



Legislation Text

File #: 11-0603, **Version:** 1

Recommendation to receive and file the First Annual Lobbyist Registration Program Report for the period of April 11, 2010 through March 31, 2011, and (1) request City Attorney to prepare amendments to Long Beach Municipal Code Chapter 2.08, related to lobbyist registration; (2) direct City Clerk to increase initial registration and renewal fees to (two hundred seventy-five dollars) \$275, and to increase mid-year (after June 30th) registrations fees to (one hundred and thirty-eight dollars) \$138 for persons registering for the first time; and (3) incorporate the increased fees into the master fees and charges schedule for Fiscal Year 2012. (Citywide)

In March 2010, the City Council adopted the lobbyist registration ordinance providing for the regulation of persons who lobby public officials. The ordinance became operative April 11, 2010.

Under the provisions of the ordinance, the City Clerk is responsible for: [1] program oversight and registrant compliance; [2] creation and maintenance of all necessary forms, instructions, and educational materials generated from this program; and [3] quarterly and annual reporting of registration information to the Mayor and City Council.

For purposes of this Annual Lobbyist Registration Program Report, notable accomplishments can be highlighted as follows:

Public Education

- Public noticing of the Lobbyist Registration Ordinance and its requirements began on April 11, 2010 (Attachment 1).
- In April 2010, City Clerk web page made availability of all forms and initial Frequently Asked Questions (FAQs).
- In October 2010, conduct of a conference call with registered lobbyists to clarify various operational aspects of the Lobbyist Registration Program. As a result of the conference call, the FAQs were appropriately updated to address certain filing circumstances (Attachment 2).

Registration and Reporting Forms

- In order to simplify and streamline filing, the City Clerk developed, and subsequently redesigned, initial, renewal, quarterly and termination filing forms. All forms are on the City Clerk Department web page (Attachment 3).
- To improve and centralize communications with registered lobbyist, an electronic group mailbox was created (CLBLobbyist@longbeach.gov <<mailto:CLBLobbyist@longbeach.gov>>).

Quarterly Reports and Compliance

- The City Clerk has filed four Quarterly Reports that provide the details of individual lobbyist activity (Attachments 4, 5, 6, and 7).
- In January 2011 an internal audit was conducted on all lobbyist filings to maintain uniform reporting of lobbyist activity. As a result, certain lobbyists appropriately revised their reports.

Based on one year's experience with the Lobbyist Registration Ordinance, the City Clerk recommends that Long Beach Municipal Code Chapter 2.08, be amended to require the following:

- Submittal of one original copy of filing to City Clerk, with wet signature, within 24 hours of sending an electronic copy;
- That lobbyist list the name of each City official (person contacted) contacted on each filing where indicated; and
- By council resolution, Increase lobbyist initial annual and renewal registration fees to \$275 from \$100 and for persons registering for the first time after June 30th of a given year shall pay a reduced registration fee of \$138.

None.

The salary and benefit costs for support of the lobbyist registration ordinance totaled \$10,086.45. Revenues received totaled \$4,350.

Prior to the implementation of the ordinance, the City Clerk estimated administrative costs of the program to be \$14,280 and recommended to a registration fee of \$275 and \$25 for each client (See Attachment 8).

Given that revenues received do not recover costs, it is recommended that the initial and renewal registration fees be increased to \$275, from \$100.

Approve recommendation.

LARRY G. HERRERA
CITY CLERK