

LOBBYING FIRM REGISTRATION FORM Form 31

Filer Information

Amendment 1

NAME OF LOBBYING FIRM: Strategies 360	DATE QUALIFIED AS LOBBYING FIRM: Jan 01, 2022
BUSINESS ADDRESS: (Number and Street) (street address redacted)	
CITY, STATE, ZIP CODE: Los Angeles, CA 90071	TELEPHONE NUMBER: (310) 340-3250
E-MAIL: talara@strategies360.com	FAX NUMBER: (Optional) ()

I. INDIVIDUAL LOBBYISTS

Talar Alexanian	Brian Stedge-Stroud
Name	Name

II. CLIENTS

On next page(s), report each client which the firm is registering to provide municipal lobbying services.

III. VERIFICATION

I understand that this registration is not considered timely unless I have paid the registration fee and any late fees. I also understand that I may be subject to enforcement action, including monetary penalties, for failing to pay registration fees or late fees on time.

I declare under penalty of perjury that the information submitted in this filing, including the qualification date, is true and complete.

31-Mar-22	Talar Alexanian (e-signed)
Executed On: (Date)	By: (Signature of Authorized Person)

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NAME OF LOBBYING FIRM:
Strategies 360

II. CLIENTS

Report each client on whose behalf the firm is registering to provide lobbying services.

1 of 12

NAME OF CLIENT: BikeHub (dba Tranzito)	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Alameda, CA 94501	TELEPHONE NUMBER: (510) 205-3006
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Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

1. [digital advertising and street transit projects](#)
engagement with city officials on digital advertising and street transit projects
(POSITION: Support; LOCATION: Los Angeles, CA; CITY REF NUM(s): n/a)

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NAME OF CLIENT: Cyan Robotics, Inc.	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Santa Monica, CA 90405	TELEPHONE NUMBER: (970) 438-2626
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Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

1. [Technology & Delivery Service Policies / Business Development](#)

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NAME OF CLIENT: Eaze Technologies	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Jan 31, 2022
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: San Francisco, CA 94126	TELEPHONE NUMBER: (619) 405-7713
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Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

1. [Cannabis and Vaping Policies](#)
(LOCATION: Los Angeles;)

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NAME OF CLIENT: Holland Partner Group	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Vancouver, WA 98660	TELEPHONE NUMBER: (360) 694-7888
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Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

1. [Land Use, Development, HCD Projects & Policies](#)
(LOCATION: Los Angeles, CA;)

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NAME OF CLIENT: Lyft	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: San Francisco, CA 94107	TELEPHONE NUMBER: (855) 865-9553
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Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

1. [Transportation & Mobility Policies](#)
(LOCATION: Los Angeles;)

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NAME OF CLIENT: Maplebear Inc. d/b/a Instacart	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: San Francisco, CA 94107	TELEPHONE NUMBER: (888) 246-7822
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Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

1. [Policies impacting delivery networks and worker issues](#)
(LOCATION: Los Angeles;)

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NAME OF CLIENT: Maxxam Enterprises	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Beverly Hills, CA 90210	TELEPHONE NUMBER: (310) 246-6500
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Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

1. [Housing, Development and Land Use Projects & Policies](#)

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NAME OF CLIENT: National Independent Venue Association of California (NIVA CA - LAIVC)	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

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CITY, STATE, ZIP CODE: Sacramento, CA 95816	TELEPHONE NUMBER: (213) 3403250
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Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

- [COVID Relief Programs and Policies to Save LA's Independent Venues](#)

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NAME OF CLIENT: Pallet Shelter	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Everett, WA 98203	TELEPHONE NUMBER: (425) 322-5122
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Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

- [housing and homelessness projects & policies](#)

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NAME OF CLIENT: Swimply	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Los Angeles, CA 90068	TELEPHONE NUMBER: (571) 214-8611
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Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

- [Issues that impact Swimply's pool sharing marketplace](#)
Issues that impact Swimply's pool sharing marketplace
(POSITION: Other: n/a; LOCATION: n/a; CITY REF NUM(s): n/a)

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NAME OF CLIENT: Utility Workers Union of America, Local 132	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

CITY, STATE, ZIP CODE: Glendora, CA 91740	TELEPHONE NUMBER: (909) 305-9802
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Agencies to be lobbied on behalf of the client
ANY CITY AGENCY

City Matters

- [Energy, Infrastructure, Climate & Workforce Development Programs & Policies](#)

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NAME OF CLIENT: Vector Media	REPRESENTATION BEGINS: Jan 01, 2022	REPRESENTATION ENDS: Dec 31, 2022
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CLIENT ADDRESS: (Number and Street)
(street address redacted)

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CITY, STATE, ZIP CODE:

New York, NY 10022

TELEPHONE NUMBER:

(212) 557-9405

Agencies to be lobbied on behalf of the client

ANY CITY AGENCY

City Matters

1. [digital advertising and street transit projects](#)
engagement with city officials on digital advertising and street transit projects
(POSITION: Support; LOCATION: Los Angeles, CA; CITY REF NUM(s): n/a)