



PATRICK H. WEST  
CITY MANAGER

November 3, 2009

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Authorize the 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 the City Manager to grant two one-year extensions to the contract and execute all necessary amendments. (Citywide)

## DISCUSSION

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.

#### TIMING CONSIDERATIONS

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.

#### FISCAL IMPACT

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.

#### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



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CITY MANAGER

**Van Scoyoc Associates (VSA)**  
**Federal Accomplishments for the City of Long Beach**

October 2009

**APPROPRIATIONS**

FY 08: Dredging the Los Angeles River Estuary (\$3.284 million); \$2.5 million in FY 07 through Army Corps discretionary action.

Gang Intervention Program (\$267,900)

Job Training (\$136,000)

FY 09: Gang Intervention Program / Youth Career Academy (\$1,189,000)

Ramona Park Improvement (\$142,500)

FY 10: Breakwater Study (\$90,000)

Shoemaker Bridge (\$1,000,000)

Youth Career Academy (\$300,000-House; \$100,000-Senate)

Forensics Equipment (\$100,000)

Senior Services Program (\$100,000)

\*All FY10 projects are still pending and dollar amounts are not finalized

**TOTAL FY 07 – FY 09: \$7,518,500**

**Pending FY 10: \$1,690,000**

**C-17 FUNDING**

FY 08: Supplemental Appropriation bill provided \$3.3 billion for 15 additional planes.

FY 09: Defense Supplemental Appropriations bill provided \$2.1 billion for 8 additional planes.

FY 10: House Defense Appropriations bill includes funding for 3 planes; Senate Defense Appropriations bill provides funding for 10 planes. This bill has not been signed into law so the funding is not yet finalized.

**LOS ANGELES RIVER ESTUARY**

From the earliest days of being engaged by the City, VSA was tasked with securing Army Corps of Engineers funding to dredge the Estuary after many years of deferred maintenance. A significant earmark was eliminated by Congress in FY07 when they decided not to fund any earmarks that year, but a hurriedly arranged visit by the Assistant Secretary of the Army resulted in the Corps using its discretionary authority to expend the first \$1 million for the project. Additionally, VSA helped secure \$3.284 million in FY 08 and \$1.58 million through the Stimulus legislation. As a result of those efforts, the Los Angeles River Estuary remains open for use by the Catalina Express and other vessels that rely on a safe and open channel.

## **STIMULUS FUNDING**

As the Stimulus package was first being created, VSA assisted the City of Long Beach in demonstrating that funding should go to local governments, who have many “shovel-ready” projects that are in need of funding and can help create jobs and improve local infrastructure. Further, VSA helped the City connect with federal agency officials as they first began to develop disbursement plans for funds approved in the American Recovery and Reinvestment Act. Since that time, the City of Long Beach alone has received nearly \$44.7 million. Those projects include:

- Healthy Homes Initiative: \$874,992
- Lead Based Paint Hazard Control Program: \$2,999,947
- Workforce Investment Act Funds: \$6,373,593
- Homelessness Prevention and Rapid Re-housing Program: \$3,566,451
- Colorado Lagoon Clean Beaches: \$3,202,977
- Vortex Separation System at Pump Station 11 on Los Angeles River: \$539,634
- La River Trash Nets for Pump Station 12: \$403,200
- LA River Trash Separation Device for Pump Station 13: \$551,845
- CDBG Sidewalk Replacement Program & Arlington Avenue Storm Drain: \$2,332,444
- Byrne/JAG Grant for Police Overtime and Radios: \$1,464,816
- Harbor Workforce Center: \$325,807
- TANF Funds for One-Stop Center Employment Opportunities: \$880,000
- Local Green Jobs Corps: \$935,797
- Transportation Workforce Training Grant: \$130,000
- Long Beach Local Streets/Roads Projects: \$14,383,000
- Long Beach Bike Racks: \$749,000
- Brownfields Job Training Grant: \$452,212
- Port Security Underwater Technology Project: \$100,000
- Energy Efficiency Block Grant Formula Projects (City Building Retrofits and resident Energy Efficiency Incentive Program): \$4,397,500

In addition, Long Beach’s Government Partners (LB Transit, Port, Water, Gateway Authority and Army Corps) have been awarded \$45,325,550, for a total awarded amount to Long Beach and its partners of \$90 million in Stimulus funding thus far.

