



# CITY OF LONG BEACH

# R-8

OFFICE OF THE CITY MANAGER

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PATRICK H. WEST  
CITY MANAGER

October 9, 2012

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Authorize the City Manager to execute a contract for federal legislative representation services provided by Van Scoyoc Associates, Inc., for a term of one year in an amount not to exceed \$166,200, and authorize the City Manager to grant two one-year extensions to the contract and execute all necessary amendments. (Citywide)

## DISCUSSION

In 2006, the Long Beach City Council directed staff to initiate a Request for Proposal (RFP) to retain a federal legislative advocacy firm. After reviewing proposals from numerous consultants, the firm Van Scoyoc Associates, Inc. (VSA) was selected based upon qualifications and cost for services.

VSA has represented the City of Long Beach since January 2007. In the first three years of advocacy, VSA assisted the City with obtaining \$7.5 million in federal appropriation dollars. This funding has been used to benefit Long Beach on issues ranging from workforce development to rehabilitation of local streets and roads. Though Congress has suspended the appropriations process, VSA continues to advocate on behalf of the City by engaging in issues such as the National Flood Insurance Program Reauthorization, Clean Waters Act, Colorado Lagoon dredging and others.

The firm has also assisted the City with compliance requirements for the American Recovery and Reinvestment Act. Since 2009, the City of Long Beach has received over \$120 million from this stimulus measure. Funds have been used to conduct green sector job training initiatives, improve water quality, strengthen port security, implement energy efficiency projects, purchase public safety equipment, resurface arterial City streets, and for many other eligible uses.

On an annual basis, VSA also advocates for and monitors Congressional action on federal budget items such as United States Department of Homeland Security (DHS) State and Local Grants, Department of Transportation (DOT) TIGER Grants, Department of Housing and Urban Development (HUD) Community Development Block Grants, and others.

HONORABLE MAYOR AND CITY COUNCIL

October 9, 2012

Page 2

Based upon the quality of service VSA has provided to Long Beach since 2007, staff recommends renewing the City's contract with VSA for federal legislative advocacy. Attachment A includes examples of work VSA has completed on behalf of the City. Attachment B provides biographies of the City's team of advocates at VSA: Thane Young, Vice President at VSA and the City's principal contact; Laura Morgan, Director of Government Relations; and Max Perkins, Legislative Assistant.

This letter was reviewed by Deputy City Attorney Linda Trang and Budget and Budget Performance Manager Victoria Bell on September 27, 2012.

### TIMING CONSIDERATIONS

City Council action is requested on October 9, 2012, to ensure the City of Long Beach continues to be represented in Washington, D.C. The City's contract with VSA expired September 30, 2012.

### FISCAL IMPACT

In prior years, the City's contract with VSA was for an amount not to exceed \$180,000. Staff is recommending a reduction in the total contract amount of 7.7 percent, or \$13,800. The monthly retainer will be reduced by 5 percent, and the allowance for authorized expenses will be reduced by \$6,000. For the past several years, the firm has voluntarily reduced its fee by 5 percent per the City's request. This revised contract amount will memorialize the commitment, while maintaining the same level of service that has been provided in years past. The total contract cost for FY 13 shall not exceed \$166,200, based on a monthly retainer of \$12,350 and up to \$18,000 in approved expenses annually.

Funds to support this activity are budgeted in the General Fund (GP) in the City Manager Department (CM). The cost of federal legislative representation services is shared by City departments and funds that benefit from these services, with 55 percent of the Government Affairs program paid for by non-General Fund operations.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST  
CITY MANAGER

## **VAN SCOYOC AND ASSOCIATES: FY 12 SUCCESSES**

### **Flood Insurance**

The Transportation Reauthorization bill (MAP-21) conference report included a five-year reauthorization of the National Flood Insurance Program (NFIP). VSA was instrumental in removing the residual risk provision from the bill, which would have required all properties behind a levee, dam or other manmade flood control structure to be mapped into a residual risk floodplain, requiring flood insurance and building restrictions on properties with FHA loans, and opening the door for private lenders to require property owners to purchase costly flood insurance.

