monitor the 2025 Land Development Code Update and other policies that affect the multifamily housing market.

Outcome(s) sought: Adoption of 2025 Land Development Code that facilitates the construction of additional housing units throughout San Diego.

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

Comments: _____

☒ If more space is needed, check box and attach continuation sheet(s).

SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Pacific Public Affairs

CLIENT'S NAME: Deloitte Consulting, LLP Telephone No.: _____

Client's Address (Number & Street) Sacramento (City) CA (State) 95815 (Zip)

Nature and Purpose of Client's Business: IT Consulting Services.

Specific or General Municipal Decisions (see instructions): Extension of current contract with City for Get it Done App and pursuit of additional contracts.

Outcome(s) sought: Approval of extension for current contract and approval of additional contracting opportunities.

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

CLIENT'S NAME: The Old Globe Telephone No.: _____

Client's Address (Number & Street) San Diego (City) CA (State) 92101 (Zip)

Nature and Purpose of Client's Business: Live theater production.

Specific or General Municipal Decisions (see instructions): Secure a lease extension from the City of San Diego.

Outcome(s) sought: Approval of a lease extension.

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

Comments: _____

☒ If more space is needed, check box and attach continuation sheet(s).

SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Pacific Public Affairs

CLIENT'S NAME: Longfellow Telephone No.: _____

Client's Address (Number & Street) San Diego (City) CA (State) 92121 (Zip)

Nature and Purpose of Client's Business: Commerical Real Estate Developer

Specific or General Municipal Decisions (see instructions): Street paving and planned infrastrucutre improvements in the public right of way near Longfellow's property.

Outcome(s) sought: Improved safety and mobility around Longellow's property.

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

CLIENT'S NAME: MRK Partners Telephone No.: _____

Client's Address (Number & Street) Los Angeles (City) CA (State) 90045 (Zip)

Nature and Purpose of Client's Business: Affordable housing development.

Specific or General Municipal Decisions (see instructions): Secure a lease for City of San Diego property located at 101 Ash Street in Downtown San Diego in order to facilitate the development of affordable housing.

Outcome(s) sought: Support for transferring the property from the City of San Diego to MRK Partners.

If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):

Comments: _____

☐ If more space is needed, check box and attach continuation sheet(s).

Attachments: Schedule B

Attachment 1

T00TRiS is a revolutionary Child Care platform empowering children, parents, providers, employers, and all Child Care stakeholders to achieve greater freedom, fulfillment, and financial opportunity through a unifying real-time technology exchange.