

# REPORT TO COUNCIL

## City of Sacramento

915 I Street, Sacramento, CA 95814-2604  
www. CityofSacramento.org

Consent  
October 2, 2008

Honorable Mayor and  
Members of the City Council

**Title:** Agreement: Legislative Advocacy Services

**Location/Council District:** Citywide

**Recommendation:** Adopt a **Resolution** authorizing the City Manager to execute a Professional Services Agreement with Emanuels Jones and Associates for legislative advocacy services in the amount of \$133,980 per year for two years with an option to renew annually for up to three additional years.

**Contact:** Michelle Heppner, Special Projects Manager, 808-1226

**Presenters:** N/A

**Department:** City Manager's Office

**Division:** Governmental Affairs

**Organization No:** 0310

### Description/Analysis

**Issue:** In November 2003, the City Council approved an agreement with Emanuels Jones and Associates for two years with an option to renew annually for up to three additional years. This five year agreement will terminate on November 24, 2008.

In July 2008 staff issued a Request for Proposal for the recruitment and selection of a firm to provide legislative advocacy services for the City. Two proposals were received and reviewed by a panel made up of legislative staff from the following departments: City Manager's Office, City Attorney's Office, General Services, Utilities, and Parks and Recreation. In reviewing the proposals, the panel unanimously selected Emanuels Jones and Associates based on the following evaluation criteria: 1) Qualifications of firm, 2) Proposed staffing, and 3) Scope of work and cost.



This report recommends that the City Council authorize the City Manager to execute an agreement with Emanuels Jones and Associates for two years with an option to renew for up to three additional years to provide state legislative advocacy services.

**Policy Considerations:** This recommendation is consistent with the City Council's direction to maintain focus on the City's legislative activities and mitigate potential negative impacts introduced by state legislation.

**Environmental Considerations:** This report concerns administrative activities that will not have an adverse impact on the environment and that do not constitute a "project" as defined by the California Environmental Quality Act (CEQA)[CEQA Guideline Sections 15061(b)(3); 15378(b)(2)].

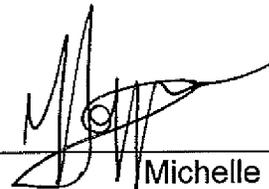
**Sustainability Considerations:** Not Applicable.

**Rationale for Recommendation:** The City's current legislative advocacy services agreement will terminate in November 2008.

**Financial Considerations:** The annual firm-fixed amount for the initial two years is \$133,980 per year with an option to renew annually for up to three additional years incrementally increasing 5% per year. Funding for the state legislative advocacy services agreement is included in the FY2008/09 budget approved by the City Council.

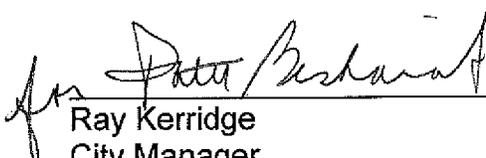
**Emerging Small Business Development (ESBD):** Emanuels Jones and Associates is a certified small business vendor.

Respectfully Submitted by: \_\_\_\_\_



Michelle Heppner  
Special Projects Manager

Recommendation Approved:

  
Ray Kerridge  
City Manager

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## **Background**

In November 2003, the City Council approved an agreement with Emanuels Jones and Associates for state legislative advocacy services two years with an option to renew annually for up to three additional years. The five year agreement will terminate on November 24, 2008.

On July 11, 2008 staff issued a Request for Proposal for the recruitment and selection of a firm to provide legislative advocacy services for the City. Two proposals were received and reviewed by a panel made up of legislative staff from the following departments: City Manager's Office, City Attorney's Office, General Services, Utilities, and Parks and Recreation. In reviewing the proposals, the panel unanimously selected Emanuels Jones and Associates based on the following evaluation criteria: 1) Qualifications of firm, 2) Proposed staffing, and 3) Scope of work and cost.

This report recommends that the City Council authorize the City Manager to execute an agreement with Emanuels Jones and Associates to provide state legislative advocacy services for a two year period with up to three one-year options to renew.

Under the proposed scope of work in the agreement (Attachment 2), Emanuels Jones and Associates will act as the City's 'quarterback' in coordinating lobbying efforts at the State Capitol. Under this scenario, Emanuels Jones and Associates will be responsible for coordinating activities of specialized lobbyists the City may retain based on its legislative agenda. Staff is currently beginning the Request for Qualification process to short-list specialized lobbyists that may be contracted with on an as-needed basis. The services would be coordinated by our chief lobbyist Emanuels Jones and Associates.

## Scope of Services

Minimum scope of work as proposed shall include:

Our response to your inquiries and requests is always personal and immediate. We work with the City of Sacramento to develop and adopt its legislative program for the year and then we guarantee that we will devote as much time and resources as necessary to achieve the objectives of the program. Obviously, we can't guarantee successful results, but we do promise to not cut corners. We can do this because our retainer fee does not limit our time commitment to clients.

For the City, this firm will continue the successful legislative program we have developed, modified and implemented and endeavor to improve that program as needed and as requested by the City.

