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Title: CONSIDER APPROVAL OF A CONTRACT SERVICES AGREEMENT WITH JOE A. GONSALVES & SON FOR STATE OF CALIFORNIA LEGISLATIVE ADVOCACY SERVICES, PURSUANT TO SUBCOMMITTEE RECOMMENDATION (CITY COUNCIL)

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Attachments: 1. Proposed Contract Services Agreement with Joe A. Gonsalves & Son

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Report to Mayor and City Council

Tuesday, March 02, 2021

Discussion

SUBJECT:

CONSIDER APPROVAL OF A CONTRACT SERVICES AGREEMENT WITH JOE A. GONSALVES & SON FOR STATE OF CALIFORNIA LEGISLATIVE ADVOCACY SERVICES, PURSUANT TO SUBCOMMITTEE RECOMMENDATION (CITY COUNCIL)

I. SUMMARY

This item transmits a recommendation to the City Council from a City Council Subcommittee consisting of Mayor Lula Davis-Holmes and Mayor Pro Tempore Jim Dear (the "Subcommittee"), for the City to award a contract services agreement to Joe A. Gonsalves & Son for state of California legislative advocacy services. Approval of this recommendation (Recommendation items 1-2, below) would approve a contract services agreement with Joe A. Gonsalves & Son for a flat fee of \$4,000 per month (\$48,000 per year) for an initial three-year term, for a not to exceed contract sum of \$144,000 over the initial three-year term, with City options to extend the term for up to two additional one-year periods thereafter for a not-to-exceed amount of \$48,000 per one-year extension period (Exhibit No. 1).

On February 18, per the Subcommittee's direction, staff notified Townsend Public Affairs, Inc. ("Townsend"), the firm which is currently under contract with the City to provide state legislative advocacy services, of the City's intent to terminate Townsend's contract with the

City. Although the contract provides for a 30 day termination, Townsend agreed to end the services earlier on February 28, 2021.

Approval of this item replaces Townsend with Joe A. Gonsalves & Son as the City's state of California legislative advocacy firm.

II. RECOMMENDATION

1. APPROVE the proposed contract services agreement with Joe A. Gonsalves & Son for state legislative advocacy services for an initial three-year term, with two options to extend for additional one-year periods thereafter, for a not-to-exceed contract sum of \$48,000 annually, or \$144,000 for the initial three-year term (Exhibit No. 1; "the Agreement"); and
2. AUTHORIZE the Mayor to execute the Agreement following approval as to form by the City Attorney.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

At the City Council meeting on April 21, 2020, the City Council gave direction for staff to initiate an RFQ process to identify qualified firms that could provide state and federal legislative advocacy services for the City. A City Council Subcommittee consisting of former Mayor Albert Robles and Mayor Pro-Tempore Jim Dear evaluated the firms, conducted interviews, and recommended Kiley & Associates to provide federal legislative advocacy services. On January 26, 2021, the City Council approved their recommendation and approved an agreement between the City and Kiley & Associates, LLC, to replace Townsend for providing federal legislative advocacy services. At the same time, the City Council agreed to keep Townsend for state legislative advocacy services only while the current Subcommittee consisting of Mayor Lula Davis-Holmes and Mayor Pro-Tempore Jim Dear continued to evaluate the firms for state legislative advocacy services.

State Legislative Advocacy - Selection Process

The current Subcommittee reviewed the qualifications of the three firms that were recommended by the previous Subcommittee for state legislative advocacy services (Lucien Global, Leal Trejo - Legislative Advocacy Group, and IDEATE California), and a fourth firm, Joe A. Gonsalves & Son.

The Subcommittee identified IDEATE California and Joe A. Gonsalves & Son as being the most qualified, interviewed both, and selected Joe A. Gonsalves & Son as the top candidate.

This recommendation is based upon the professional experience of the firm, the strategic

location of the firm in Sacramento, and the familiarity of the firm with issues faced by City of Carson and the contract cities model of government. The cost proposal from Joe A. Gonsalves & Son includes an annual not-to-exceed consideration of \$48,000.00 with a monthly rate of \$4,000.00. Of all the bids received by the City for state services, Joe A. Gonsalves & Son offered the lowest cost.

Also, staff conducted independent reference checks for Joe A. Gonsalves & Son by contacting three of their clients, which included the City of Indian Wells, the City of Roseville, and the City of Lakewood. Some highlights from the reference checks included:

- Providing ongoing updates on items of legislative interest;
- Helping address challenges related to the disposition of real estate including sites that were former landfills;
- Coordinating meetings with multiple state agencies to address areas of concern and advocate for awarding grants to their clients; and
- Providing a significant depth of experience and understanding of how to advocate in Sacramento to achieve client goals and objectives.

As set forth in the proposed contract services agreement with Joe A. Gonsalves & Son, the scope of work would include, but not be limited to, the following services:

- Protecting the City's interest potentially affected by changing laws or regulations;
- Advocating for the City's interests to elected representatives, key committee members, as needed, garnering their support and resolving concerns;
- Monitoring and analyzing existing and proposed legislative actions throughout their development and implementation;
- Advising the City on the development of legislative positions and priorities;
- Representing the City at regulatory meetings and/or hearings;
- Supporting the preparation and transmission of letters of opposition and support on behalf of the City pertaining to legislative matters of interest;
- Providing grant notification and grant outreach on behalf of the City; and
- Organizing and planning an annual Sacramento trip for City elected officials and staff with government decision makers.

Since Joe A. Gonsalves & Son will not be performing services that professional liability insurance is intended to cover, the City waived that insurance requirement from the contract.

Procurement Standard

Carson Municipal Code Section 2611(c) provides that the procurement of professional services shall be based on demonstrated competence, the professional qualifications necessary for satisfactory performance of the required services, and a fair and reasonable price, after notice to a number of potential offerors adequate to permit reasonable competition consistent with the nature and requirements of the procurement. The proposed legislative advocacy services are professional services, so any award is required to be made in accordance with Section 2611(c). Award of the contract to Joe A. Gonsalves & Son is consistent with this procurement standard.

V. FISCAL IMPACT

The cost proposal as provided by Joe A. Gonsalves & Son includes an annual not-to-exceed consideration of \$48,000.00 and a \$4,000.00 monthly rate for state legislative advocacy services. There are adequate funds in this year's budget and we will include funding for this contract in the FY 2021-22 budget.

VI. EXHIBITS

1. Proposed Contract Services Agreement with Joe A. Gonsalves & Son (pgs. 5 - 31)

Prepared by: Michael George, Assistant to the City Manager