



COUNTY OF NASSAU

LOBBYIST REGISTRATION AND DISCLOSURE FORM

1. Name, address and telephone number of lobbyist(s)/lobbying organization. The term "lobbyist" means any and every person or organization retained, employed or designated by any client to influence - or promote a matter before - Nassau County, its agencies, boards, commissions, department heads, legislators or committees, including but not limited to the Open Space and Parks Advisory Committee and Planning Commission. Such matters include, but are not limited to, requests for proposals, development or improvement of real property subject to County regulation, procurements. The term "lobbyist" does not include any officer, director, trustee, employee, counsel or agent of the County of Nassau, or State of New York, when discharging his or her official duties.

Cahill Strategies, LLC. 100 Broadhollow Road, Suite 307 Farmingdale, NY 11735 Phone: (631) 770-3840 Fax: (631) 770-3845 Lobbyist: Diane Cahill, Kristin Senese, Timothy Hurley, Kaitlyn Cahill

2. List whether and where the person/organization is registered as a lobbyist (e.g., Nassau County, New York State):

New York State, New York City Nassau County, Suffolk County

3. Name, address and telephone number of client(s) by whom, or on whose behalf, the lobbyist is retained, employed or designated:

Green Idle, Inc
200 Central Avenue
Farmingdale, NY 11735
Phone: (516) 903-7319

4. Describe lobbying activity conducted, or to be conducted, in Nassau County, and identify client(s) for each activity listed. **See page 4 for a complete description of lobbying activities.**

Procurement: Potential pilot program for use of client's technology

5. The name of persons, organizations or governmental entities before whom the lobbyist expects to lobby:

All Nassau County Elected Offices

6. If such lobbyist is retained or employed pursuant to a written agreement of retainer or employment, you must attach a copy of such document; and if agreement of retainer or employment is oral, attach a written statement of the substance thereof. If the written agreement of retainer or employment does not contain a signed authorization from the client by whom you have been authorized to lobby, separately attach such a written authorization from the client.

7. Within the previous year, has the lobbyist/lobbying organization or any of its corporate officers provided campaign contributions pursuant to the New York State Election Law to the campaign committees of any of the following Nassau County elected officials or to the campaign committees of any candidates for any of the following Nassau County elected offices: the County Executive, the County Clerk, the Comptroller, the District Attorney, or any County Legislator? If yes, to what campaign committee? If none, you must so state:

None

I understand that copies of this form will be sent to the Nassau County Department of Information Technology ("IT") to be posted on the County's website.

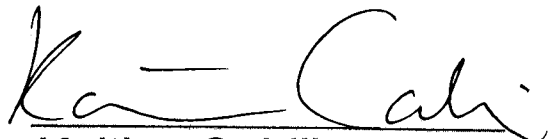
I also understand that upon termination of retainer, employment or designation I must give written notice to the County Attorney within thirty (30) days of termination.

VERIFICATION: The undersigned affirms and so swears that he/she has read and understood the foregoing statements and they are, to his/her knowledge, true and accurate.

The undersigned further certifies and affirms that the contribution(s) to the campaign committees listed above were made freely and without duress, threat or any promise of a governmental benefit or in exchange for any benefit or remuneration.

Dated: 11/20/19

Signed:



Print Name:

Kaitlyn Cahill

Title:

