

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 08/28/06		Item Number: <u>A-8</u>	
AGENDA ITEM: Contract Award to CJ Strategies for Federal Lobbying Services.			
Contact Person/Dept.: Martin R. Cole		Phone Number: (310) 253-6007	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: CJ Strategies; Akin Gump Strauss Hauer & Feld, LLP; Cassidy & Associates; The Ferguson Group; Mercury Public Affairs; Smith Dawson Andrews; and David Turch and Associates and Master Notification List (08/17/06)			
Department Approval: Jerry Fulwood 8/22/06		City Manager Approval: Martin Cole for Jerry Fulwood 8/22/06	
City Controller Approval: Marlee Chang 8/22/06			

RECOMMENDATION:

Staff recommends t the City Council authorize the City to Award a contract to CJ Strategies for federal lobbying services.

BACKGROUND:

Federal lobbyists primarily assist cities in obtaining funding for projects and monitoring significant legislation that may affect the City. They also coordinate meetings with Federal officials and legislators. With the use of a lobbyist many cities have obtained grants and appropriations for water, sewer, buses and transportation projects.

In 2005, the City engaged in a Professional Services Agreement with Copeland Lowery Jacquez Denton & White ("CLJ") for governmental affairs and representation on federal issues in matters affecting the City, regarding Transportation. CLJ was retained from June 1, 2005 through September 30, 2005. On October 24, 2005, the City Council approved the six-month extension of the Agreement to retain CLJ as the City's federal governmental advocacy firm and appointed Council Members Rose and Corlin to serve on the Ad Hoc Legislative Subcommittee to meet to evaluate proposals and interview federal lobbyist candidates during the City's RFP process. As of April 24, 2006, through the City Council Reorganization, Council Members Gross and Rose were appointed to serve on this Subcommittee.

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DISCUSSION:

RFP Process

Staff initiated the RFP process to obtain proposals from firms that specialize in governmental relations at the federal level. Staff sent out RFPs to 13 firms and received seven responses from the following firms:

Name of Firm	Proposed Monthly Retainer	Annual Fee
CJ Strategies (Formerly Copeland Lowery Jacquez Denton & White)	\$5,000	\$60,000
David Turch and Associates	\$6,000	\$72,000
Mercury Public Affairs	\$7,500	\$90,000
Smith Dawson & Andrews	\$8,000	\$96,000
The Ferguson Group	\$10,000	\$120,000
Akin Gump Strauss Hauer & Feld	\$12,500	\$150,000
Cassidy and Associates	\$15,000	\$186,000

Subcommittee

The Subcommittee members, in addition to the Assistant City Manager, Community Development Director, Transportation Director and Intergovernmental Relations Officer, independently reviewed each proposal and collectively met to determine the top three firms to invite back for an interview. The Subcommittee and staff conducted interviews with members of the firms of CLJ, David Turch and Associates, and Smith Dawson Andrews on May 15, 2006. Staff then conducted reference checks on these firms. The Subcommittee met on June 2, 2006 to discuss the three firms, held a second interview with CJ Strategies on August 15, and discussed recommending the firm for the Council's consideration.

CJ Strategies Scope of Work

CJ Strategies proposes the following services for Culver City:

- Develop and implement Culver City's comprehensive legislative platform;
- Identify the City's financial needs and match those with federal funding opportunities.
- Work with the City to determine which of the City's needs are the best candidates for appropriations efforts, develop strategies based on those decisions and secure funding for Culver City's top funding priorities in the appropriations cycle;

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- Develop short-term and long-term strategies focused on a wider range of funding opportunities;
- Identify and develop non-appropriations legislative priorities such as Congressional action on eminent domain and telecommunications issues;
- Work with the City and the Congressional delegation to identify grant opportunities and generate letters of support for competitive grants;
- Provide timely updates on important legislative issues; and
- Enhance the presence of Culver City officials in Washington, D.C.

Jim Copeland and Lynn Jacquez, the principals who formed CJ Strategies, will share the lead in representing Culver City. Both individuals have decades of experience as lobbyists and have identified four other members of the firm to work with Culver City to accomplish the City's lobbying goals and objectives.

FISCAL ANALYSIS:

There is adequate funding in the adopted FY 2006-07 Budget in Transportation, Redevelopment and the City Manager's Departments' Other Contractual Services accounts.

ATTACHMENTS:

None.

MOTION:

That the City Council:

1. Authorize the City to enter into an agreement with CJ Strategies for federal lobbying services for a period beginning on September 1, 2006 and ending on June 30, 2007; and
2. Authorize the City Attorney to prepare and the City Manager to execute the agreement.