

CITY OF OAKLAND
AGENDA REPORT

2011 JUN -2 PM 6: 22

TO: Office of the City Administrator
ATTN: P. Lamont Ewell, City Administrator
FROM: Maisha Everhart, Office of Mayor Jean Quan
DATE: June 7, 2011

RE: A SUPPLEMENTAL REPORT TO THE REPORT AND RESOLUTION RECOMMENDING THAT TOWNSEND PUBLIC AFFAIRS SERVES AS THE CITY'S FEDERAL LEGISLATIVE LOBBYIST FOR THE PERIOD OF JUNE 1, 2011 THROUGH MAY 31, 2011, AT A COST OF SEVENTY TWO THOUSAND DOLLARS (\$72,000), AND AUTHORIZING AN OPTION TO RENEW FOR ONE YEAR UNTIL May 31, 2013 FOR AN ADDITIONAL SEVENTY TWO THOUSAND DOLLARS (\$72,000), FOR A TOTAL AMOUNT NOT-TO-EXCEED (\$144,000) FOR THE ENTIRE TERM OF THE AGREEMENT.

SUMMARY

At the Rules Committee meeting on May 19, 2011, the Committee requested that the Mayor's office provide additional information regarding the experience and qualifications of the firms that submitted proposals to become the City's federal legislative lobbyist.

KEY ISSUES AND IMPACTS

On February 9, 2011, the City of Oakland issued an RFP to engage a Federal lobbyist for the City of Oakland.

The firms that submitted proposals included: Akerman Senterfitt LLP, The Crane Group, Holland & Knight, Polsinelli Shughart, Russ Reid, and Townsend Public Affairs.

The Mayor's office established a panel of four to review the proposals. The members of the panel included Council President Larry Reid, John Bailey, Executive Director of the Workforce Investment Board, Ester Gulli, Deputy Director, Government and Community Relations Office of the Chancellor University of California, Berkeley, and Bob Brauer, Former Director of Intergovernmental Affairs to Oakland Mayor Ron Dellums.

The panel selected four firms to interview based on the quality of the written proposals. The firms selected for an interview included: Akerman Senterfitt LLP, The Crane Group, Holland & Knight and Townsend Public Affairs.

In evaluating the firms, the panel considered the experience of the firms, their qualifications, the organization of their staff, the approach proposed to the City, the participation of local & small

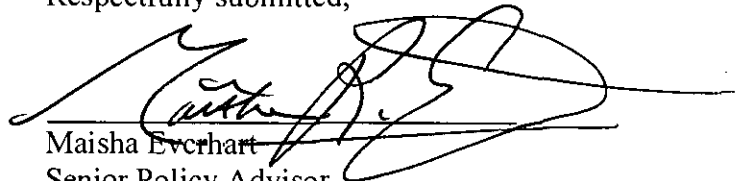
Item: _____
City Council
June 7, 2011

businesses, federal appropriation experience, bi-partisan relationships in Washington DC, references, billing rates and other factors.

Based on the evaluation criteria mentioned above, Townsend Public Affairs was selected unanimously as the best firm to represent the City of Oakland as its federal lobbyist.

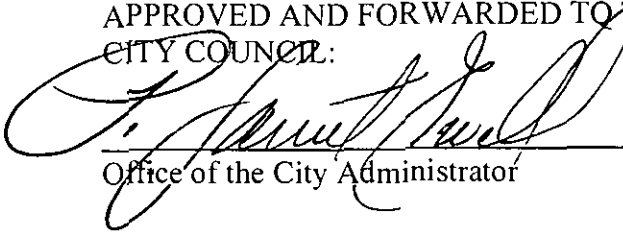
Enclosed, are charts that compare and contrast the qualifications of the firms that were interviewed by the panel and a chart ranking the firms overall.

Respectfully submitted,



Maisha Everhart
Senior Policy Advisor
Intergovernmental Affairs
Office of Mayor Jean Quan

APPROVED AND FORWARDED TO THE
CITY COUNCIL:



Office of the City Administrator

Item: _____
City Council (or Committee)
Date of Report

Ranking of Federal Lobbyists Written Proposals and Interviews

Federal Lobbyist Review Panel's Ranking of Written Proposals

	Name of Firm
Selected for Interviews	
1.	Holland & Knight
2. (Crane and Townsend tied for 2 nd place)	Crane Group
	Townsend Public Affairs
3.	Akerman & Senterfitt
Not selected for Interview	
4.	Polsinelli & Shughart
5.	Russ Reid

Federal Lobbyist Review Panel's Ranking of Interview Performance

	Name of Firm
1.	Townsend
2. (Crane & Akerman tied for 2 nd place)	Crane Group
	Akerman & Senterfitt
3.	Holland & Knight

Federal Lobbyist Review Panel's Overall Ranking

	1st Choice	2 nd Choice	3 rd Choice	4 th Choice
Panelist 1	Townsend Public Affairs	Crane Group	N/A	N/A
Panelist 2	Townsend Public Affairs	Crane Group	Akerman Senterfitt	N/A
Panelist 3	Townsend Public Affairs	Crane Group	Akerman Senterfitt	Holland & Knight
Panelist 4	Townsend Public Affairs	Crane Group	N/A	N/A