Director of Operations

The term lobbying shall mean any attempt to influence: any determination made by the Nassau County Legislature, or any member thereof, with respect to the introduction, passage, defeat, or substance of any local legislation or resolution; any determination by the County Executive to support, oppose, approve or disapprove any local legislation or resolution, whether or not such legislation has been introduced in the County Legislature; any determination by an elected County official or an officer or employee of the County with respect to the procurement of goods, services or construction, including the preparation of contract specifications, including by not limited to the preparation of requests for proposals, or solicitation, award or administration of a contract or with respect to the solicitation, award or administration of a grant, loan, or agreement involving the disbursement of public monies; any determination made by the County Executive, County Legislature, or by the County of Nassau, its agencies, boards, commissions, department heads or committees, including but not limited to the Open Space and Parks Advisory Committee, the Planning Commission, with respect to the zoning, use, development or improvement of real property subject to County regulation, or any agencies, boards, commissions, department heads or committees with respect to requests for proposals, bidding, procurement or contracting for services for the County; any determination made by an elected county official or an officer or employee of the county with respect to the terms of the acquisition or disposition by the county of any interest in real property, with respect to a license or permit for the use of real property of or by the county, or with respect to a franchise, concession or revocable consent; the proposal, adoption, amendment or rejection by an agency of any rule having the force and effect of law; the decision to hold, timing or outcome of any rate making proceeding before an agency; the agenda or any determination of a board or commission; any determination regarding the calendaring or scope of any legislature oversight hearing; the issuance, repeal, modification or substance of a County Executive Order; or any determination made by an elected county official or an officer or employee of the county to support or oppose any state or federal legislation, rule or regulation, including any determination made to support or oppose that is contingent on any amendment of such legislation, rule or regulation, whether or not such legislation has been formally introduced and whether or not such rule or regulation has been formally proposed.

The term "lobbying" or "lobbying activities" does not include: Persons engaged in drafting legislation, rules, regulations or rates; persons advising clients and rendering opinions on proposed legislation, rules, regulations or rates, where such professional services are not otherwise connected with legislative or executive action on such legislation or administrative action on such rules, regulations or rates; newspapers and other periodicals and radio and television stations and owners and employees thereof, provided that their activities in connection with proposed legislation, rules, regulations or rates are limited to the publication or broadcast of news items, editorials or other comment, or paid advertisements; persons who participate as witnesses, attorneys or other representatives in public rule-making or rate-making proceedings of a County agency, with respect to all participation by such persons which is part of the public record thereof and all preparation by such persons for such participation; persons who attempt to influence a County agency in an adjudicatory proceeding, as defined by § 102 of the New York State Administrative Procedure Act.

NASSAU COUNTY ATTORNEY



A New York Government Relations & Communications Firm

New York City Long Island Albany

September 13, 2019

Neil Robbins
Green Idle, Inc
200 Central Ave
Farmingdale, NY 11735

Re: Government Relations and Communication Services

Dear Mr. Robbins,

We appreciate the opportunity to provide government relations and communication services to Green Idle, Inc. Cahill Strategies will begin our services September 13, 2019. Our scope of work will be outlined in appendix "A".

Green Idle, Inc shall compensate Cahill Strategies with monthly installments of seven thousand five hundred dollars (\$ 7,500). Upon completion of three (3) paid months services, either party may cancel this agreement without penalty upon forty-five (45) days written notice.

In addition, should the scope of work include lobbying activities, we will be required to file a statement of registration with New York State, New York City, and/or required municipalities pursuant to compliance regulations. We will advise you accordingly and guide you through the process.

If these terms are agreeable, please sign below and return a copy of this agreement to our office. We thank you for the opportunity to provide government relations and communication services to Green Idle, Inc.

Sincerely,

Diane Cahill
Founder / CEO
For the firm

Terms Agreed to and Accepted:
Green Idle, Inc

X 
Neil Robbins

X 9/13/19
Date

100 Broadhollow Road, Suite 307, Farmingdale, New York 11735
Office: 631-770-3840 • Fax: 631-770-3845

Cahill Strategies, LLC. helps our clients set strategic government relations goals aligned with their public policy agenda to achieve results and meaningful outcomes. Our full range of services and broad-based practices assure that each client can positively navigate State and Local government in our complex legislative environment.

We help clients become known to key decision makers and stakeholders on a Federal, State, City, and Local level. We engage with all levels of government agencies and build effective and meaningful relationships before you need them. We help you to tell your important story, so decision makers and stakeholders will turn to you when they need vital information. We also serve clients who seek greater visibility in the policy community at all levels of government, but who do not necessarily require lobbying services.

Our government relations services include:

- Developing and implementing a strategic government relations plan;
- Developing policy and outreach messages and materials;
- Preparing position memos and testimony;
- Drafting legislative and
- Monitoring, analyzing, and responding to legislative and regulatory activity;
- Identifying and securing public funding opportunities, i.e.: Federal, State, City, and Local;
- Connecting clients with key decision makers and stakeholders;
- Conducting presentations on the legislative process, policy topics, the budget process, and current political landscape;
- Developing grassroots outreach campaigns;
- Identifying procurement opportunities;
- Grant writing;
- Navigating the procurement process; and
- Blocking legislation at all levels of government.