## **TRANSIENT OCCUPANCY TAX**

VSA is part of a coalition of municipal interests seeking to ensure that local governments can recoup transient occupancy taxes collected by online service companies. Long Beach estimates that \$3 million is owed to the City. While the City pursues litigation to recover these taxes, VSA is engaged to thwart the adoption of legislation sought by online service companies to bar local governments from imposing transient occupancy or other travel-related local taxes, and allowing those companies to abrogate the current lawsuit. This coalition was successful in both 2008 and 2009 on this effort, and continues to actively monitor this issue.

### **LEHMAN BROTHERS ASSETS**

VSA plays a lead role in a coalition of local governments whose assets are frozen in the Lehman Brothers bankruptcy. This coalition was instrumental in including local government relief as an allowable use of the Troubled Asset Relief Program (TARP). H.R. 467 and S. 116 have been introduced to require that federal TARP funds be used to purchase these troubled assets, including \$20 million owned by the City of Long Beach. The coalition was also able to arrange for a Congressional hearing solely on the issue of local government investment losses. Despite these actions, thus far Treasury Secretary Geithner has not cooperated with requests to use his discretionary authority to purchase these assets, despite numerous requests from members of Congress to do so. VSA and the coalition are continuing their efforts to explore every avenue to recapture these assets.

### **TRANSPORTATION AUTHORIZATION**

Congress will soon adopt a temporary extension of SAFETEA-LU, the reauthorization of federal gas tax funds that provides transportation funding to states and local governments. A long-term authorization is expected next year. In preparation for that bill, Long Beach has submitted the following projects to the congressional delegation:

- I-710 Freeway Overpass Safety Improvements (\$2,800,000)
- I-710 Shoemaker Bridge (\$56,000,000)
- Bicycle Boulevards (\$4,000,000)
- Complete Streets Program (\$4,000,000)
- PCH Improvements (\$8,000,000)
- Street Rehabilitation Program (\$9,775,200)
- Paramount Blvd. Improvements (\$3,000,000)

**TOTAL REQUESTS: \$87.6 million**

### **WATER RESOURCES DEVELOPMENT ACT**

Congress is over-due to consider biennial amendments to the Water Resources Development Act, which authorizes projects and programs for the U.S. Army Corps of Engineers. In preparation for that bill, the City submitted four specific project authorization requests:

- Los Angeles River Trash Control
- Water Infrastructure Seismic Improvement Program
- Los Cerritos Wetlands
- Water Infrastructure Improvements

### **CLEAN WATER RESTORATION ACT**

VSA has been working with the U.S. Conference of Mayors and House and Senate Committee staff regarding the impact of this proposed legislation on municipal separate storm sewer systems. Proposed legislation could significantly increase the regulatory costs of storm water management and expose local governments to litigation. As Chair of the USCM's Environment Committee, Mayor Foster's leadership on this issue is having a positive influence on the development of this legislation. The Senate Environment and Public Works Committee adopted S. 787 earlier this year, and the House Transportation and Infrastructure Committee is expected to consider a bill later this fall.

### **FLOOD INSURANCE**

Congress is considering but has delayed final action on reauthorizing the National Flood Insurance Program. Last year, the Senate approved legislation that would require the purchase of flood insurance in "residual risk" areas protected by man-made flood control structures such as dams and levees. Such a provision would impose flood insurance, and possibly building restrictions, on vast areas of the City protected by levees along the Los Angeles River. The mayors of all the cities on the lower Los Angeles River sent a letter to the congressional delegation expressing opposition to the Senate provision. VSA has continued to educate committee staff and legislators about the economic impact of this provision. Thus far, no legislation has been passed that would be detrimental to Long Beach.

### **ENERGY EFFICIENCY BLOCK GRANT PROGRAM**

Since 2007, VSA has been actively involved in the effort to create the Energy Efficiency Block Grant program. This program, similar in structure to the Community Development Block Grant program, provides funds to local governments to help cities become more energy efficient. In December 2007, the EEBG program was officially authorized, and it received its first funding in the Stimulus bill at \$2 billion. Long Beach received \$4.4 million in Energy Efficiency funds in the Stimulus bill, and VSA continues to work to convince Congress to fund this program on an ongoing basis.

