

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 07/11/05		Item Number: _____	
AGENDA ITEM: Consideration of an Agreement with Joe A. Gonsalves & Son for Legislative Advocacy Services in Sacramento for FY 05-06.			
Contact Person/Dept.: Shelly W. Chagnon		Phone Number: (310) 253-6008	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒	Attachments: ☒
Public Notification: Joe A. Gonsalves and Son (7/6/05) and Master Notification List (7/6/05)			
Department Approval: Jerry B. Fulwood (6/30/05)		CAO Approval:	
City Controller Approval:			

RECOMMENDATION:

That the City Council approve an Agreement with Joe A. Gonsalves & Son (Gonsalves) for legislative advocacy services in Sacramento for FY 05-06.

BACKGROUND:

In November and December 2001, the former Grants Administrator, City Controller and Senior Management Analyst in Transportation, along with the Council Subcommittee of Councilmembers Rose and Corlin, conducted an RFP process and interviewed three lobbying firms. After careful consideration, the subcommittee recommended and the City Council approved entering into a one-year agreement on January 7, 2002 with Gonsalves for legislative advocacy services at a cost of \$3,500 per month, with an option to discontinue the contract with 30 days written notice. The City maintained this contract until October 30, 2002, at which time the City exercised its option to discontinue the contract due to fiscal constraints.

On November 8, 2004, the City Council voted 4-1 to approve the City entering into a new Agreement with Gonsalves for legislative advocacy representation services in Sacramento through June 30, 2005.

DISCUSSION:

The City's prior experience with Joe A. Gonsalves & Son was extremely positive. The lobbyist interacted well with staff and provided sound legislative advice. The following list below summarizes the firm's services since it was retained by the City in January 2005:

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Legislative Bill Tracking. Earlier this year, Gonsalves reviewed all of the bills introduced in the California Legislature and informed City staff of the legislation affecting the City's interests. Based on a list refined by Culver City staff, Gonsalves provides bill updates to City staff on a regular basis. Staff reviews the bill updates and forwards a weekly copy of all such bills to the Council and City staff. Gonsalves also provides staff interpretations of bills and provides supporting data, which Gonsalves obtains from the bills' authors.

Legislative Advocacy. Culver City staff members have prepared advocacy letters based on information provided by Gonsalves or various professional organizations, which have accurately conveyed areas of interest to the City. Staff faxes Gonsalves Culver City's position letters, so that Gonsalves will convey the letter to each Senate or Assembly Committee Member that will be hearing the bill.

Identification of State Funding. Gonsalves has been effective in arranging meetings between legislative representatives, Councilmembers and staff for recent visits to Sacramento. Gonsalves has participated in individual meetings with Senator Kevin Murray, Assemblymember Karen Bass, staff of Assemblymember Jerome Horton, and the Staff Director of the Senate Transportation Committee. Gonsalves has been proactive in trying to identify and obtain state funding for Culver City for the Metro EXPO Light Rail Project.

Special Programs. Gonsalves hosted its annual dinner reception in Sacramento on March 29, 2005, which included special pre-arranged meetings with legislators during the day at the Capitol. The dinner reception provided a networking opportunity with legislators and officials from other cities.

Future Opportunities. In addition to the work described above, there are possibilities for Gonsalves to amend legislation on behalf of the City and Redevelopment Agency, and attend and provide testimony at legislative hearings on behalf of the City and the Agency.

The presence of a full-time lobbyist in the Capitol and the ability of staff to engage in advocacy on a full-time basis further the City's ability to effectively address important legislative matters. A lobbyist allows the City to speak with one voice and to have a presence in the Capitol to express the concerns and interests of Culver City.

Gonsalves has stated its desire to continue its agreement with the City of Culver City at \$3,500 per month or \$42,000 for FY 05-06. Staff recommends continuing the services of Gonsalves. The monthly retainer includes all expenses such as Fair Political Practice Commission (FPPC) filings, telephone calls and faxes. There will

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be no other expenses as part of this contract, such as travel, because the firm is based in Sacramento.

Because of Culver City's positive experience with this firm, and because of their highly-regarded reputation in the Capitol, staff recommends that the City Council approve an Agreement with Joe A. Gonsalves & Son without conducting a formal bid process, since one has already taken place.

FISCAL ANALYSIS:

The City Council approved \$42,000 for lobbying services within the City's FY 05-06 budget, adopted on June 27, 2005. Adequate funds are available in Other Contractual Services, Account Number 10110100.619800.

ATTACHMENTS:

1. Background Information on Joe A. Gonsalves & Son.

MOTION:

That the City Council:

1. Waive the formal competitive bid process; authorize the award of a professional services agreement in the amount of \$42,000 with Joe A. Gonsalves & Son for legislative advocacy in Sacramento; and
2. Authorize the City Attorney to prepare the necessary documents and authorize the Chief Administrative Officer to sign the documents.