Cahill Strategies has a reputation for effectiveness and integrity in representing our clients. Our unique brand of government relations, advocacy, and communications enables us to execute a multi-faceted campaign to achieve our clients’ goals through timely and effective representation.

Appendix "A"

Government Relations Action Items

OBJECTIVES

- Cahill Strategies will engage key decision makers, raise the client's profile as a leader in solar powered vehicles across the state, and expand business and revenue opportunities. There will be an ongoing supportive communication strategy during these efforts.
- Engage in legislative lobbying to allow for the client's technology to be utilized. Such efforts will include conducting legislative research on existing law, analyzing proposed legislation, blocking or supporting legislation unfavorable legislation, proposing new client specific legislation – drafting, introducing, passing state and local enacting laws.
- Working with government partners to secure funding for pilot programs of the client's solar powered vehicles. Examples are: NYSERDA and local energy government partners.
- Working with government partners to establish tax incentives for industry partners that use the client's solar powered vehicles.

SCOPE OF WORK

- **Develop relationships across New York, building on some existing relations. Cahill Strategies will engage key decision makers, raise the client's as a leader in solar innovations, specifically solar powered vehicles across the state, and expand business and revenue opportunities. Points of focus include, but are not limited to NYC, LI, large municipalities across NYS.**
 - Organize individual meetings between elected officials and client to introduce you to elected officials, and strengthen client's relationships with existing and potential new partners.
 - Regularly engage elected officials and key decision makers in order to keep the client in the forefront of their minds and differentiate their solar powered vehicle system from potential competitors seeking similar relationships and opportunities.
 - Provide key decision makers with information about the client's product and highlight their work as green / solar driven for the betterment of the community.
 - In all areas, this may require specific legislation or amending current legislation to allow for the use of these solar powered vehicles, and funding for pilot use and/or incentives for potential customers.

Appendix "A"

Government Relations Action Items

- **Engage in legislative lobbying in order to allow for the client's technology to be utilized. Such efforts will include conducting legislative research on existing law, analyzing proposed legislation, blocking or supporting legislation, proposing legislation, and drafting legislation in an effort to ensure client's solar systems for vehicle are allowed and/or supported under state and local law. Goal is to secure public funding for pilot programs for use, tax incentives for use, enabling legislation if required.**
 - Strategize a specific course of action and formulate a comprehensive legislative effort with specific deliverables for the client's legislative targets.
 - Identify existing law that would hinder client's ability to implement its use of solar powered vehicle systems.
 - Analyze proposed legislation regarding solar powered vehicles use.
 - Blocking or supporting of proposed legislation on behalf of the client.
 - Drafting, proposing, and introducing legislation on behalf of the client's specific solar powered vehicles systems to ensure client's systems are allowed under state and local law.
 - Conduct research into local municipalities that may specific funding for pilot program.
 - Regularly update client on progress made through monthly written reports, regular in-person meetings with client officials.
 - Procurement efforts through research and legislative analysis, assistance in legislative monitoring, and support during the process for opportunities across all levels of government: state and local.
 - Pursuit of government funding / pilot program(s) for use of client's solar powered vehicles.
 - Pursuit of partnership with identified industry sectors and specific company partners.
 - Pursuit of specific jurisdictions within NYS interested in green / solar powered vehicle fleets.
 - Pursuit of tax incentives for use of client's solar powered vehicles. This could be state, city and local municipalities.

- **Pursuit of Funding Opportunities / Public & Private Partnership services include:**
 - Setting specific targets for monetary goals and timelines;
 - Identification and introduction to potential partners;
 - Exhaustive research into any and all possible funding sources;
 - Identification of thus far unreached benefactors including private individuals, corporations, civic groups, governmental resources, private endowments, various grants, among others;
 - Working in conjunction with government to apply to appropriate and viable funding sources;
 - Drafting and editing applications, proposals, and drafts for funding opportunities;
 - Monitoring and continued follow-up for applications to funding opportunities; and
 - Positioning client at the forefront of private funding opportunities and financial partnerships by continuously promoting the merits of the organization and the benefits their technology brings to communities and the public at large.

