



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Wilson and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Sherilyn Lombos, Deputy City Manager

DATE: March 1, 2005

SUBJECT: Consideration of an Agreement with Shaw / Yoder, Inc. for Legislative Advocacy and Lobbying Services

RECOMMENDATION:

Staff recommends that the City Council authorize the City Manager to enter into an agreement with Shaw / Yoder, Inc. to provide legislative advocacy and lobbying services.

FISCAL IMPLICATION:

The cost of the services is proposed to be \$1,000 per month plus expenses beginning in March 2005. There are sufficient funds in the City Council's budget for this fiscal year (March – June). Funds for FY 2005-06 will be budgeted as part of the upcoming budget process.

BACKGROUND:

The City of Manhattan Beach has utilized the services of a lobbying firm in the past. For several years we contracted with a firm to help us primarily with our work on the Library legislation, public safety grants and most recently, the Strand project. However, we determined that we were not getting the level of results and deliverables that we desired and as a result, the contract was not extended.

We currently have somewhat of a piecemeal approach to tracking, monitoring and advocating for important legislation. The approach primarily consists of staff monitoring legislation that affects specific departments or specific issues as time allows and relying on the League of California Cities, the South Bay COG, and ICA, often piggybacking on their legislative advocacy and lobbying efforts.

Having a firm contracted specifically for these efforts benefits the City in a number of ways. The firm is more knowledgeable about legislation and the process for tracking legislation than City staff. In addition, not piggybacking with another agency allows the City to have a voice on issues specific to the City. Finally, the City will hopefully benefit by contacts, relationships and associations the firm has developed in the legislature and governor's office.

The firm of Shaw / Yoder, Inc. is a full-service legislative advocacy and association management firm specializing in local government issues. The firm has achieved success in the enactment, defeat or amendment of legislation for their clients and has regular access to and success in working with the leadership of both parties and both Houses of the Legislature and the Governor's Administration. Their client list includes a number of cities and counties along with groups including the Independent Cities Association, who have been pleased with their performance. Tony Rice, Legislative Advocate for Shaw / Yoder would be our primary contact. Tony has extensive experience in working for the state and federal government. Tony has worked in the State Legislature for the President Pro Tempore of the California State Senate, the Honorable Bill Lockyer (current state Attorney General), as well as the Chair of the Assembly Appropriations Committee, the Honorable Carole Migden (currently a state Senator, and Chair of the Senate Appropriations Committee). In addition, Tony has worked for Congressman Bob Matsui. Tony has been employed by Shaw / Yoder, Inc., since 1999, and primarily services the firm's local government and transportation clients, although he also represents the firms other clients, as needed.

DISCUSSION:

The firm of Shaw / Yoder, Inc. would provide the following deliverables:

1. Provide monthly written reports discussing and highlighting the major statewide issues with a focus on any legislative and / or budget items particular to Manhattan Beach.
2. Provide in-person presentations to the City Council upon request (no more than quarterly).
3. Represent Manhattan Beach at all major meetings in Sacramento that have a broad city impact, i.e., the League of California Cities weekly lobbyist meetings, etc.
4. Coordinate Manhattan Beach official visits to Sacramento by arranging for meetings with key officials.

CONCLUSION:

Staff is recommending that an agreement be entered into with Shaw / Yoder, Inc. to provide legislative advocacy and lobbying services described above for \$1,000 per month plus expenses beginning in March 2005.

cc: Tony Rice, Shaw / Yoder, Inc.