



**CITY OF OAKLAND  
PUBLIC ETHICS COMMISSION**

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**"2014 LOBBYIST 2<sup>nd</sup> QUARTERLY REPORT"**  
(With Attached Disclosure Schedules If Necessary)

Type or print clearly in ink. File the original with the City Clerk.  
An electronic version of this form is available from the Public Ethics Commission.

Please mail your original forms to:  
Oakland City Clerk  
1 Frank H. Ogawa Plaza, 1st Floor  
Oakland, CA 94612

Or Fax to City Clerk: (510) 238-6699.

*This report and all attached Disclosure Schedules must be filed with the Office of the City Clerk by no later than **Wednesday, July 30, 2014.***

Full Name: <b>MICHAEL MADRID / GRASSROOTS LAB</b>	
Lobbyist Business Address: <b>1029 J Street, Ste 100 SACRAMENTO, CA 95844</b>	List all clients or employers: <b>ELO ATM</b>
Work Phone: <b>(916) 704-4569</b>	
Work Email: <b>MADRID@grassrootslab.com</b>	Period of Time Covered By This Report: <b>April 1, 2014 - June 30, 2014</b>

Check here if you did not engage in any reportable lobbying activity during the period of time covered by this report: \_\_\_\_\_

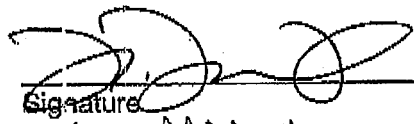
If you did engage in any reportable lobbying activity during the period of time covered by this report please fill out and attach the following pertinent disclosure documents.

Please check the following Disclosure Form 2 Schedules that you have completed and included in your 2014 2 <sup>nd</sup> Quarterly Report:	
<input checked="" type="checkbox"/>	Form 2: Schedule A (Statement of Lobbying Activities)
<input type="checkbox"/>	Form 2: Schedule B (Employment Relationships Arranged By A Lobbyist or A Registered Client at the Lobbyist's Behest)
<input type="checkbox"/>	Form 2: Schedule C (Employment Relationships between a Lobbyist And An Elected City Officeholder or a Candidate for City Office)
<input type="checkbox"/>	Form 2: Schedule D (Statement of Solicitations for Campaign Contributions)

**DECLARATION OF LOCAL GOVERNMENTAL LOBBYIST**

I declare under penalty of perjury under the laws of the State of California that the information I provided above and on the attached Disclosure Schedules is true and correct.

Date: July 30, 2014

  
 \_\_\_\_\_  
 Signature  
Mike Madria  
 \_\_\_\_\_  
 Print or Type Name



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**"2014 LOBBYIST DISCLOSURE FORM"  
SCHEDULE A -- Statement of Lobbying Activities**

*Type or print clearly in ink. File the original with the City Clerk.  
An electronic version of this form is available from the Public Ethics Commission.*

Please attach Schedule A to your Quarterly Report and mail your original forms to:  
Oakland City Clerk  
1 Frank H. Ogawa Plaza, 1st Floor  
Oakland, CA 94612

Or Fax to City Clerk: (510) 238-6699.

*If applicable, Schedule A must be attached to your Quarterly Report and be filed with the  
Office of the City Clerk no later than 30 days after the end of each calendar quarter.*

Please provide the following information for each client or employer on whose behalf you lobbied during the period of time covered by this report. If you lobbied on more than one item of governmental action for any individual client or employer, please complete a separate Schedule A for each item of governmental action lobbied on behalf of that individual client or employer.

(A) Name and address of the client or employer on whose behalf I lobbied:

EcoATM  
10515 Vista Sorrento Parkway  
San Diego, CA 92121

(B) Item of governmental action on which I lobbied for the above-named client:

EcoATM kiosk ban policy, banning automated  
purchasing machines

- (C) In lobbying on the item identified in (B) above, please indicate the name of each city officer you lobbied, the name and title of each city boardmember or commissioner you lobbied, and the jobtitle and office or department of each city employee you lobbied (do not provide the city employee's name):

Council Member Noel Gallo, Council Member Lynette McElhanev,  
Council Member Libby Schraaf

- (D) Please provide a brief **narrative description** (no longer than 3 sentences) of the position advocated on behalf of the client or employer identified in (A) above:

We opposed the proposed ban on EcuATM and  
the their automated purchasing kiosks.