Appendix "A"

Government Relations Action Items

➤ Stakeholder Advocacy (if required):

- Stakeholder advocacy focuses on the identification of individuals, groups, or organizations who are interested and/or involved with a specific project, or concerned with the outcome of a project. Engaging stakeholders can directly and indirectly affect a project in a number of ways. The support of local stakeholders can allow a project to gain momentum and familiarity. Key groups and organizations can help bring expansive support among their community for a project, and can mean the difference between a community's familiarity with a project versus their broad endorsement for a project.
- Our team will continue to build new relationships that will lead to opportunities and partnerships for the client. Part of the relationship building strategy will focus on the creation of increased community awareness. Moreover, our team will highlight the benefits of our client's specific technology to the community at large in order to cultivate and retain community engagement. The solar powered vehicle demonstration model (food truck) will be introduced to key community stakeholders, elected officials, and other relevant decision makers.
- Mobilize "third-party validators" and solidify relationships with key decision makers and other synergistic influencers and stakeholders;
- Promote the tremendous need for green / solar powered vehicles that benefit the environment;
- Engage individuals, groups, and organizations who share the values of our client and can further our position with stakeholders and decision makers;
- Highlight the crucial need for the project proposed by our client in order to gain public understanding regarding the technology, and in turn, widespread support for the use and our pilot project, potential funding and incentives; and
- Disseminate positive messaging and forge solid relationships with identified stakeholders and other decision makers to amass support the Solar Power Vehicles Communities pursuits.

Our government relations goals will be to introduce the solar powered food truck vehicle to potential partners, government decision makers and other stakeholders, to secure funding to entice potential partners to purchase the trucks / have their existing fleet retro-fitted with this technology if practical, create a pilot program with funding, create tax incentives specific to these solar powered vehicles, and enact enabling legislation where required. All goals to further the client's business in this specific area of solar powered vehicles.

Cahill Strategies Communications team is a powerful and efficient marketing unit with a broad range of skills, experience, and capabilities.

Our model is based on research, strategy, execution, and real performance measurement. Whether it be in industries, we are already established in, or new and unique challenges, we approach every client goal the same. We learn the landscape of stakeholders, influencers, and allies with cutting-edge analytical tools, form a strategy, execute the strategy, and provide our clients with hard data and accountable performance.

As veteran operators in the New York region, we leverage our deep understanding and network of influencers in the industries we serve, along with the cultivation of new contacts to collaborate with, to pursue our client’s goals.

Our communications practice area is unique in this industry. We design and launch custom websites, develop strategic content, develop cross-platform social media campaigns, and are fully equipped with a DSLR video production suite directed by a veteran broadcast producer – all in-house.

We are seasoned public relations operatives and digital media producers ready to give you the right voice, in the right way, at the right time, in the most polished and professional style.

Cahill Strategies communications practice area includes:

- Integrated Communications Planning and Campaigns;
- Creative Brand Building and Awareness Campaigns;
- Crisis Communications and Management;
- Community Outreach Campaigns;
- Developing and Promoting Custom Content;
- Drafting of Press Releases and Op-Eds;
- Ad Development and Design;
- Website Develop, Design, and Maintenance;
- Video Production;
- Media Management including: Website, Facebook, Twitter, LinkedIn, Instagram, Blogs; and
- Event Production and Promotion.

Appendix “A”

Communications Action Items

Step 1 - Begin automated delivery of campaign related News to all parties – Using our Feedly News platform, we’ll begin curating news updates and deliver a tailored newsletter on the following:

- **Cutting-edge solar adaptations** – Just like our own venture, we’ll track news on other solar uses besides home energy
- **Local Solar initiatives** – What’s happening in our own backyard as far as new and emerging solar industry activity
- **Fresh Direct company and market news** – If we’re going to attempt to work with Fresh Direct, we need to have our ear to the ground on what they’re doing and what’s affecting them. We’ll deliver the same news items their top executives are looking at.
- **New York City transportation news** – News updates on city hall policy to the trucking and delivery industry.
- **New York State Government Solar News.** – What’s happening in New York State government regarding solar.
- **Local Film Industry and Craft Service News.** – We’ll keep an eye on the film trade papers and industry insight news to stay abreast of this crucial local market. This will help stay ahead of emerging trends and help us remain and become more competitive in this area.

