

CITY OF OAKLAND

AGENDA REPORT

OFFICE OF THE CITY CLERK

2006 FEB 23 PM 5:13

TO: Office of the City Administrator
ATTN: Deborah Edgerly, City Administrator
FROM: Office of the Mayor
DATE: March 9, 2006

RE: A Report and Resolution Authorizing the City Administrator to Enter Into an Agreement with Platinum Advisors to Serve as the City's State Legislative Representative for the Period March 15, 2006 through September 14, 2007, a Period of Eighteen Months, in an Amount Not to Exceed Two Hundred Sixteen Thousand Dollars (\$216,000)

SUMMARY

This report recommends that City Council enter into an 18-month agreement with Platinum Advisors to serve as state legislative representative for the City of Oakland, for an amount not to exceed \$216,000.

FISCAL IMPACT

Funds are available for the Professional Services Agreement with Platinum Advisors, in an amount not to exceed \$216,000 within the General Purpose Fund (1010), Non-Department Unit Org. (90121), in a new project to be established. The Professional Services Agreement with Platinum Advisors shall be for the period March 15, 2006 through September 14, 2007.

BACKGROUND

The City's state lobbying efforts have changed significantly over the last several years. From July 1999-June 2001, the City had a contract with the professional firm of Advocation, Inc. in the amount of \$200,000 (\$8,333/month). In FY 02-03 and FY 03-04, the City had a dedicated employee providing state lobbying support with an approximate annual salary of \$100,000. In 2005, the City had no dedicated personnel or contractor to advocate with the state legislature on the City's behalf.

Not having a state legislative representative to champion the City's issues to the state legislature in Sacramento, limited Oakland's ability to identify important legislative activities and to advocate for City interests. Oakland was the only one of California's largest cities – the Big Ten – that did not have a dedicated lobbyist.

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KEY ISSUES AND IMPACTS

In order to secure a legislative representative for the current year, staff sent out a Request For Proposals (RFP) in December 2005. Five firms responded: (1) Townsend Public Affairs; (2) Platinum Advisors; (3) Political Solutions; (4) Rose & Kindel; and (5) Allan Lind and Associates.

The firms were ranked on their written proposals. The top three firms were invited to participate in a scored interview. The scoring panel for both stages was composed of (1) Lupe Valdez (Office of the City Council), (2) Shanna O'Hare (Public Works Agency); and (3) Estelle Clemons (Department of Human Services). These individuals were selected because of their knowledge of the City's lobbying needs and past practices. The major components for scoring the firms were:

- Familiarity with the Mayor's and City Council's state goals and objectives;
- Experience with working with cities, particularly those in the Bay Area.
- Access in Sacramento
- Capabilities, e.g., skills and credentials of team, firm organization and size
- Cost for services.

Platinum Advisors was the scoring panel's unanimous choice on both the written proposal and the interview. Townsend Public Affairs was ranked second, and Rose & Kindel was ranked third.

PROJECT DESCRIPTION

Staff recommends that the City negotiate a contract with Platinum Advisors. Platinum Advisors showed themselves to be significantly superior in their experience, access in the state capitol, and their knowledge of Oakland-related issues. Staff believes that because Platinum Advisors also serves as the City's federal lobbyist, the firm is in a unique position to bring synergy to Oakland's overall intergovernmental efforts.

Scope of the Proposed Agreement

The purpose of the agreement with Platinum Advisors is to lead all state legislative efforts for the City of Oakland. As outlined in the RFP, Platinum Advisors would be required to:

- Develop a strategy to effectively lobby for city priorities identified in the legislative agenda, including crafting legislative proposals and securing authors as needed.

- Track legislation related to the legislative agenda and provide regular updates to the Mayor and City Council.
- Advocate on behalf of the City before relevant parties.
- Alert City officials of legislative and regulatory proposals and grant opportunities that may affect City finances or operations positively or negatively, and modify the City's 2005-06 and 2006-07 legislative agenda where prudent or necessary.
- Identify and work with other municipalities, agencies or third parties to build partnerships where necessary.
- As appropriate, coordinate efforts with federal lobbyist or other City of Oakland agents.
- Prepare timely communications and written reports to the City of Oakland to update City executives on current efforts as well as any significant new circumstances or related bills.
- Provide such other reports, advice and assistance regarding lobbying and related activities as the City of Oakland, City Administrator and/or the City Council may request.

Platinum Advisors will also work with City Council, Mayor, and relevant City staff in the development of the City's 2006-07 Legislative Agenda.

Length and Cost of the Proposed Contract

Staff recommends the City enter into an 18-month agreement with Platinum Advisors, which would allow them to complete the remainder of the current legislative year and have a full year of service before its performance is evaluated. The contract term will also provide a measure of stability and continuity to the City's state lobbying efforts.