## H. Stewart Van Scoyoc

### President & CEO

“Stu” Van Scoyoc is the President and Chief Executive Officer of the Van Scoyoc Companies. He has built his companies into Washington’s largest lobbying and consulting organization independent of a law firm or large corporation. The firm typically ranks third in lobbying revenue among Washington companies.

Along the way, Mr. Van Scoyoc and his companies earned a reputation for care, results, and ethical behavior. Only a few years after the firm opened its doors, *The National Journal* noticed that “colleagues consider Van Scoyoc a brainy Washington insider who sweats the details.”

Mr. Van Scoyoc is regularly interviewed by leading publications for his insights into politics, Congressional activities, and lobbying. Journalists have come to value his candor and ability to communicate complex ideas simply.

*The Hill* newspaper had this to say about Mr. Van Scoyoc in a March 2009 profile:

“He believes success can come to those who do not have a hard edge. But the absence of that sharp edge doesn’t mean he lacks business sense. Van Scoyoc has a practice of never hiring former Members of Congress; he only hires former Congressional and Administration professional staff members who are experts in specific areas. Most importantly, he and his lobbyists direct laser-beam attention on their clients.”

*Washingtonian* magazine also recognized Mr. Van Scoyoc as one of the most influential lobbyists in Washington in its most recent survey.

Mr. Van Scoyoc’s business formula is built on “hiring smart, entrepreneurial people with plenty of energy, and then getting out of their way,” he said. His staff’s professional development tends to parallel his own evolution, starting with mastery of one technical field, and then expanding from there.

Mr. Van Scoyoc earned a Bachelor of Science in Chemical Engineering from Lehigh University in 1969, where he also received the Alpha Phi Omega Award for Leadership and Outstanding Service to the University. For several years, he worked as an engineer for the DuPont Company, while earning a law degree at night from the University of Maryland.

Mr. Van Scoyoc came to Washington and joined DuPont’s government affairs office handling legislative and regulatory issues. He then spent eight years as Vice President at Charls

Walker Associates, a well-known lobbying company, where he focused on tax, energy, insurance, and environment. Striking out on his own, he became a founder of the Winburn, Van Scoyoc & Hooper government relations firm.

In 1990, Mr. Van Scoyoc created Van Scoyoc Associates Inc., with a focus on Congressional appropriations and taxation. That company quickly developed more than 20 practice areas, ranging from agriculture, biotechnology, defense and foreign affairs, and education, to financial services, energy, homeland security, transportation, and telecommunications.

In 2000, Mr. Van Scoyoc also created Capitol Decisions Inc., a boutique lobbying firm providing government relations and public affairs counsel in health care, community development, energy, and grassroots advocacy.

Separate from the two government affairs firms, he formed the law firm of Van Scoyoc Kelly PLLC in 2004 to provide counsel for military and civilian government contractors and innovative legal solutions to acquisition, procurement, and regulatory issues. He is a member of the Delaware, District of Columbia, and U.S. Supreme Court Bars.

Mr. Van Scoyoc is active with a number of community and service organizations, including the Armed Forces Foundation, Kidsave, Lehigh University, N Street Village, Our Military Kids, Project Hope, Redeemer Lutheran Church of McLean, Va., and the U.S. Capitol Historical Society.

## Thane A. Young

### Vice President

Thane A. Young, a Vice President at Van Scoyoc Associates, has a broader perspective on government relations than most lobbyists. That's because his work has encompassed trade associations, state and local agencies, private companies, and all parts of the Federal Government, in addition to Capitol Hill.

"Washington is important, but I like to look at the whole picture. I spend a lot of time one-on-one with my clients, working through all the interlocking issues and developing comprehensive solutions to a project or problem," Mr. Young said.

Mr. Young has been lobbying for over two decades, and he began his career in Washington as a Legislative Aide to U.S. Sen. Pete Domenici, R-N.M. He also has served as Director of Government Affairs for the National Association of Realtors, and for six years in California, he represented clients on the State and Federal levels.



The City of Stockton, Calif., has been a client since the mid-1990s. A Federal plan to designate much of the metropolitan area as a flood plain threatened the economic future of the 250,000-population city. Instead, Mr. Young played a primary role in the City taking responsibility for its own flood protection, with Washington refunding most of the cost. Since then, Mr. Young has worked with Stockton to win over \$40 million in Federal support.

