



## Legislation Details (With Text)

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**File created:** 10/15/2009      **In control:** City Council  
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**Title:** Recommendation to authorize 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 \$180,000; and authorize City Manager to grant two one-year extensions to the contract and execute all necessary amendments. (Citywide)  
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Date	Ver.	Action By	Action	Result
11/3/2009	1	City Council	approve recommendation	Pass

Recommendation to authorize 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 \$180,000; and authorize City Manager to grant two one-year extensions to the contract and execute all necessary amendments. (Citywide)

The firm of Van Scoyoc Associates, Inc. (VSA), represented the City of Long Beach since January 2007. The City selected VSA in 2007 as the most qualified firm after an extensive Request for Proposals (RFP) process to seek proposals from professional consulting firms to provide federal legislative representation services. The RFP process was carried out at the request of the City Council. Due to the success and qualifications of VSA, staff is recommending extending the contract.

### Summary of Advocacy Efforts

Over the past several years, the firm has thoroughly learned the City's issues, and has strongly advocated for these issues on the City's behalf. Attachment A includes examples of some of the high-priority issues the City and VSA worked on over this time and the successes they have achieved, including bringing \$7.5 million to Long Beach from federal appropriations since FY07.

### Van Scoyoc Associates, Inc.

VSA is now the largest independent lobbying firm in Washington, D.C. 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, 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. VSA currently represents more than 30 of the nation's premier universities and academic medical centers, many of the most prestigious corporations, trade associations, financial institutions, and non-profit enterprises, as well as several leading governmental agencies.

Attachment B provides more information on VSA including biographies of the firm's President, Stewart Van Scoyoc, and the City's principal contact, Thane Young.

This letter was reviewed by Deputy City Attorney Linda Trang and Budget and Performance Management Bureau Manager David Wodynski on October 8, 2009.

City Council action is requested on November 3, 2009, to ensure that the City continues to be represented in Washington, D.C. The City's current contract with VSA expired on September 30, 2009.

The total cost for the contract with VSA for Fiscal Year 2010 will not exceed \$180,000, based on a monthly retainer of \$13,000 and \$2,000 per month in approved expenses. Funds to support this activity are budgeted in the General Fund (GP) in the City Manager Department (CM). However, the cost of federal legislative representation services is shared by City departments and funds that benefit from these services, with 51 percent of the Government Affairs program paid for by non-General Fund operations. Earlier this year, upon the request of the City of Long Beach, VSA voluntarily agreed to a five percent reduction in its contract with the City. This gesture on the part of VSA will result in an annual savings of \$7,800, if continued throughout the fiscal year.

Approve recommendation.

PATRICK H. WEST  
CITY MANAGER