



CITY OF LONG BEACH

OFFICE OF THE CITY MANAGER

R-37

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GERALD R. MILLER
CITY MANAGER

December 19, 2006

HONORABLE MAYOR AND COUNCIL MEMBERS
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 nine months at an amount not to exceed \$135,000 and increase appropriations in the General Fund (GP) in the City Manager's Office (CM) by \$46,260. (Citywide).

DISCUSSION

The firm of E. Del Smith and Company, Inc., has represented the City of Long Beach in Washington, D.C., before the United States Congress and various federal agencies for over 30 years. The most recent contract between the City and E. Del Smith and Company, Inc., which was authorized by the City Council on October 18, 2005, and extended on October 3, 2006, expires on December 31, 2006.

During the previous fiscal year, the City Manager implemented a Request for Proposals (RFP) process to seek proposals from professional consulting firms to provide federal legislative representation services. After a lengthy and rigorous review process, Van Scoyoc Associates, Inc., was selected as the most qualified firm to address the City's federal representation needs.

Request for Proposals Process

In March 2006, the City initiated a competitive Request for Proposal (RFP) process to solicit proposals from various federal legislative representation firms for services to be provided in Fiscal Year 2007. In an effort to reach a wide audience of potentially interested firms, the City sent RFPs to over 50 different lobbying firms ranging from small firms to very large firms, placed an advertisement in a Washington, D.C. publication that focuses solely on federal issues, and made the RFP available on the City's website. As a result of the outreach efforts, 21 firms submitted proposals to the City. A diverse interview panel selected the top six firms to interview, and then recommended the top three candidates to the City Manager. The City Manager and the Mayor interviewed the top three candidates and selected Van Scoyoc Associates, Inc., as the recommended firm.

Van Scoyoc Associates, Inc.

Van Scoyoc Associates, Inc. (VSA), specializes in developing and promoting comprehensive legislative strategies at both the federal and state levels. Their successful approach includes intensive identification of objectives, strategic communications plans,

HONORABLE MAYOR AND COUNCIL MEMBERS

December 19, 2006

Page 2

active relationships with key policymakers, grassroots mobilization, and direct advocacy. Their professional team offers years of expertise gained from varied experiences with congressional committees and offices, executive branch agencies, and the White House. Van Scoyoc Associates, Inc., currently represents more than 50 of the nation's premier universities and academic medical centers, 20 of the largest 200 corporations, many of the nation's prestigious trade associations, financial institutions, and non-profit enterprises, as well as several leading governments and government agencies. Attachment A provides more information on Van Scoyoc Associates, Inc., including a current client list and biographies of the firm's President, Stewart Van Scoyoc, the City's principal contact, Thane Young, and key team member, Tammy Cameron.

This letter was reviewed by Deputy City Attorney Lori A. Conway and Budget Management Officer David Wodynski on December 5, 2006.

TIMING CONSIDERATIONS

City Council action is requested on December 19, 2006, to ensure that the City is represented in Washington, D.C., when the 110th Congress is seated on January 3, 2007. As the City transitions to a new federal representative, the City Manager recommends retaining the services of E. Del Smith and Company, Inc., to facilitate the transition and to work on high-priority issues where that firm has unique qualifications. The City Manager will bring a recommendation to the City Council in January 2007 to extend the contract for E. Del Smith and Company, Inc., and request an increase in appropriations.

FISCAL IMPACT

The total cost for the contract with Van Scoyoc Associates, Inc., for Fiscal Year 07 will not exceed \$135,000, based on a monthly retainer of \$13,000 and up to \$2,000 per month in approved expenses. Funds to support this activity are budgeted in the General Fund (GP) in the City Manager's Office (CM); however, an increase in appropriation of \$46,260 is needed to accommodate the increased cost of this contract for the remainder of the fiscal year. The cost of federal legislative representation services in the City Manager's Office is shared by departments and funds throughout the City that benefit from these services, including many non-General Fund operations.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



GERALD R. MILLER
CITY MANAGER

GRM:TM:pc
Attachment

an Scoyoc Associates, Inc. (VSA), founded in 1990, has emerged as the largest independent government affairs firm in Washington.

VSA is an industry leader whose effectiveness is unmatched, even as the leadership in Congress and the White House changes. Our outstanding service to clients is reflected in our client retention record of more than ninety percent from one year to the next, far surpassing industry norms.

Our professional team offers years of expertise gained from varied experiences with congressional committees and offices, executive branch agencies, and the White House. Our approach is to hire the best people, provide them the best resources available, and then manage for results.

