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OAKLAND

2004 JUN -3 PM 7:51

CITY OF OAKLAND  
Agenda Report

TO: Office of the City Administrator  
ATTN: Deborah Edgerly, City Administrator  
FROM: Office of Intergovernmental Affairs  
DATE: June 17, 2004

**RE: A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO AN AGREEMENT WITH PLATINUM ADVISORS, L.L.C TO SERVE AS THE CITY'S FEDERAL LEGISLATIVE REPRESENTATIVE FOR THE PERIOD JULY 1, 2004 THROUGH JUNE 30, 2005 IN AN AMOUNT NOT TO EXCEED \$125,000 ANNUALLY**

**SUMMARY**

This report serves to garner City Council's approval of a resolution authorizing the City Administrator to enter into an agreement for \$125,000 with Platinum Advisors, L.L.C, to serve as the City of Oakland's Federal Legislative Representative in Washington, D.C. during fiscal year 2004 – 2005. This represents a contract renewal inasmuch as Platinum Advisors has been serving in this capacity during fiscal year 2003 - 04.

**FISCAL IMPACT**

The proposed \$125,000 agreement represents monthly consulting fees of \$10,000 for a twelve-month period, plus \$5,000 in business related expenses. This amount represents what was part of the FY 03 – 05 City budget for federal legislative advocacy in the non-departmental fund.

**BACKGROUND**

Platinum Advisors is a government relations and public affairs consulting firm with offices in Washington DC and in several California cities. The company's Washington office represents California public and private entities before Congress and the Executive Branch of the federal government. In that capacity the firm:

- Provides issues advocacy and management services to help clients prioritize and build the strongest possible case for their federal policy objectives.
- Recommends strategies and tactics designed to help achieve those objectives.
- Advocates on behalf of those objectives with key Members of Congress, their staffs and Administration officials.

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- Builds or works with existing coalitions where appropriate to enhance clients' impact on the process.
- Works with clients to develop key messages and collateral material that will resonate with policymakers.
- Provides ongoing, timely updates and feedback on developments in Washington that may affect clients' vital interests.

As of this current fiscal year, Platinum Advisors, L.L.C has represented the City's interest in Washington, DC. During that period, the firm has accomplished the following:

- **Worked closely with Council and City staff to prioritize Oakland's federal policy goals and develop effective strategies to advocate for them in Washington.** For example, the firm brought together key policymakers Senator Diane Feinstein, Congresswoman Barbara Lee, the City and OBRA staff to work together to support the following:
  - Enabling legislation in the Defense Reauthorization Bill for the Oak Knoll Naval Hospital settlement of \$2.1M.
  - Enabling legislation in the Defense Reauthorization Bill for the acquisition of the Army Reserve property, Subaru Lot, for its redevelopment and expansion efforts.
- **Worked with Council to articulate and advocate for the City's federal appropriations priorities before Congress.** Legislative gridlock between Senate Democrats and House Republicans as well as huge federal budget cuts inhibited our efforts and that of virtually every other urban area in FY 2004. However, the firm has already worked with City staff to develop and is implementing a sustained effort to produce federal funding for key elements including the following projects:
  - Waterfront Parks Initiative and Oakland Waterfront Trail—Cryer Site
  - Integrated Transportation Management Center and Emergency Operations Center
  - Streetscape Improvements for Transit Village Projects
  - TEA21: House bill includes \$2.5 Million for I-880 improvements
- **Worked to enhance the City's visibility with and communicate its message to key members of Congress from California** – including Congresswoman Barbara Lee; Senator Feinstein; Senator Boxer; Minority Whip Pelosi; and California members of the House Appropriations Committee from both parties. These efforts have included coordinating the efforts of the Mayor, Members of the City Council and other city officials on advocacy trips to Washington D.C.
- **Worked with coalition partners like the National League of Cities and the U.S. Conference of Mayors** to represent the City's interests on "mega issues" like Homeland Security, administrative relocation of Head Start and other issues identified by Council as important to the City. Additionally, advocated for increased funding for housing and community and economic development (e.g. CDBG and HOME), job training (e.g. Workforce Investment Act), transportation programs, important law

enforcement programs (e.g. the Local Law Enforcement Block Grant and COPS programs), parks (e.g. Urban Parks and Recreation Recovery Program and Land and Water Conservation Fund) and critical disaster relief resources

- Provided **timely written and oral reports** to Council on the status of important issues, seeking Council's guidance and input where appropriate.
- The City expects firms with whom it contracts to be **readily accessible** to City officials and staff when issues and events dictate. Platinum Advisors' performance has been noteworthy in this area. Representatives of the firm are always available when needed and provide prompt and comprehensive responses to requests for information and/or action.

### **KEY ISSUES AND IMPACT**

While involved in collective legislative efforts with the National League of Cities and the United States Conference of Mayors, Oakland, like all major cities, needs dedicated representation in Washington D.C. Many of the funding and urban policy decisions that have the greatest impact on the City are made in the nation's capital, and Oakland must be an active participant in the debate.

Continuity of representation is important. At this writing, Congress has yet to act on most of the City's federal priorities. It is in the City's best interest to retain Platinum Advisors to continue advocating on its behalf.

### **RECOMMENDATION**

Staff recommends the City Council approve the resolution authorizing the City Administrator to enter into an agreement with Platinum Advisors, L.L.C in the amount of \$125,000 to serve as the City's Federal Legislative Representative during the period July 1, 2004– June 30, 2005.

Respectfully Submitted,

  
Gilda Genzales, Director  
Office of Intergovernmental Affairs

APPROVED FOR FORWARDING TO THE  
RULES & LEGISLATION COMMITTEE

  
Deborah Edgerly  
City Administrator

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OAKLAND CITY COUNCIL

FILED RESOLUTION NO. \_\_\_\_\_  
OFFICE OF THE CITY CLERK  
OAKLAND

C.M.S

INTRODUCED BY COUNCILMEMBER \_\_\_\_\_

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**A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO AN AGREEMENT WITH PLATINUM ADVISORS TO SERVE AS THE CITY'S FEDERAL LEGISLATIVE REPRESENTATIVE FOR THE PERIOD JULY 1, 2004 THROUGH JUNE 30, 2005 IN AMOUNT NOT TO EXCEED \$125,000 ANNUALLY.**

**WHEREAS**, the City of Oakland desires to complement its 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 federal government, and other federal bodies, commissions, committees and organizations; and

**WHEREAS**, the services above primarily involve federal 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 \$125,000 annually for the period of July 1, 2004 to June 30, 2005 with a total contract value not to exceed \$125,000 for services; and

**WHEREAS**, direct expenses shall be reimbursement at cost, and extraordinary travel expenses, other than between Oakland and Washington D.C., 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 Platinum Advisors to serve as the City's Federal Legislative Representative for the period of July 1, 2004 to June 30, 2005. Platinum Advisors shall be paid \$125,000 annually which includes reimbursement for expenses for the period of July 1, 2004 – June 30, 2005. 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; 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, for which the calling of bids for the period of this agreement would not be in the best interest of the City.

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**PASSED BY THE FOLLOWING VOTE:**

AYES -  
NOES -  
ABSENT -  
ABSTENTION -

**ATTEST:**

\_\_\_\_\_  
CEDA FLOYD  
City Clerk and Clerk of the Council  
of the City of Oakland, California

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**RULES & LEGISLATION  
CMTE**

**JUN 17 2004**