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DEPARTMENT OF FINANCE
FINANCE ADMINISTRATION

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CALIFORNIA

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City Council
Sacramento, California

CONTINUED
FROM 6-5-03
TO 6-10-03

Honorable Members in Session:

SUBJECT: Focus on City Legislative Activities

LOCATION AND COUNCIL DISTRICT: Citywide

RECOMMENDATION:

This report provides information on efforts for greater focus, improved coordination and expansion of the City's legislative activities and recommends that Council approve an allocation of \$200,000 as included in the FY2003/04 Proposed Budget to support this effort.

CONTACT: Patti Bisharat, Special Projects Manager, 808-8197

FOR THE COUNCIL MEETING OF: June 5, 2003

SUMMARY:

This report provides information on efforts to provide a greater focus on the City's legislative activities and funding to support increased lobbying on behalf of the city.

BACKGROUND:

The City of Sacramento's current legislative program has two main components: one is the City Council's Law and Legislation Committee which meets twice a month to address and take positions on pending state legislation as well as municipal legislation; and the other component is legislative advocacy at the State Capitol on behalf of the City under a services contract with Emanuels Jones and Associates. These activities are currently supported on a part time basis by Finance Department staff.

In the FY2001/02 Budget the City Council approved a new government affairs manager position. This position has not been filled due to difficulty in recruitment as well as in response to the City's tenuous financial situation over the last year.

In response to City Council direction and interest, efforts to provide greater focus, improved coordination and expanded lobbying as part of the City's Legislative Program the following actions will occur:

- ◆ Clarify the role of the Government Affairs position
In order to successfully recruit for this position, the role as well as the required knowledge, skills and abilities must be clearly defined. The proposed role of the Government Affairs manager includes:
 - ◇ Internal coordination to identify legislative priorities of City Council and the Departments to develop and carryout a coordinated Legislative Agenda
 - ◇ Oversight and coordination of state contract lobbyist to advance the City's agenda
 - ◇ Works with Departments & lobbyist to maximize City funding opportunities
 - ◇ Coordination with relevant departments on federal contract lobbyist efforts
 - ◇ Coordination of City positions on legislation
 - ◇ Internal tracking and analysis of bills of interest and issues
 - ◇ Regular updates on legislative issues to the City Council and City Management

- ◆ Immediate recruitment and appointment to the Government Affairs position.
City's with a dedicated government affairs function are more effective in advancing their city's legislative agenda by:
 - ◇ Establishing clear legislative priorities for the City
 - ◇ Focused attention and responsiveness to advance the city's agenda
 - ◇ Effective use of contract lobbyists
 - ◇ Improved internal coordination of legislation activities

Other cities with the dedicated government affairs staff with contract lobbyist structure include Long Beach, San Diego, San Jose, Oakland, San Francisco, Anaheim and Los Angeles.

- ◆ Expand legislative advocacy efforts
Under the current agreement, the scope of services of the state contract lobbyist tend to be reactive rather than proactive. Attachment A provides the current scope of services at an annual cost of \$60,108. This approach does not maximize the city's opportunity given our proximity to the Capitol as well as the influence that the Mayor and Councilmembers can wield in

garnering support for the City's agenda. The FY2003/04 Proposed Budget includes an additional allocation of \$200,000 - a portion of which would be used to expand the scope of services for the City's contract state lobbyist to include:

- ◇ Identify strategies and opportunities to advance the City's agenda in the legislative process
- ◇ Assist the City in sponsoring legislation
- ◇ Seek designated line item appropriations as directed
- ◇ Identify current and prospective sources of grant funding
- ◇ Facilitate meetings with key state decision makers when needed
- ◇ Actively seek amendment language to legislation affecting the City of Sacramento
- ◇ Actively facilitate the identification of collaborative projects with other agencies

These additional funds would also be used to provide for specialized lobbyist services based on annual city priorities (including Federal legislation) as well as specialized analysis of legislation impacting the city.

In a recent survey of the state's top ten cities, a range of \$60,000 - \$200,000 is spent on state contract lobbyists. The majority of large California cities are at the upper end of the range.

◆ Recruitment for new Lobbyist Agreement

The current lobbyist agreement with Emanuels Jones and Associates is due to expire in October. Staff will begin a competitive Request for Qualifications/ Proposal (RFQ/RFP) process immediately and return to Council with a proposed contract in early September. Key criteria for selecting the successful proposer will include qualifications/experience, proposed staffing/project management, work plan and cost. The scope of services and selection process will be approved by the Mayor and Law & Legislation Committee Chair. The new agreement will include quantifiable benchmarks to measure the effectiveness of advocacy activities on an annual basis.

The outcomes of the above efforts to expand the City's legislative program would include an improved success rate in identifying and obtaining additional state funding, clear city priorities for advocacy and maximized opportunity to influence state legislation.

FINANCIAL CONSIDERATIONS:

The Government Affairs Manager position was approved as part of the FY2001/02 Budget and is included in the FY2003/04 Proposed Budget. Additional funding of \$200,000 is included in the FY2003/04 Proposed Budget to expand lobbying efforts as well as provide for focused lobbying and analysis as needed.

ENVIRONMENTAL CONSIDERATIONS

Not applicable.

POLICY CONSIDERATIONS

The FY2003/04 Proposed Budget includes an allocation of \$200,000 to provide for expanded legislative activities. This proposal is consistent with City Council policy and direction.

ESBD EFFORTS

The RFQ/P process for recruitment and selection for a state lobbyist contract will include outreach to certified ESBD vendors.

Respectfully submitted,



Patti Bisharat
Special Projects Manager

RECOMMENDATION APPROVED:



Robert P. Thomas
City Manager

Attachment A
State Lobbyist Contract Current Scope of Services

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Attachment 1
Exhibit A

Roles and Responsibilities State Legislative Program City of Sacramento	
Task	Responsible (Prime in Bold)
Develop Legislative Program	Nishimoto , Emanuels, Committee
Adopt/Direct Legislative Program	Law and Legislation Committee , Mayor/Council
Identify Legislation of Concern	Emanuels , Staff
Track Legislation of Concern	Emanuels
Analyze Fiscal and Policy Implication of Proposed Legislation	Staff
Adopt City positions on Legislation	Law and Legislation Committee , Mayor/Council
Law and Legislation Committee Support Clerk Meetings: Process Agenda Staff Meetings Take/Write Minutes	Budget/Policy Staff B/P Staff, Exec Office Staff (alternate) B/P Staff Exec Office Staff (alternate)
Legislative Briefings of Mayor/Chair (monthly)	Emanuels (prepares agenda), Nishimoto
Position Letters Prepare Letter Process Letter for Signature Distribution Letter Fax to Bill Author/Committee Deliver to members	Emanuels (who authored staff report) Staff Staff Emanuels