VSA currently represents more than 50 of the nation's premier universities and academic medical centers, 20 of the largest 200 corporations, many of the nation's prestigious trade associations, financial institutions, and non-profit enterprises, as well as several leading governments and government agencies.

We specialize in developing and promoting comprehensive legislative strategies at both the federal and state levels. Our successful approach includes intensive identification of objectives, strategic communications plans, active relationships with key policymakers, grassroots mobilization, and direct advocacy. For us, success for the client is always the focus.





H. Stewart (Stu) Van Scoyoc, *President*

Stu Van Scoyoc is Chief Executive Officer of Washington, D.C.'s largest independent government affairs group, the Van Scoyoc Companies. Starting in 1990 with only two other employees and eight clients, Stu has created an unparalleled team of 90 professionals serving more than 300 clients in their interaction with federal and state governments. His successful methodology combines an outside-the-beltway corporate approach with an insider's expertise in government policymaking. *National Journal* says, "K Street colleagues consider Van Scoyoc a brainy Washington insider who sweats the details."

The outstanding story about the Van Scoyoc Companies began in 1990 when Stu founded Van Scoyoc Associates (VSA) with a focus on congressional appropriations and taxation. VSA quickly developed more than twenty practice areas, ranging from agriculture, biotechnology, defense and education, to areas such as financial services, energy, homeland security, transportation and telecommunications.

In 1994, he established The Implementation Group (TIG) to provide professional assistance in the implementation and evaluation requirements of publicly funded programs. TIG specializes in opportunity identification and capture strategies for federal grants and contracts.

In 2000, Stu created Capitol Decisions, Inc. (CDI) to provide government relations and public affairs counsel in the specialties of health care, grassroots advocacy, and community development.

Finally, in 2002, Stu formed the law firm of Van Scoyoc Kelly PLLC (VSK) to be strategically allied with his other government affairs firms. VSK provides counsel for military and other government contractors, in addition to innovative legal solutions for acquisition, procurement and regulatory issues.

Stu's consulting expertise is based on several career highlights. Prior to the establishment of the Van Scoyoc Companies, Stu was a founding partner of Winburn, Van Scoyoc & Hooper government relations firm. In addition, Van Scoyoc spent eight years as vice-president at the prestigious Charles Walker Associates, where he specialized in tax, energy, insurance and environmental matters.

Corporate experience is an invaluable part of understanding the client, and Van Scoyoc fortunately worked with some of the best at the DuPont Company. Stu first worked in various DuPont engineering assignments while earning his law degree at night from the University of Maryland. He then continued his career in DuPont's Washington office working on a variety of legislative and regulatory issues.

While earning his Bachelor of Science degree in chemical engineering from Lehigh University in 1969, he also received the Alpha Phi Omega award for leadership and outstanding service to the University.



Thane A. Young

Thane A. Young is a Vice President at Van Scoyoc Associates, Inc. He specializes in economic development, transportation, environment, public infrastructure, and water resources. With over twenty years lobbying experience, he has represented local and state governments, real estate development companies, water and transportation authorities, and national trade associations.

Thane has developed strong working relationships on Capitol Hill and with numerous federal agencies, including the U.S. Army Corps of Engineers, the Office of Management and Budget, U.S. Environmental Protection Agency, Department of the Interior, Department of Homeland Security, and Department of Housing and Urban Development. He has effectively developed and implemented strategies for amending legislation, securing federal appropriations, and revising federal regulations to benefit clients.

Thane has represented public agencies on key issues concerning economic development and redevelopment, flood control, small craft harbor improvement, water resource and endangered species conservation, public safety and emergency services, and capital improvements for water infrastructure and transportation. His practice included six years in California where he lobbied at both the state and federal levels.

Prior to joining private lobbying practices, Thane was director of government affairs for the National Association of Realtors. He began his career in Washington as a legislative aide to U.S. Senator Pete V. Domenici (R-NM).

Thane holds a B.A. in political science from Brigham Young University, and did graduate work in Urban and Environmental Planning at California Polytechnic State University, San Luis Obispo.

Tammy F. Cameron

Tammy F. Cameron serves as Vice President for Van Scoyoc Associates, Inc. (VSA). She brings to the firm a decade of congressional experience in appropriations, with a detailed knowledge of the federal budget process. Before joining VSA, Cameron served as majority staff director and senior policy advisor with the Senate Appropriations Committee for the Energy and Water Development and for the Military Construction/Veterans Affairs Subcommittees.

Cameron had direct policy and funding responsibility for the Senate Subcommittee on Military Construction and Veteran Affairs under subcommittee chair Sen. Kay Bailey Hutchison of Texas. The \$80 billion jurisdiction covered military construction, military family housing, base realignment and closure, and veterans affairs. She drafted the first combined military construction and veteran affairs appropriations bill and developed guided legislative strategy throughout the annual appropriations process.