Step 2 - Campaign Branding Element – Establishing a brand for our campaign. If we’re going to become a market leader in this area, people need to know who we are. All of our public outreach needs to lead back to information on our effort and what sets us apart.

Branding

- **Who we are** – Establish our identity as an innovative entity prepared to lead this local market sector. We’re unique because we’re innovating vital and profitable slices of the commercial transportation sector. We’re diversified – Supermarket delivery, film location industry, food truck business, eventually maybe even the refrigerated transport industry. What a brand!
- **Logo Production** – Design the logo.
- **Informational literature about us.**
 - One-page
 - Trifold brochure

Website – The Solar Windependence website is a consumer-informational web property that will work well as a partner entity. But what we need is a site for this particular campaign. Cahill will produce a modern and mobile-friendly site will carry the public information we need to be front and center throughout. We will maintain the website.

Step 3 - Outreach and Ally Identification -

- Who are our friends and supporters? Let's identify them and get them either on-record or on our mailing list. Let's take advantage of every supporter we know and those we think will be easy connections.
- Social media identity creation. – Twitter, Facebook, LinkedIn, Instagram.
- Social Media Ally Outreach – Link up with our friends.
- Direct Email List – Create a MailChimp account and begin populating it for all intended outreach areas – Government, Fresh direct effort, film industry, food truck. Which brings us to...

Step 4 - Targeting – Establishing who we intend to convince and identifying easily connectable allies.

- Government
 - New York State
 - New York City Council
- Fresh Direct effort
- Film Industry
- Food Truck Industry

(Our campaigns will likely become divided into sub-campaigns that need to address the sectors above. But all of our news can be used together to promote to the renewable energy audience.)

Step 5 – Outreach -

- Social media
- Direct Email via MailChimp
- Mailchimp also does postcards – Something new we can try.
- Video Production. Let's do some real-world demonstrations on these trucks with time-stamped video. Mini documentary pieces, quick, informational social media videos.

Step 6 - Results Reporting – we can provide analytics results up to the minute. We'll examine and share our performance and identify ways we can improve.

Note: Parallel Efforts for Communications – Supporting government relations efforts with all needed media and content creation.

Deliverables - Cahill Strategies will embark on a multi-faceted government relations and communication campaign with the goal of introducing the client and their solar powered vehicle model to state, city and local decision makers to secure funding and/or a pilot program to offer their solar powered vehicles to identified industry sectors and/or specific public or private entities. This may also require various levels of enacting legislation which we would work with stakeholders on drafting, introducing and passing. During the term of engagement, a comprehensive communications strategy will support the government relations efforts. Our services include all deliverables in the action items sections of this proposal.

Terms - Cahill Strategies will start immediately upon being retained. Our fee will be a monthly retainer in the amount of \$7,500 a month for a minimum of 4 months, with a 30 day written notice cancellation clause included in our retainer agreement. Our fee does not include expenses, but expenses must be agreed upon by the client prior to being incurred. Expenses will be billed on a monthly basis along included in our monthly invoice. Some examples of expenses are: professional printing of marketing materials, graphic design services, website expenses, paid advertising, print media, digital marketing costs. Travel expenses are included in our monthly retainer amount.

Conditions - Since we are pursuing public funding and potential enacting legislation, our lobbying compliance requirements mandate that we register your company with NYS, NYC, as well with local municipalities depending on their individual compliance reporting requirements. These compliance requirements will require your company to fulfill some minimal filing requirements as well.

We thank you for your consideration of Cahill Strategies and look forward to working with you and your team to accomplish your pursuit of growing the Solar Power Vehicles sector of your business.

Respectfully submitted,

Cahill Strategies, LLC.
Diane Cahill, Founder / CEO
(631) 612-8884 Cell
Email dcahill@cahillstrategies.com