



**DATE:** June 18, 2024

**TO:** Mayor and City Council

**FROM:** Interim City Manager

**SUBJECT:** Adopt a Resolution Authorizing the City Manager to Negotiate and Execute a Professional Services Agreement with Capitol Advocacy Partners for Federal Legislative Advocacy Services for Fiscal Year 2025

## **RECOMMENDATION**

That the Council adopt the attached resolution (Attachment II) authorizing the City Manager to negotiate and execute a professional services agreement with Capitol Advocacy Partners (CAP) for a period of one year, renewable for up to a five-year period, in an amount not to exceed \$69,996 in its initial contract period.

## **SUMMARY**

Since 2014, Capitol Advocacy Partners (CAP), has acted as the City's primary federal legislative advocate. CAP's work for the City includes legislative advocacy, seeking funding through grants and budget earmarks, and relationship-building with state legislators and agencies. Over the past ten years, CAP has assisted the City in securing over \$22 million in funding, including \$13.5 million in public safety funding. In January 2024, the City issued a Request for Proposals (RFP) for both federal and state legislative advocacy services. Staff selected CAP from a field of five submissions based on its track record with Hayward and similar agencies and its competitive rates. The CAP contract will total \$69,996 in FY 2025 and will be renewable on a yearly basis through FY 2028, with a 3.5% annual increase to the base fee. CAP's monthly base fee will be shared between the General Fund and the City's Enterprise Funds. Future contract increases will be included in the annual budget request for the City Manager's Office.

## **BACKGROUND**

Beginning in 2009, Dana DeBeaumont, founding partner of CAP has been the City of Hayward's primary federal legislative advocate, assisting the City with advocating for its policy priorities and securing federal funding for priorities ranging from transportation infrastructure improvements to affordable housing. Ms. DeBeaumont's relationship with the

City began in her capacity as Director of Federal Affairs for Townsend Public Affairs, Inc. In 2013, Ms. DeBeaumont left Townsend to form Capitol Advocacy Partners.

In the fall of 2014, staff completed a Request for Proposal (RFP) process to identify and evaluate potential federal legislative advocacy service providers. Four firms responded to the RFP, including both CAP and Townsend, with the evaluation panel unanimously selecting CAP to provide federal legislative advocacy services. CAP was selected based on Ms. DeBeaumont's prior successful federal lobbying efforts on behalf of the City.

As the City's primary legislative advocate in Washington, D.C., CAP has been instrumental in securing federal grant and earmark funding. Over the course of its relationship with the City, CAP has secured \$22 million in combined congressionally directed and grant funding, including \$9.97 million for the Hayward Police Department, \$3.1 million for the Youth and Family Services Bureau, and \$1.4 million for the Hayward Fire Department. Most recently, CAP assisted with securing \$1.93 million in congressionally directed spending for the St. Regis Multi-Service Campus Project as part of the FY 2024 congressional budget. In FY 2024, CAP has worked with City staff to compete for approximately \$26.7 million in pending federal awards, including a \$15 million application for a Water Resources Development Act grant to support the Water Pollution Control Facility Improvements Phase II project.

In January 2024, the City issued a Request for Proposals (RFP) for both federal and state legislative advocacy services to evaluate available vendor options and ensure the continued effectiveness of the legislative program. In May 2024, the RFP process concluded with CAP selected from a field of five responsive submissions. The decision to remain with CAP was based on its track record with Hayward and similar agencies, its approach to advocacy and relationship-building in Washington D.C., and its competitive rates.

## **DISCUSSION**

Staff is recommending that the Council adopt the attached resolution (Attachment II) to authorize the City manager to execute the FY 2025 contract with CAP to continue its advocacy on behalf of the City. The FY 2025 contract is not to exceed \$69,996.

CAP's scope of work for the City has historically included:

- Obtaining funding for City Projects via analysis of grant opportunities; development and submission of Community Projects for the annual federal appropriations process; identification of federal programs aligned with the Legislative Program; creation of advocacy materials and documents; and engagement with Congressional and Agency stakeholders.
- Legislative bill tracking and advocacy, including identification and support of policies aligned with the City's Legislative Program; development of strategies for engaging Congressional stakeholders in support of the City's priorities; pursuit of stand-alone legislation when appropriate; engage with elected officials, legislative staff, and agency

officials on the City's behalf; and provide the City with information regarding current legislation, including updates and answers to Council questions.

- Advocacy support activities, including document creation and record keeping; as well as coordination of in-person and remote federal advocacy meetings between Council or City leadership and federal stakeholders.

## FISCAL IMPACT

CAP's base fee is \$5,833 per month, for an annual total of \$69,996, as represented by the proposed professional services agreement. The attached resolution grants the City Manager the authority to renew this contract annually for up to four years, with a 3.5% increase to the base fee per year, for a total amount over five years of \$375,351. Table 1 shows the proposed annual base fees including the annual 3.5% escalation factor.

**Table 1: Proposed Base Fees by Year**

Year	Monthly Rate	Annual Base Contract Amount
Year One: FY 2025	\$5,833	\$69,996
Year Two: FY 2026	\$6,037	\$72,446
Year Three: FY 2027	\$6,248	\$74,981
Year Four: FY 2028	\$6,467	\$77,606
Year Five: FY 2029	\$6,694	\$80,322
<b>TOTAL</b>		<b>\$375,351</b>

The budget for CAP's professional services contract will be shared by the General Fund, Water Fund, and Recycling Fund. The General Fund portion of the annual contract is 68%, with the remaining 32% split evenly between the Water and Measure D Recycling funds. The dollar amount of these allocations for FY 2025 are shown in Table 2, below.

**Table 2: FY 2025 Funding Schedule**

Fund	Annual Federal Legislative Advocacy Contract Funding
General Fund	\$47,597
Water Fund	\$11,199
Measure D Recycling Fund	\$11,199
<b>TOTAL</b>	<b>\$69,669</b>

Individual department or project teams throughout the City may choose to make use of the grant writing or ongoing grant management services offered by CAP. These services constitute an additional cost in addition to the base contract and will require the department

or project team to execute a separately funded agreement or purchase order for those services. Additional services are typically funded through existing department professional services budgets.

## **STRATEGIC ROADMAP**

The Legislative Program and CAP's advocacy efforts are intended to reflect and support all six Strategic Priorities as outlined in the current Strategic Roadmap: 1) Enhance Community Safety and Quality of Life; 2) Preserve, Protect and Produce Housing for All; 3) Confront Climate Crisis and Champion Environmental Justice; 4) Invest in Infrastructure; 5) Grow the Economy; and 6) Strengthen Organizational Health.

## **NEXT STEPS**

Upon approval by Council, staff will finalize and execute the agreement with Capitol Advocacy Partners to continue its advocacy services.

*Prepared by:* Rick Rivera, Management Analyst II

*Recommended by:* Dustin Claussen, Interim City Manager

Approved by:



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Dustin Claussen, Interim City Manager