



Legislation Details (With Text)

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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 at an amount not to exceed \$180,000; and authorize City Manager to grant one one-year extension to the contract and execute all necessary amendments. (Citywide)				
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Date	Ver.	Action By	Action	Result
10/23/2007	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 at an amount not to exceed \$180,000; and authorize City Manager to grant one one-year extension to the contract and execute all necessary amendments. (Citywide)

The firm of Van Scoyoc Associates has represented the City of Long Beach since January 2007. The City selected Van Scoyoc Associates 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.

Summary of Advocacy Efforts

Over the past nine months, the firm has quickly learned the City's issues, and has strongly advocated for these issues on the City's behalf. Attachment A includes examples of a just a few of the high-priority issues the City and Van Scoyoc worked on over the past nine months. Van Scoyoc Associates plans to travel to Long Beach in the next few weeks to meet with the Mayor and City Council, department heads, and others to help plan the City's legislative strategy for Fiscal Year 2008.

Van Scoyoc Associates, Inc.

Van Scoyoc Associates, Inc., 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, grass roots 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 B provides more information on Van Scoyoc Associates, Inc., and biographies of the firm's President, Stewart Van Scoyoc, the City's principal contact, Thane Young, and key team member, Tammy Cameron. Attachment C is a copy of the December 2006 City Council letter that further explains the initial selection process and the City Council's original

action to enter into a Contract with Van Scoyoc Associates.

This letter was reviewed by Deputy City Attorney Lori A. Conway and Budget Management Officer Victoria Bell on October 11, 2007.

City Council action is requested on October 23, 2007, to ensure that the City continues to be represented in Washington, D.C. The City's current contract with Van Scoyoc Associates expired on September 30, 2007.

The total cost for the contract with Van Scoyoc Associates, Inc., for Fiscal Year 08 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's Office (CM). 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.

Approve recommendation.

PATRICK H. WEST
CITY MANAGER