Federal Lobbyist Evaluation Criteria

Evaluation Criteria	Akerman Senterfitt	The Crane Group	Holland & Knight	Townsend Public Affairs
Relevant Experience				
Substantiate Experience on at least 3 other projects similar to those described in the RFP	Clients: Port of Oakland, Peralta Community College, Chabot Space & Science Center, Tallahassee, Orlando, Miami & North Miami, Chattanooga, Carson City Nevada	Clients: Oakland Army Base Transfer, University of Massachusetts Amherst Large Millimeter Telescope Project	Clients: Metro Gold Line Foothill Extension Construction Authority LA, San Mateo County Transportation, City of West Sacramento, Alameda	Clients: City of Emeryville, City of Berkeley- State Route 13 Signalization, City of Clovis SAFER Grant, City of Dinuba-Sale of federally funded Vocational Center and funding advocacy for new Vocational Center
a) Establish that the firm has been working in the legislative advocacy arena for a minimum of 10 years	Richard Spees has represented Chabot Space & Science since 1992	Lucie Gikovich became an independent federal affairs consultant in 1999, Dan Crane began his lobbying career in 1992	Eve O'Toole 20 years of Federal lobbying experience, Rich Gold began working for H&K in 1994, Kathryn Lehman 15 year veteran of Capitol Hill	Christopher Townsend has over 25 years of experience working with legislative leaders in CA & DC, Dana DeBeaumont brings more than 20 years of media, public relations and government affairs experience
b) Have an office in Washington DC	Akerman Senterfitt LLP 750 9 th Street, N.W. Suite 750 Washington DC 20001	514 Seward Square SE Washington DC 2003	2009 Pennsylvania Ave, N.W., Suite 100 Washington, DC 20006	600 Pennsylvania Ave. SE #207 Washington, DC 20003
c) Current CA clients	Port of Oakland	Unclear as to who current clients are. Previous clients: City of Oakland, Los Angeles World Airports	City of SF, City of Panama, City of West Sacramento, San Mateo County	City of Emeryville, City of Berkeley, City of Clovis, City of Oakland
d) Prior experience and ability to work with City staff, community groups and stake holders	Richard Spees has represented Chabot Space & Science since 1992, the Peralta Community College System & Port of Oakland, Dahlia Moodie is the founder & owner of Energy Conservation Options	City of Oakland – Lucie Gikovich served as the City's Federal lobbyist for over 7 years, worked with the CA delegation	H&K hasn't worked with the City of Oakland before but it has worked with the CA delegation and the City and County of SF	TPA currently represents Oakland as its State lobbyist, Niccolo De Luca worked for the City of Oakland for nearly 11 years, Jennifer Thompson worked for Congresswoman Barbara Lee, Shonda Yvette Scott consults for Oakland Unified School District
e) Track Record of Success	Examples: <ul style="list-style-type: none"> • \$17.5 million for Chabot, • CAORC, \$1million • City of Orlando \$40 million 	Examples: <ul style="list-style-type: none"> • \$75 million for the City & Port of Oakland • \$5 million for Intelligent Transp. Systems for Oakland • \$700 million for Massachusetts Water Resources Authority 	Examples: <ul style="list-style-type: none"> • \$400 million in ARRA DOT funds for Transbay Joint Powers Authority located in SF, CA • \$21 million in COPs funding for Sacramento Sheriff's Dept. • \$30 million in DOT Tiger I funds 	Examples: <ul style="list-style-type: none"> • \$74 million for Oakland at the state level • \$1.8 million in federal funding for City of Emeryville • \$800,000 for City of Torrance • \$875,000 Dana Point CA,

Federal Lobbyist Evaluation Criteria

Evaluation	Akerman Senterfitt	The Crane Group	Holland & Knight	Townsend Public Affairs
Qualifications	Met the requirements	Met the requirements	Met the requirements	Met the requirements
Organization-local staff in Oakland	Met the requirements-Dahlia Moodie is based in Oakland	Did not meet the requirements-no local Oakland representative	Met the requirements. H&K has a local SF office	Met the requirements-Townsend has an Oakland office and the Project manager is located in Oakland
Approach	Met the requirements	Met the requirements	Met the requirements	Met the requirements
Local & Small Certified Business Participation	Met the requirements-local business partner needed to renew business license	Did not meet the requirements-no local business represented	Did not meet the requirements- no local business represented	Met the requirements
Other Factors (Presentation, completeness, clarity, organization, and responsiveness)	Did not meet the requirements	Met the requirements	Did not meet the requirements	Met the requirements
Federal Appropriation Experience	Met the requirements	Met the requirements	Met the requirements	Met the requirements
Bi-Partisan Relationships in Washington DC	Met the requirements	Did not meet the requirements	Met the requirements	Met the requirements
References	Port of Oakland- Eve R. Grossman Chabot Space & Science- Alex Zwissler Carson City, Nevada	US Olympic Committee-Peter V. Ueberroth City of Los Angeles – Jim Seeley	League of California Cities- Chris McKenzie, City of Columbus- Michael Coleman, City of West Palm Beach- Ed Mitchell	City of Emeryville-Pat O'Keefe, City of Merced-John Bramble, City of Tulare-Darrel Pyle, Council President Larry Reid.
Billing Rate	\$102,000 per year and a \$5,000 cap on reimbursement related expenses	\$120,000 per year	Hourly Billing Rates \$260 per hour -\$600 per hour. Retainer not offered.	\$6,000 per month or \$72,000