



## Legislation Details (With Text)

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<b>On agenda:</b>	2/16/2016	<b>Final action:</b>		<b>2/16/2016:</b>	2/16/2016
<b>Title:</b>	Recommendation to adopt Specifications No. RFP CM16-059 and authorize City Manager to execute a contract, and any amendments thereto, with Dentons US, LLP, of Washington, DC, for federal legislative representation services, in an annual amount not to exceed \$138,000, for a period of one year beginning March 1, 2016, with the option to renew for two additional one-year periods, at the discretion of the City Manager. (Citywide)				
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<b>Attachments:</b>	1. 021616-R-12sr&att.pdf				

Date	Ver.	Action By	Action	Result
2/16/2016	1	City Council	approve recommendation	Pass

Recommendation to adopt Specifications No. RFP CM16-059 and authorize City Manager to execute a contract, and any amendments thereto, with Dentons US, LLP, of Washington, DC, for federal legislative representation services, in an annual amount not to exceed \$138,000, for a period of one year beginning March 1, 2016, with the option to renew for two additional one-year periods, at the discretion of the City Manager. (Citywide)

City Council approval is requested to enter into a contract with Dentons US, LLP, for federal legislative advocacy services. In 2015, the City Manager initiated a Request for Proposals (RFP) process, which attracted interest from a number of professional federal legislative advocacy firms. After a rigorous review process, Dentons US, LLP (Dentons), was selected based upon qualifications and cost for services.

A Request for Proposals (RFP) for firms specializing in federal legislative advocacy services was advertised in the Press-Telegram on December 7, 2015, and 3,986 potential proposers specializing in these services were notified of the RFP opportunity. Of those proposers, 25 firms downloaded the specifications via our electronic bid system. The RFP document was made available through the Purchasing Division located on the seventh floor of City Hall, and the Division's website at [www.longbeach.gov/purchasing](http://www.longbeach.gov/purchasing) <<http://www.longbeach.gov/purchasing>>. An RFP announcement was also included in the Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 22 local, minority and women-owned business groups. Five proposals were received on December 29, 2015. Of those five proposals, none were Minority-owned Business Enterprises (MBEs), Woman-Owned Business Enterprises (WBEs), certified Small Business Enterprises (SBEs), or Long Beach businesses (Local).

A selection committee, comprised of staff from the City Manager's Office, reviewed the written proposals and evaluated each firm. The selection committee determined that the proposal from Dentons US, LLP, of Washington, DC, to have provided the most responsible proposal and will provide the best value to the City. The other firms not selected were evaluated by the committee to be less qualified due to various criteria, including their responses to questions, cost, or failure to submit the required documents.

### **Local Business Outreach**

In an effort to align with our outreach goal, Long Beach businesses are encouraged to submit proposals for City contracts. The Purchasing Division also assists businesses with registering on the Bids Online database to download RFP specifications. Through outreach, 460 Long Beach vendors were notified to submit proposals, of which two downloaded and none submitted a proposal. The Purchasing Division is committed to continuing to perform outreach to local vendors to expand the bidder pool.

Dentons is the world's largest law firm and a top 20 firm on the Acritas 2015 Global Elite Brand Index. The firm has assembled a bipartisan team of professionals who have held public office or previously served as staff and advisors to state lawmakers, United States presidents, governors, members of Congress, and local government leaders. These strong bipartisan relationships will enable the Dentons team to be responsive to emerging policy initiatives and advance the City's federal legislative agenda. Dentons serves private and public clients in more than 125 locations in over 50 countries. The City of Long Beach will be Dentons' only full service government municipality in California.

The attached document provides more information on Dentons US, LLP, as well as biographies of the Dentons Long Beach Team: John R. Russell (Principal), Kathryn L. Anderson, Sander Lurie, Todd R. Bertosen, Alex McGee, John R. Fernandez, Darryl A. Sragow and Gilberto Ocañas.

This matter was reviewed by Deputy City Attorney Linda T. Vu and by Budget Management Officer Victoria Bell on February 4, 2016.

City Council action to adopt Specifications No. RFP CM16-059 and award a contract concurrently is requested on February 16, 2016, to ensure that the City continues to be represented in Washington, D.C.

The annual contract cost will not exceed \$138,000, based on a monthly retainer of \$10,000, and up to \$18,000 in annual expenses, to be approved on a case by case basis by the City. Funds to support this activity are budgeted in the General Fund (GF) in the City Manager Department (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 non-General Fund operations. There is no local job impact associated with this recommendation.

Approve recommendation.

PATRICK H. WEST  
CITY MANAGER