The amount of the proposed contract is \$216,000 for 18-months, or \$12,000 per month. This compares to the average proposed RFP bid of \$11,000 per month. It is \$2,000 more per month than the City currently pays Platinum Advisors as the City's federal legislative representative. Platinum Advisors justifies the discrepancy between the federal rate and the state rate because Sacramento lobbying efforts require additional staff and more staff time than federal efforts. Platinum Advisors also noted they are eager to shape an advocacy program that meets the City's needs and desires and, therefore, their proposed monthly rate is negotiable.

SUSTAINABLE OPPORTUNITIES

No sustainable opportunities have been identified.

DISABILITY AND SENIOR CITIZEN ACCESS

This report contains not ADA or senior citizen access issues.

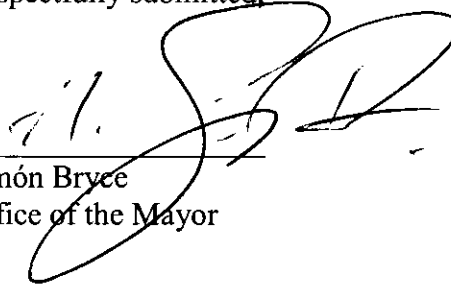
RECOMMENDATION AND RATIONALE

Staff recommends the City enter into an 18-month contract with Platinum Advisors for an amount not to exceed \$216,000 to service as the Oakland's state legislative representative. An 18-month contract term provides stability to the City's state lobbying efforts through the enlistment of a highly reputable firm that also has a long-standing relationship with the City.

ACTION REQUESTED OF THE CITY COUNCIL

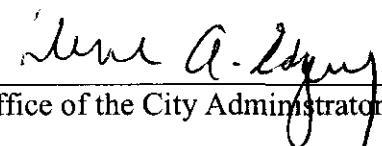
Staff requests that City Council approve this report and adopt the resolution authorizing the City Administrator to negotiate and enter into an 18-month agreement with Platinum Advisors to serve as the City's state legislative representative, for an amount not to exceed \$216,000.

Respectfully submitted,



Simón Bryce
Office of the Mayor

APPROVED FOR FORWARDING TO THE
RULES & LEGISLATIVE COMMITTEE:



Office of the City Administrator

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Rules & Legislation Committee
March 9, 2006

OAKLAND CITY COUNCIL

[Signature]
City Attorney

RESOLUTION No. _____ C.M.S.

Introduced by Councilmember _____

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RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO AN AGREEMENT WITH PLATINUM ADVISORS TO SERVE AS THE CITY'S STATE LEGISLATIVE REPRESENTATIVE FOR THE PERIOD MARCH 15, 2006 THROUGH SEPTEMBER 14, 2007, A PERIOD OF EIGHTEEN MONTHS, IN AMOUNT NOT TO EXCEED TWO HUNDRED SIXTEEN THOUSAND DOLLARS (\$216,000)

WHEREAS, the City of Oakland desires to complement its federal legislative advocacy efforts in the State of California Legislature; and

WHEREAS, the City desires to assemble and organize pertinent information, facts and data relating to legislative matters affecting the City and its interests, and to present and disseminate such information to legislative bodies, executive officials of the state government, and other State of California bodies, commissions, committees and organizations; and

WHEREAS, the services above primarily involve state legislative and administrative advocacy and the assistance of individuals in such matters who will best serve the interest of the City; and

WHEREAS, the City Council's Rules and Legislation Committee has determined that Platinum Advisors is well qualified to provide these services and that the City's interests would be well served by this firm; and

WHEREAS, Platinum Advisors, shall be paid in an amount not to exceed \$216,000 for the 18-month period of the agreement, from March 15, 2006 to September 14, 2007, for said services; and

WHEREAS, \$216,000 is available for the Professional Services Agreement with Platinum Advisors within the General Purpose Fund (1010), Non-Department Org. (90121); and

WHEREAS, direct expenses shall be reimbursed at cost, and extraordinary travel expenses, other than between Oakland and Sacramento, California, and expenses for conferences or workshops shall be reimbursed at cost upon prior approval of the City; now, therefore, be it

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**RULES & LEGISLATION
COMTE**

MAR 09 2006

RESOLVED: That the City Administrator is hereby authorized and directed to execute, on behalf of the City of Oakland, an agreement with Platinum Advisors to serve as the City's State Legislative Representative for the period of March 15, 2006 to September 14, 2007; and be it

FURTHER RESOLVED: That the City Council finds and determines that the services provided by Platinum Advisors, are professional, technical, and temporary in nature; and be it

FURTHER RESOLVED: That Platinum Advisors shall be paid an amount not to exceed \$216,000 for the 18-month period of the agreement; and be it

FURTHER RESOLVED: That said agreement shall be approved for form and legality by the Office of the City Attorney and placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT DE LA FUENTE

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California