With his Western background, Mr. Young has long been involved in the bitter disputes over water supply and quality that now have been replicated across the entire country. "Every jurisdiction in the country needs water infrastructure, improved flood control, wiser use of diminishing water supplies, or new strategies for improving water quality," Mr. Young said.

In Orange County, Calif., Mr. Young helped develop plans and funding for more than 50,000 acres of endangered habitat that made sense for local economic interests, environmentalists, and multiple endangered species.

For urban fire departments, Mr. Young is working to provide full Congressional authorization for the country's 28 urban search and rescue teams. These teams were created to respond to natural disasters, but because of terrorism, their role has changed. Federal legislation is needed to make the system and its funding more consistent.

Mr. Young has worked with the U.S. Army Corps of Engineers, the Federal Emergency Management Agency, the Environmental Protection Agency, the Department of the Interior, and many other Federal agencies with jurisdiction in public infrastructure, economic development, and natural resources. He has coordinated strategy with national organizations such as the U.S. Conference of Mayors, the National League of Cities, the National Association of Homebuilders, and the National Association of Flood and Stormwater Management Agencies. Mr. Young holds a Bachelor of Arts Degree in Political Science from Brigham Young University, and did graduate work in Urban and Environmental Planning at California Polytechnic State University, San Luis Obispo.

## M.L. "Buzz" Hefti

### Vice President

If Buzz Hefti were a sports star, he could be called a "triple threat." With a background that encompasses Congress, the Executive Branch, and private industry, Mr. Hefti provides his clients with comprehensive representation in the Federal marketplace.

“I do this because I find it intellectually stimulating,” Mr. Hefti says. “I like learning about new companies and their products. I like helping them understand how Washington works, bringing something new to them that they perhaps have only seen from the outside, and then watching them succeed and grow. It’s very gratifying.”

After working more than 35 years in the legislative and public affairs areas of defense, aerospace, energy, space, and aviation, Mr. Hefti is widely admired for his ability to affect policy, secure funding, develop new Federal business, and build industry partnerships. He has an impressive roster of clients from small businesses through Fortune 50 companies.

Before becoming a Vice President at Van Scoyoc Associates in 2002, Mr. Hefti was Principal Deputy Assistant Secretary of Defense for Legislative Affairs. As such, he provided legislative advice to both the Secretary and the Deputy Secretary of Defense.

“Coming back to the Pentagon at a higher level, after having served there earlier in my career, opened my eyes to a broader understanding of Defense policy and practices,” he said. “Most people don’t understand how to interact with an agency, how it’s more than just submitting a request.”

During his career as a U.S. Marine Corps officer, Mr. Hefti served as Liaison Officer to the U.S. House of Representatives while on the staff of the Secretary of the Navy from 1977 through 1980. Before that, he spent three years as Director of National News Media for the Marine Corps. He retired as a lieutenant colonel in 1981.

Between tours of duty at the Pentagon, Mr. Hefti worked in private industry and on Capitol Hill, where he was National Security Advisor to U.S. Sen. John Warner, R-Va.

For 14 years, Mr. Hefti was Vice President for Government Relations at Honeywell International (and AlliedSignal/Bendix). He was responsible for handling the legislative strategies of three businesses worth more than \$10 billion. This work entailed making the companies more competitive, while coordinating operating units and managing the aerospace lobbying staff. He also managed legislative support for major programs in the Department of Defense, NASA, Department of Energy, and Federal Aviation Administration for five years as a defense lobbyist for The Boeing Company

“I’ve worked in major corporations and I understand how they function, but I’ve had some of my most rewarding times with smaller businesses, where you see results faster,” he said.

As a Vietnam veteran, former Marine casualty officer, and occupant of the Pentagon on the morning of Sept. 11, 2001, Mr. Hefti knows the sacrifices of American military families, and he is active in several organizations that seek to lighten their burdens.

He sits on the Board of Directors of the Center for Security Policy and on the Advisory Board of Our Military Kids, an organization that provides grants to children of deployed or severely injured Guard and Reserve service members. He is active with TAPS (Tragedy Assistance Program for Survivors) and the Marine Corps Scholarship Foundation. Numerous members of the military making the transition to a civilian career seek out Mr. Hefti as a mentor.