The “residual risk” provision would have expanded the size of the floodplain to cover nearly 2/3 of the City of Long Beach, eventually requiring an estimated \$300 million in annual insurance premium payments and imposing building restrictions in the region. VSA worked closely with Senator Pryor (D-AR), Senator Feinstein, Senator Toomey (R-PA) and Senator Cochran (R-MS) on a successful strategy that removed this harmful provision from the bill.

### **Colorado Lagoon**

The City secured grants from several state agencies and conservancies to initiate construction of an \$8 million estuary restoration project. Late in the process, the U.S. Army Corps of Engineers raised objections to the use of its Estuary Program funds to dredge soil contaminated with lead. Despite appeals from the Los Angeles District office, Corps headquarters failed to approve a partnership agreement with the City, potentially jeopardizing other grant funds and the pending contract bid. The City and Corps subsequently reached an understanding about an alternate use for Corps funds that enabled the Assistant Secretary of the Army to execute the partnership agreement and start construction.

VSA engaged the Corps’ general counsel, the offices of Senators Boxer and Feinstein, and a senior member of the House Appropriations Committee to expedite processing of the revised agreement before November 1.

### **Homeland Security State and Local Grants Allocation Structure**

The President included in his FY 2013 budget a proposal to combine all Department of Homeland Security State and Local grants (such as the Urban Area Security Initiative and the Port Security Grant Program) into one large program entitled the “National Preparedness Grant Program.” Under the President’s proposal, local entities could no longer apply for nor be direct recipients of Homeland Security grant funds. Instead, all funds would be distributed by the state.

VSA notified the City’s Congressional delegation of the City’s concerns with the President’s proposal and encouraged the Members to express opposition to the Appropriations committees and ask that this structural change not be included in the FY13 appropriations bills. Subsequently neither the House nor the Senate FY 2013 Homeland Security Appropriations bills included the Administration’s proposal to combine these funds into the National Preparedness Grant Program. Funding for these programs will be continued at this year’s level until March 31, 2013. The final disposition of these programs and their funding levels will be determined early next spring in the final FY 2013 Homeland Security Appropriation.

## **VAN SCOYOC AND ASSOCIATES: BIOGRAPHIES**

### **THANE A. YOUNG**

Thane Young has lobbied for thirty years and joined Van Scoyoc Associates, Inc. in 2005. Mr. Young specializes in water resources, economic development, transportation, environment, public infrastructure, and public safety. His clients include local governments, real estate development companies, and water districts.

Mr. Young has strong relationships with Members and committees on Capitol Hill and with numerous federal agencies, including the U.S. Army Corps of Engineers, Federal Emergency Management Agency, U.S. Environmental Protection Agency, Department of Homeland Security, and Department of Housing and Urban Development. In addition to working with federal officials, Mr. Young has coordinated strategy with national organizations such as the U.S. Conference of Mayors, and the National League of Cities.

Mr. Young has a B.A. in Political Science from Brigham Young University, and did graduate work in Urban and Environmental Planning at CalPoly, San Luis Obispo.

### **LAURA MORGAN**

Laura Morgan serves as Director of Government Relations for Van Scoyoc Associates (VSA) specializing in public safety, water resources, economic development and public infrastructure.

Prior to joining VSA, Ms. Morgan served for three years in Senator Dianne Feinstein's (D-CA) Washington, D.C. office. While working for Senator Feinstein, Ms. Morgan worked on a range of issues including climate change, energy, transportation and water. In this role, Ms. Morgan also worked extensively on the Transportation Reauthorization bill and the Energy Policy Act.

Ms. Morgan has a Bachelor of Arts in Political Science from Wake Forest University in Winston-Salem, North Carolina.

### **MAX PERKINS**

Max Perkins, a Legislative Assistant, joined Van Scoyoc Associates in 2010 specializing in municipal government issues. Prior to joining VSA, Mr. Perkins spent more than two years on Capitol Hill working for the Senate Committee on Rules and Administration. While at the Senate Rules Committee, Max worked under the direction of two different Chairmen, Senators Dianne Feinstein (D-CA) and Charles Schumer (D-NY).

Since joining Van Scoyoc Associates, Mr. Perkins has completed work on behalf of two vice presidents, Thane Young and Pete Evich. Max assists Mr. Young and Mr. Evich with client communication and issue research, as well as advocacy and outreach to Congressional offices and Federal agencies.

Mr. Perkins received his Bachelor of Arts degree from The Catholic University of America in Washington, D.C.