

CITY OF OAKLAND

AGENDA REPORT

03/20/06 11:53

TO: Office of the City Administrator
ATTN: Deborah Edgerly, City Administrator
FROM: Office of the Mayor
DATE: April 4, 2006

RE: **A Report and Resolution Authorizing the City Administrator to Enter Into an Agreement with Townsend Public Affairs, Inc. to Serve as the City's State Legislative Representative for the Period April 5, 2006 through January 5, 2007, a Period of Eight Months, in an Amount Not to Exceed Eighty Thousand Dollars (\$80,000)**

SUMMARY

This report recommends that City Council enter into an 8-month agreement with Townsend Public Affairs, Inc. to serve as state legislative representative for the City of Oakland, for an amount not to exceed \$80,000. *This report amends an earlier report recommending a contract with Platinum Advisors for the services. Platinum Advisors has elected to withdraw from consideration.*

FISCAL IMPACT

Funds for the Professional Services Agreement with Townsend Public Affairs, Inc., in an amount not to exceed \$80,000 are available in the General Purpose Fund (1010), Non-Department Unit Org. (90121), in a new project to be established. The Professional Services Agreement with Townsend Public Affairs, Inc. shall be for the period April 5, 2006 through January 5, 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 have someone advocate for the City's 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 Associations.

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.

PROJECT DESCRIPTION

Staff recommends that the City negotiate a contract with Townsend Public Affairs, Inc. During the RFP process, staff was impressed with Townsend Public Affairs' general knowledge and experience and their understanding of Oakland's particular needs. Among California's top lobbyists, Townsend Public Affairs has represented an array of clients, including the cities of Anaheim, Emeryville, Fresno, and Santa Ana.

Townsend Public Affairs' Representation of Other Oakland Clients

Townsend Public Affairs' representation of the Oakland Museum and the Chabot Science & Space Center should not create a conflict of interest as it is rare that cities and non-profits compete for the same monies. Townsend Public Affairs has successfully managed such situations before. In Santa Ana for example, it represented the city while simultaneously working with the school district and two museums.

Scope of the Proposed Agreement

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

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- 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.

To add accountability to their efforts, Townsend Public Affairs will be required to provide informational reports to City Council every three months.

Length and Cost of the Proposed Contract

Staff recommends the City enter into an 8-month agreement with Townsend Public Affairs, which would allow them to complete the remainder of the current legislative year and assist the City in building the 2006-2007 legislative agenda.

The amount of the proposed contract is \$80,000 for eight months, or \$10,000 per month. This compares to the average proposed RFP bid of \$11,000 per month.

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 8-month contract with Townsend Public Affairs for an amount not to exceed \$80,000 to service as the Oakland's state legislative representative.

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 8-month agreement with Townsend Public Affairs, Inc. to serve as the City's state legislative representative, for an amount not to exceed \$80,000.

Respectfully submitted,



Simón Bryce
Office of the Mayor

APPROVED FOR FORWARDING TO THE
RULES & LEGISLATIVE COMMITTEE:



Cheryl Thompson
Office of the City Administrator

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OAKLAND CITY COUNCIL


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 TOWNSEND PUBLIC AFFAIRS, INC. TO SERVE AS THE CITY'S STATE LEGISLATIVE REPRESENTATIVE FOR THE PERIOD APRIL 5, 2006 THROUGH JANUARY 5, 2007, A PERIOD OF EIGHT MONTHS, IN AN AMOUNT NOT TO EXCEED EIGHTY THOUSAND DOLLARS (\$80,000)

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 has determined that Townsend Public Affairs, Inc. is well qualified to provide these services and that the City's interests would be well served by this firm; and

WHEREAS, Townsend Public Affairs, Inc., shall be paid in an amount not to exceed \$80,000 for the 8-month period of the agreement, from April 5, 2006 to January 5, 2007, for said services; and

WHEREAS, direct expenses shall be reimbursement 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

RESOLVED: That the City Administrator is hereby authorized and directed to execute, on behalf of the City of Oakland, an agreement with Townsend Public Affairs to serve as the City's State Legislative Representative for the period of April 5, 2006 to January 5, 2007; and be it

FURTHER RESOLVED: That the City Council finds and determines that the services provided by Townsend Public Affairs, Inc., are professional, technical, and temporary in nature; and be it

FURTHER RESOLVED: That Townsend Public Affairs, Inc. shall be paid an amount not to exceed \$80,000 for the 8-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