Maybe because he grew up in a small Iowa town Mr. Hefti puts a high value on personal contacts and integrity. “My reputation is the most valuable thing I have and I will not sacrifice that for any program or organization,” he said.

Mr. Hefti holds a Master of Public Administration degree from the University of Southern California, a Bachelor of Arts degree from the University of Iowa, and he completed the Leadership Strategies for Senior Executives program at Harvard University’s John F. Kennedy School of Government.

## Laura Morgan

Manager, Govt. Relations

Laura Morgan, a Manager of Government Relations and lobbyist at Van Scoyoc Associates, finds her work now similar to what she did as a staff member in the U.S. Senate, but with one significant difference.

“Here, I can see when my work has an impact—helping a municipality improve its water system or build a road,” Mrs. Morgan said. “At the Senate, we were trying to answer to over 35 million Californians. It’s a much larger scale, and while we knew that what we accomplished was important, I sometimes missed the chance to see our efforts turn into reality.”

Mrs. Morgan, who joined Van Scoyoc Associates after serving in various staff roles for Sen. Dianne Feinstein, D-Calif., uses her insider knowledge of the Senate to help clients negotiate the perplexing ways of Capitol Hill.

In particular, Mrs. Morgan specializes in transportation, energy, and water issues, often helping local governments find solutions to specific problems or to satisfy growing needs. Her experience working with the 2005 Transportation Reauthorization bill and the Energy Policy Act of 2005 has proven to be invaluable.

While working at Van Scoyoc Associates, Mrs. Morgan prepares proposals for potential clients, creates and organizes documents to be used in briefing congressional members and staff, and keeps track of legislative developments of interest to the firm and its clients.

Mrs. Morgan experienced the full range of assignments while in Sen. Feinstein's office, such as writing speeches, creating presentation documents, drafting constituent correspondence letters, covering committee meetings, writing daily reports for the Senator, and working with constituents to resolve a wide range of problems.

A graduate of Wake Forest University, in Winston-Salem, N.C., Mrs. Morgan holds a Bachelor of Arts degree in Political Science, with a Minor in Sociology. She is proficient in Spanish and American Sign Language.

## Brian Robinson

### General Counsel

Brian Robinson serves as General Counsel for Van Scoyoc Associates Inc. His duties include legal advice, ethics, and compliance issues. He previously was Director of Government affairs and Counsel with VSA. Mr. Robinson also maintains close contact with the firm's clients and with Congressional and agency staff, conducts research and analysis of a broad range of Federal issues, and deals with public relations.

Prior to joining VSA, Mr. Robinson was a Senior Legislative Assistant and Legislative Counsel to California Congresswoman Juanita Millender-McDonald. During this time, his main focus was related to the Congresswoman's Transportation and Infrastructure Committee assignment.

Mr. Robinson also worked on judiciary issues, veterans' affairs, defense issues, and environmental policy. Prior to joining Congresswoman Millender-McDonald's staff, he served as a Legislative Assistant to Congresswoman Sheila Jackson Lee of Texas.

A native of Washington, D.C., Mr. Robinson received his Bachelor of Arts degree in Political Science from La Salle University, and his Juris Doctorate from the Catholic University. Mr. Robinson is a Captain in the United States Army Reserve, having recently served a one-year tour of duty in Iraq in support of Operation Iraqi Freedom.

## Jennifer Cave

### Manager, Govt. Relations

Jennifer Cave serves as Manager, Government Relations, at Van Scoyoc Associates Inc. where she assists clients with defense and information technology issues. Her responsibilities include research on issues, contact with Congressional and agency staff, and assisting in business development.

Prior to her arrival in February 2009, Ms. Cave spent seven years with both the Executive and Legislative Branches of the Federal Government. Most recently, Ms. Cave served as a Legislative Aide for then-Sen. John Warner, the former Chairman and Ranking Member of the powerful Armed Services Committee, assisting him with military, foreign policy, and veterans' affairs.

From 2005 to 2007, she served as Special Assistant in the National Security Council/European Affairs Directorate. And prior to that, Ms. Cave worked as Special Assistant to the Staff Director of the Senate Armed Services Committee. As the Committee's Special Assistant, she aided in consideration of the annual Defense Authorization Bill.

Ms. Cave is a graduate of the University of Virginia.