



# City of Oakland

Office of the City Clerk  
Oakland City Hall,  
1 Frank H. Ogawa Plaza,  
Room 201  
Oakland, California 94612

## Legislation Text

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**File #:** 003615, **Version:** 1

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**Subject:** Platinum Advisors  
**From:** Office of Intergovernmental Affairs  
**Recommendation:** Adopt a Resolution authorizing the City Manager to enter into an agreement with Platinum Advisors to serve as the City's Federal Legislative Representative for the period July 1, 2003 through June 30, 2004 in an amount not to exceed \$125,000 annually

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CITY OF OAKLAND OAX I '1'  
Agenda Report 2003 JUN - 5 pM S. 4 5

**TO:** Office of the City Manager  
**ATTN:** Robert C. Bobb  
**FROM:** Office of Intergovernmental Affairs  
**DATE:** June 19, 2003

**RE:** A RESOLUTION AUTHORIZING THE CITY MANAGER 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, 2003 THROUGH JUNE 30, 2004 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 Manager 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 2003 - 2004. This represents a contract renewal inasmuch as Platinum Advisors has been serving in this capacity during fiscal year 2002 - 03.

### 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 that which was budgeted for Federal Legislative representation 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.
- Builds or works with existing coalitions where appropriate to enhance clients' impact on the process.

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- 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 from the City, the Port and OBRA to work together to obtain early transfer of the Oakland Army Base to the City. In the process, this coalition sought and obtained the active support influential California policymakers like Senator Dianne Feinstein and Congressman Sam Farr (key Members of the Senate and House Military Appropriations subcommittees respectively) and Congresswoman Barbara Lee to convince DOD to agree to an early transfer of the base. This intensive months-long effort was ultimately successful.
- 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 2003. However, the firm has already worked with City staff to develop and is implementing a sustained effort to produce federal funding for key elements of the Waterfront Parks Initiative (among other projects) in FY 2004.
- 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, City Manager Bobb, and Councilmembers on advocacy trips to

Washington as well as inviting federal policymakers to participate in fact finding trips to Oakland.

- 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, especially funding for First Responders, and on yet-unresolved issues like TANF Reauthorization, TEA-21 Reauthorization, the administrative relocation of Head Start and other issues identified by Council as important to the City.
- 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

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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. 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.

#### RECOMMENDATIONS AND RATIONALE

Staff recommends the City Council approve the resolution authorizing the City Manager 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, 2003 - June 30, 2004. The service provided will supplement the City's collaborative legislative efforts done through the National League of Cities and better position the City to achieve some of its legislative objectives.

#### ACTION REQUESTED OF THE COUNCIL

That the City Council approve the resolution authorizing the City Manager to enter into an agreement with Platinum Advisors, L.L.C in an amount not exceed of \$125,000.

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APPROVED FOR FORWARDING TO THE  
RULES & LEGISLATION COMMITTEE

Robert C. Bobb  
City Manager

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ORA/Council  
July 15, 2003

OAKLAND CITY COUNCIL

RESOLUTION NO. C.M.S FILED  
OFFICE OF THE CITY CLERK  
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INTRODUCED BY COUNCILMEMBER

A RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO AN AGREEMENT WITH PLATINUM ADVISORS TO SERVE AS THE CITY'S FEDERAL LEGISLATIVE REPRESENTATIVE FOR THE PERIOD JULY 1, 2003 THROUGH JUNE 30,2004 IN AMOUNT NOT TO EXCEED \$125,000 ANNUALLY.

WHEREAS, the City of Oakland desires to complement the legislative advocacy efforts provided by League of California Cities; 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 Federal government, and other bodies, commissions, committees and organizations; and

WHEREAS, the services above primarily involve legislative and administrative advocacy and the assistance of individuals experiences 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, 2003 to June 30, 2004 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 Manager 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, 2003 to June 30, 2004. Platinum Advisors shall be paid \$125,000 annually which includes reimbursement for expenses for the period of July 1, 2003 - June 30, 2004. 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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IN COUNCIL, OAKLAND, CALIFORNIA, 20

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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July 1.5, 2003