Cameron was instrumental in developing and executing strategy in the Senate to build a bipartisan consensus to add \$1.5 billion above the administration's FY2006 budget request for Department of Veteran Affairs' medical programs.

During her tenure as majority staff director for the Senate Appropriations Subcommittee on Energy and Water Development, she directed policy and funding related to the Department of Energy, the Corps of Engineers, the Bureau of Reclamation, the Federal Energy Regulatory Commission (FERC) and the Nuclear Regulatory Commission. Cameron also negotiated a bicameral, bipartisan agreement for Yucca Mountain funding, and for the controversial nuclear weapons program initiatives.

Cameron began her work with the United States Senate as a legislative assistant and appropriations associate in the office of former Senator Ben Nighthorse Campbell (R-Colorado). As senior staff advisor on foreign policy and defense she developed legislative agendas, drafted correspondence and legislation.

Cameron holds an MS in international affairs from American University, Washington, DC; and a BA in international studies from the University of Denver, Denver, Colorado. Cameron is originally from Denver, Colorado.

VAN SCOYOC ASSOCIATES, INC. — CLIENT LIST

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| 4A Capitol Group, LLC | Dana Farber Cancer Institute |
| Airborne Tactical Advantage Company | Davison Transport, Inc. |
| Akron General Health System | Deaconess Billings Clinic |
| Alabama Institute for Deaf and Blind | Defiance College |
| Alabama School of Fine Arts Foundation | Desert Research Institute |
| Alabama State Port Authority | DRS Technologies |
| Alameda-Contra Costa Transit District | Duke Energy/Islander East Project |
| Alcoa Inc. | DuPont |
| Aloha Partners | EAG of Americas |
| AM General Corporation | Eastern Michigan University |
| American Herbal Products Association | Eastern Municipal Water District |
| American Insurance Association | Edison Schools |
| American Library Association | Educational Testing Services |
| Anheuser-Busch Companies, Inc. | El Dorado County Transportation Commission |
| Apollo Group, Inc. | Energy Research Company |
| Army Alliance Inc. of Aberdeen, MD, The | ENS Resources |
| Arotech Corporation | Enterprise Electronics Corporation |
| Association of American Railroads | EPSCoR Coalition of States |
| Association of Procurement Technical Assistance Centers | EPSCoR Foundation (TIG) |
| Audubon Nature Institute, The | Excelerate Energy |
| AURA - Assn. of Universities for Res. in Astronomy | Exploratorium (The) |
| Aurora Flight Sciences Corporation | Fannie Mae |
| Auxilia, Inc. | Federal Area Development Authority City of Hampton |
| AWS Convergence Technologies | Federal Home Loan Bank of San Francisco |
| BAE Systems | Federal Technology Group |
| Ballard Power System Corporation | Federal Textiles & Covers |
| Bartlett & Bendall, LLC | Federation State Humanities Council |
| Battelle Memorial Institute | FedEx Corporation |
| Bechtel Infrastructure | Firefly Children's Network |
| Bechtel National Inc. | Friends of the Observatory |
| Becker & Poliakoff | General Motors |
| Bennett College | Georgetown Divide Public Utility District |
| Bentley Systems Incorporated | Georgia State University Research Foundation |
| BioPort Corporation | GIAT Industries |
| Birmingham Water Works Board | Government of the Islamic Republic of Pakistan |
| Boeing Company, The | Greater Los Angeles Zoo Association |
| Bowling Green State University | Harley Davidson Motor Company |
| British Embassy Defense Supply Office | Harrisburg Area Community College |
| California University of Pennsylvania | Health Network America |
| Catapult Learning (Sylvan Education Solutions) | Higher Learning Commission |
| Centre for Management and Technology, The (CMAT) | Homes Unlimited |
| Chicago Public Schools | Humanetics Corporation |
| Chicago State University | Innovation Coalition |
| Children's Hospital of Pittsburgh | Insight Technology, Inc. |
| Cimcor, Inc. | Intergraph Solutions |
| Citizenship Trust | Interstate Natural Gas Association of America |
| City of Baltimore, Maryland | InterSystems Corporation |
| City of Compton, California | Iomax Management Group |
| City of Dana Point, California | Jackson State University |
| City of Detroit, Michigan | James F. McConnell/City of Westminster |
| City of Fayetteville, Arkansas | Jefferson County Commission |
| City of Gadsden, Alabama | Jefferson Metropolitan Health Care Authority |
| City of Galt, California | Jefferson State Community College |
| City of Gulf Shores, Alabama | Johns Hopkins University - Applied Physics Lab. |
| City of Orange Beach, Alabama | Johnson Controls |
| City of Perris, California | Kenyon International |
| City of Portsmouth, Virginia | Laureate Education (Sylvan Online Higher Education) |
| City of Stockton, California | Lehigh University |
| City of Talladega, Alabama | Level (3) Communications, LLC. |
| Cleveland Clinic Foundation | Lockheed Martin Space Systems Company |
| Cleveland Museum of Art | Los Angeles County Metropolitan Transit Authority |
| Cleveland-Cuyahoga County Port Authority | Madison Center |
| Coalition for Project ADR | Malcolm Pirnie |
| College Board | Mayaguez Port Commission |
| Colorado Department of Transportation | McWane Science Center |
| Community Financial Services Association | Medical University Hospital Authority |
| Computer Sciences Corporation | Medley Global Advisors |
| Continental Electronics Corporation | Memphis-Shelby County, Tennessee, Airport Authority |
| Cummins, Inc. | Mentis Sciences Inc. |
| Dallas Area Rapid Transit Authority | Merced County Association of Governments |

