



DATE: June 14, 2022
TO: Mayor and City Council
FROM: Director of Finance

SUBJECT

Adopt a Resolution Authorizing the City Manager to Negotiate and Execute a One-Year Professional Services Agreement with Capitol Advocacy Partners for Federal Legislative Advocacy in an Amount Not-to-Exceed \$68,076

RECOMMENDATION

That the Council adopts a 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 three-year period, in an amount not-to-exceed \$68,076 per year.

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 Federal legislators and agencies. In fiscal year 2022, CAP's efforts on behalf of the City included securing, among other funding, \$1.5 million in congressional earmarks for the Stack Center project. The expected base fee for Capitol Advocacy Partners' services in fiscal year 2023 is \$68,076, shared between the General Fund, the Route 238 Improvement Fund, and the City's Enterprise Funds.

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 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 Proposals (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 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. Most recently, CAP assisted with securing \$1.5 million in funding for the Stack Center Community project as part of the fiscal year 2022 Omnibus spending bill, as well as a \$400,000 Behavioral Health Justice Intervention Services Grant awarded in April 2022. CAP has also worked with the offices of Senator Feinstein and Senator Padilla to include both \$892,437 for the Hayward Library's Mobile TECH project and \$793,413 for the Hayward Evaluation and Response Teams (HEART) program in the proposed fiscal year 2023 Omnibus spending bill.

DISCUSSION

Staff is recommending that the Council adopt the attached resolution (Attachment II) to authorize the City Manager to execute the FY 2023 contract with CAP to continue its advocacy on behalf of the City. The contract is not-to-exceed \$68,076 annually.

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.

Based on its record of success in securing state grants and budget earmarks, staff recommends the City continue its relationship with CAP for federal legislative advocacy services.

FISCAL IMPACT

CAP's base fee is \$5,673 per month, for a total of \$68,076 per year. The attached resolution grants the City Manager the authority to renew this contract annually for up to three years. The impact of this contract has been included in the annual operating budget since CAP's contract was last negotiated in 2014 and was adopted as part of the fiscal year 2023 budget on June 7, 2022. The City intends to utilize services through fiscal year 2024. No additional appropriations are required.

Funding for CAP's services is shared by the General Fund, the Route 238 Corridor Improvement Fund, and the Water, Recycling, and Wastewater Funds as outlined in Table 1, below:

Table 1: Funding Schedule

Fund	Annual Federal Legislative Advocacy Funding
General Fund	\$ 31,786
Route 238 Improvement Fund	14,440
Water Fund	10,925
Measure D Recycling Fund	10,925
TOTAL	\$ 68,076

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.

PUBLIC CONTACT

The agenda for this item was posted in compliance with the California Brown Act.

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

Recommended by: Dustin Claussen, Director of Finance

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', written in a cursive style.

Kelly McAdoo, City Manager