



APPROVED
BY THE CITY COUNCIL

MAY 26 1998

1.5

DEPARTMENT OF
ADMINISTRATIVE SERVICES

ADMINISTRATION
DIVISION

CITY OF SACRAMENTO
CALIFORNIA

OFFICE OF THE
CITY CLERK

921 TENTH STREET
ROOM 401
SACRAMENTO, CA
95814-2713

916-264-5270

May 12, 1998

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: PROPOSED CRITERIA FOR EVALUATION OF THE
PERFORMANCE OF THE CITY'S LEGISLATIVE ADVOCATE
AND CONTRACT AMENDMENT TO REFLECT THE STATE
LEGISLATIVE SESSION TIME FRAME

LOCATION: Citywide.

RECOMMENDATION:

This report recommends that the City Council approve the proposed criteria and methods for annual evaluation of the performance of the City's legislative advocate, Kenneth Emanuels and authorize the City Manager to amend the current contract for legislative services to extend the contract term from July 1, 1999 to October 15, 1999 to reflect the State Legislative session time frame and adjust the contract amount on a pro rata basis.

CONTACT PERSON: Debra Nyland, Sr. Mgmt. Analyst, 264-7145
Patti Bisharat, Sr. ASO, 264-8197

FOR COUNCIL MEETING OF: May 26, 1998

SUMMARY:

This report recommends proposed criteria and methods to evaluate the performance of Kenneth Emanuels as the City's legislative advocate. Mr. Emanuels provides this service to the City under a professional services agreement. The term of the current agreement is from July 1, 1997 - June 30, 1999. This report also recommends

extending the current contract term to October 15, 1999 to allow for continuity during the State Legislative session.

COMMITTEE ACTION:

This report was heard and approved by the Law and Legislation Committee. The Committee recommended that the current agreement be amended to extend the term to reflect the State Legislature Session period and allow for continuity in representation during that time.

BACKGROUND:

In 1996-97, the City went through a recruitment and selection process for legislative advocacy services for the City of Sacramento. Kenneth J. Emanuels and Associates was selected and awarded a two-year contract which was approved by the City Council in May, 1997. As part of their approval, Council requested that staff develop and report back with criteria on which to evaluate the performance of Mr. Emanuels during the term of the contract.

As the City's legislative advocate, Mr. Emanuels' primary responsibilities are:

- ◆ Identify and track legislation of concern to the City;
- ◆ Monthly legislative briefings of the Mayor and Chairperson of the Law and Legislation Committee;
- ◆ Delivery of position letter to the Legislature;
- ◆ Lobbying legislators, legislative staff and administration officials and providing committee testimony.

A matrix of proposed criteria and methods for measuring as an annual evaluation of Mr. Emanuels performance are attached to this report.

Many of the proposed criteria are difficult to quantify. For this reason, staff is proposing to survey Councilmembers, staff and key contacts at the Legislature to assess performance in those areas. While this assessment will be based primarily on the personal experience and opinion of those surveyed, staff believes it will provide an accurate measure of the performance levels of the legislative advocate. It is anticipated that the survey process will be conducted by staff and take place this Fall following the Legislative session. Staff will work closely with the members of the Law and Legislation Committee during the evaluation process.

City Council

Page 3

A recruitment and selection process for legislative advocacy services will occur again in early 1999 with a new contract award beginning October 16, 1999.

FINANCIAL CONSIDERATIONS:

Under the current contract, the monthly fee is \$4,040. Extending the term of the agreement would require a contract increase of \$14,140 for the additional 3 ½ months of service. Funding for this contact is included in the City Manager's Office operating budget.

POLICY CONSIDERATIONS:

This report is provided at the direction of City Council. The City's legislative program has grown and improved substantially in past years. The City has been instrumental in the success, defeat and alteration of many bills of critical financial importance to the City and to municipal governments throughout the state.

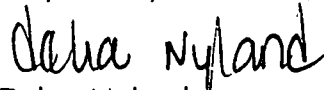
ENVIRONMENTAL CONSIDERATIONS:

This report does not involve an activity which may cause a direct or indirect change in the environment.

MBE/WBE EFFORTS:

Not applicable.

Respectfully submitted,



Debra Nyland
Sr. Management Analyst

RECOMMENDATION APPROVED:



WILLIAM H. EDGAR
City Manager

**PROPOSED CRITERIA AND METHODS FOR MEASURING PERFORMANCE OF
CITY OF SACRAMENTO LEGISLATIVE ADVOCATE**

CRITERIA	METHODS FOR MEASURING
A. Effectiveness at achieving results for the City	
<p>◇ Understanding of City issues</p> <p>1) Does the advocate demonstrate an understanding of the City's priorities and issues?</p> <p>2) Is the advocate capable of discovering and alerting the City to proposed bills or amendments that will have a severe impact on the City but were not anticipated and were not included as priority issues in the city's legislative objectives?</p> <p>3) Can the advocate assist and recommend effective legislative strategies to the City?</p>	<p>Survey of Law & Legislation Committee, other Councilmembers, City Manager's Office and Departmentheads</p>
<p>◇ Success in sponsoring or opposing legislation</p>	<p>How many sponsored bills were enacted? How many opposed bills were defeated or amended to remove city's opposition?</p> <p>If the City's objectives were not achieved, why not? Was it due to lack of effort, understanding or resourcefulness by the advocate?</p>
<p>◇ Access</p> <p>1) How positive is the advocate's relationship with the City's legislators and their staff?</p> <p>2) How positive is the advocate's relationship with the legislators who are members of the local government committees in the Assembly and Senate and their staff?</p> <p>3) Is the advocate's experience, expertise, understanding and reputation sufficient to provide successful services to the City?</p>	<p>Survey City legislators, other key legislators, their staff and committee staff.</p>
B. Communication	
<p>◇ Information.</p> <p>1) Does the advocate regularly brief the Law & Legislation Committee on the status of the City's legislative program?</p> <p>2) Oral & written information are provided in a concise and understandable manner.</p> <p>◇ Timeliness and Responsiveness</p> <p>1) Is the advocate timely, thorough and responsive to requests from Council and staff?</p>	<p>Survey of Law & Legislation Committee, other Councilmembers, City Manager's Office and Departmentheads</p>

APPROVED
BY THE CITY COUNCIL

MAY 26 1998

OFFICE OF THE
CITY CLERK

RESOLUTION NO. 98-201

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

RESOLUTION AUTHORIZING THE CITY MANAGER
TO AMEND THE CONTRACT TERM AND AMOUNT
FOR THE LEGISLATIVE SERVICES CONTRACT WITH
KENNETH J. EMANUELS AND ASSOCIATES

The City Manager is authorized to amend the current agreement with Kenneth J. Emanuels and Associates as follows:

- 1) Extend the contract term to October 15, 1999 to allow for continuity of representation during the State Legislative session, and
- 2) Amend the amount of the contract by an additional \$14,140 to reflect the cost of the extension of the term.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____ 5