VAN SCOYOC ASSOCIATES, INC. — CLIENT LIST

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| Methodist Hospital | Trinidad Benham Corporation |
| Michigan Neighborhood Partnership | Tulane University |
| MILTEC | Underwriters Laboratories |
| Mission Springs Water District | Union Pacific |
| Mobile Airport Authority | University of Akron |
| Mobile County Commission | University of Alabama System |
| Montana State University Foundation, Inc. | University of Arkansas |
| Montgomery Airport Authority | University of Connecticut |
| Montgomery Area Chamber | University of Idaho |
| Morgan State University Foundation, Inc. | University of Maryland, Baltimore |
| NASA Aeronautics Support Team | University of Memphis, The |
| National Asphalt Pavement Association | University of Nebraska |
| National Asphalt Pavement Association | University of Notre Dame |
| Research & Education Foundation | University of Pennsylvania |
| National Association of Enrolled Agents | University of Pennsylvania School of Medicine |
| National Association of Foster Grandparents | University of Saint Francis |
| National Association of Mortgage Brokers | University of Toledo |
| National Association of Scholars | University of West Florida |
| National Association of Water Companies | University of Wisconsin System, Board of Regents |
| National Institutes of Water Resources | Urban Serving Universities |
| National Space Grant Alliance | US Space & Rocket Center |
| NiSource, Inc. | Utica College of Syracuse, NY |
| Ochsner Clinic Foundation | Utrok Atoll Local Government |
| Oldcastle Materials Group | Virginia Air & Space Center |
| Optical Alchemy | Virginia Polytechnic Inst. and State University |
| Orange County Fire Authority | Virginia Tech Intellectual Properties, Inc. |
| Pacific Consolidated Industries | Visible Productions |
| Pacific Star Communications | Wackenhut Corporation |
| Pipeline Rehab Technologies LLC. | Wackenhut Services, Inc. |
| Placer County, California | Wallace Community College, George C. |
| PolyFuel | Washington Consulting Group |
| Port Authority of NY & NJ | Weyerhaeuser Company |
| Profilium Inc/ Forensic Technology | Wireless Independent Group Coalition |
| Prudential Financial | Wood Group Generator Services |
| Rancho Mission Viejo | |
| Raytheon Systems Corporation | |
| Recording for Blind & Dyslexic | |
| Redevelopment of the City of Stockton | |
| Remington ELSAG Law Enforcement Systems | |
| Remington Technologies Division | |
| Resodyn Corporation | |
| Reveal Imaging Technologies, Inc. | |
| Rhodes College | |
| Ricardo, U.S. | |
| Rotordynamics-Seal Research | |
| Rural Cellular Association | |
| Sacramento County Airport System | |
| San Joaquin Area Flood Control Agency | |
| San Joaquin Regional Transit District | |
| SatoTravel | |
| Save Ellis Island | |
| Schering Plough | |
| Science Applications International Corporation (SAIC) | |
| SGT, Inc. | |
| Shelton State Community College | |
| Sickle Cell Disease Association of America | |
| Sierra College | |
| SLM Corporation | |
| South Montebello Irrigation District | |
| Southern Company | |
| Southwest Research Institute | |
| Space Explorers Inc. | |
| Spelman College | |
| St. Clair County Commission | |
| St. Thomas University | |
| TD International | |
| Teledyne Brown Engineering | |
| Temple-Inland Corporate Services | |
| Time Domain Corporation | |
| Torch Technologies | |