



Legislation Text

File #: 06-1303, **Version:** 1

Recommendation to authorize 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) and in the City Manager's Office (CM) by \$46,260. (Citywide)

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, 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.

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.

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.

Approve recommendation.

APPROVED:

GERALD R. MILLER
CITY MANAGER