We will provide, at a minimum the following:

- (a) Assist City Council and staff in developing strategies to successfully implement the City's legislative and administrative agency program. Meet with Council Members, City Manager and department heads to provide legislative and administrative agency update briefings, budget forecasts and upcoming legislative proposals in order to develop the City's legislative and administrative agency advocacy program and to elicit specific proposals for legislative action.
- (b) Represent and testify on behalf of the City in meetings or hearings with state agencies, boards, commissions and other legislative bodies. Prepare briefing materials and arrange appointments for Council Members and City staff to advance the City's legislative or administrative agency advocacy agenda.
- (c) Read all bills as introduced and all subsequent amendments. Identify legislation that impacts the City of Sacramento.
  - (1) Alert the City staff to the legislation via e-mail or phone and provide hard copies to City Manager's office in a timely manner, including bill text, committee staff analyses and analyses of the Legislative Analyst.
  - (2) Track and report on legislation which the City has targeted with a support, oppose or watch position.
  - (3) Report on the status (including changes due to amendments) of all bills on which the City has an adopted position. Reporting frequency will be as requested.
  - (4) Provide City staff with advance notice of hearings and votes relating to priority issues and bills as identified by the City.

- (d) Maintain the effective professional and personal relationship with the City's legislative delegation and their key staff.
- (e) When the City sponsors legislation, this firm will:
  - (1) Coordinate drafting of legislation.
  - (2) Seek legislative author or co-authors.
  - (3) Seek co-sponsors and support from other Sacramento based lobbying organizations and other cities, including the League of Cities.
  - (4) Meet with opponents and legislative consultants to understand the nature of opposition and possibilities for mutually agreeable amendments. Draft amendments if appropriate.
  - (5) Arrange for City officials to meet with legislative committee chairs, committee members and staff consultants (including party caucus staff) in advance of committee hearing and vote.
  - (6) Assist City officials in preparation of hearing testimony.
  - (7) Lobby committee members individually for support vote.
  - (8) Arrange for City officials to meet with the Governor's Office, Department of Finance and relevant state departments.
  - (9) Prepare support letters to Assembly and Senate floors. Lobby floor votes. And prepare "request for signature" letter to Governor.
  - (10) When the City seeks a budget appropriation, we will follow the path of tasks outlined above as modified for the budget adoption process.
- (f) Identify state grant programs that provide funding for city programs. Provide assistance in structuring, preparing and presenting grant applications to grant-making agencies. Monitor and assist in the application process.
- (g) Lobby on behalf of the City for positions (non-sponsorship bills) adopted by the City Council.
  - (1) Communicate position to City's legislators via letter and when feasible in person.
  - (2) Individually or in coordination with allied cities or the League of California Cities, present testimony before legislative committee on City's position. When appropriate meet with committee consultants, committee chair and committee members to advance the City's position.
  - (3) When requested, arrange for City officials to present testimony; meet with committee chair and members in advance of the hearing date.

- (4) Assist City officials in preparation of testimony before legislative committees.
- (5) As requested, prepare letters on behalf of the City for legislative committees, Assembly and Senate floor and the Governor.
- (h) Unlimited general legislative inquiry service
  - (1) Respond to City staff questions about legislation, committee analyses or impact of legislation on the City of Sacramento.
  - (2) Be available by telephone, fax or e-mail for direct consultation on any matter relating to state legislative or administrative matters.

Beyond the minimum scope of services, we also propose a work plan that will provide:

- (a) Training -- This firm will conduct regularly scheduled training of City staff on the legislative process as requested.
- (b) Attendance at City Council and Law and Legislation Committee -- This firm will continue to attend and brief the City Council and the Law and Legislation Committee as frequently as requested.
- (c) Attendance at League of California Cities "City lobbyist caucus" meetings. In order to anticipate emerging issues, this firm will attend all weekly "city caucus" legislative briefings conducted by the League. We will maintain close ties with the League's legislative staff, other city lobbyists, legislative committee staff and Administration officials.
- (d) Communication with individual Council Members. This firm will continue to meet with individual council members at least once per year to discuss the City's state legislative program, their areas of particular interest and whether our lines of communication are effective.
- (e) On behalf of the City, coordination and management of additional "specialty" lobbyist firms to ensure that the City's objectives are reached.

**RESOLUTION NO. 2008-xxxx**

Adopted by the Sacramento City Council

**October 2, 2008**

**AUTHORIZING THE CITY MANAGER TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT FOR STATE LEGISLATIVE ADVOCACY SERVICES**

**BACKGROUND**

- A. On July 11, 2008 the City released a Request for Proposal (RFP) for state legislative advocacy services and two firms responded to the RFP.
- B. Emanuels Jones and Associates emerged as the top ranked firm to provide state legislative advocacy services.
- C. The authorization of this Professional Services Agreement will allow the continuation and focus on the City's legislative activities.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:**

- Section 1. The City Manager or the City Manager's designee is authorized to execute a Professional Services Agreement with Emanuels Jones and Associates in an amount not to exceed \$133,980 per year for two years with an option to renew annually for up to three additional years.