



Staff Report

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**File #:** 22-0208

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**REQUEST FOR CITY COUNCIL ACTION**

**DATE:** 03/16/2022

**TO:** Honorable Mayor and City Council Members

**FROM:** City Manager's Office

**SUBJECT:**  
Direction from the City Council on whether to pursue federal lobbyist services.

**EXECUTIVE SUMMARY:**

The City Council will consider if the City should enter into a federal lobbyist contract. During the 2022 legislative platform and financial priorities adoption, Mayor Speake requested a future agenda item to consider contracting a federal lobbyist. A federal lobbyist would provide information and monitoring of national issues, review and provide input on the City's annual legislative platform, and meet regularly with federal agencies and the City's federal representatives.

**RECOMMENDED ACTION:**

**That the City Council** provide staff with direction on whether to pursue a contract for federal lobbyist services.

**PROPOSED OPTIONS:**

Option 1: Federal Lobbyist Narrow Scope - Approximately \$20,000 to \$30,000/year.

- Review and give input on City's annual legislative platform
- Identify and report on federal programs to which the City may benefit
- Submit appropriations requests for federal programs
- Track federal legislation concerning cities
- Review and assist with proposals submitted by the City to federal agencies
- Participation at the annual federal representative meeting

Option 2: Federal Lobbyist Expanded Scope - Approximately \$60,000 to \$100,000/year.

- Craft an actionable federal priorities roadmap and strategy document based on the annual legislative platform
  - Assessment sessions with City Management and City Council
  - Research on upcoming congressional legislative vehicles
  - Recommendations and presentation to City

- Implement adopted financial priorities and strategy document
  - Lobby Congress for issues, legislations, and funding streams priorities by the City
  - Apply advocacy tools to Convey City Priorities Based on Issues/Strategy
  - Provide background materials and follow-up for Washington DC Fly-ins
- Review and give input on City's annual legislative platform
- Identify and report on federal programs to which the City may benefit
- Submit appropriations requests for federal programs
- Track federal legislation concerning cities
- Review and assist with proposals submitted by the City to federal agencies
- Participation at annual federal representative meeting

Option 3: City Staff (Status Quo)- \$0

- Utilize staff to determine priorities and advocate with Washington DC

**BACKGROUND:**

During the 2022 Legislative Platform and Financial Priorities adoption, Mayor Speake requested a future agenda item to consider pursuing federal lobbyist services.

**ANALYSIS:**

With infrastructure legislation authorizing new spending and a return of earmarks offering the prospect of targeted federal spending projects, cities around the country are looking to secure funds. The infrastructure legislation includes roads, bridges, public transit, passenger and freight rail, electric vehicle infrastructure, airports, resilience and water infrastructure, clean drinking water, high-speed internet infrastructure deployment, environmental remediation, and power infrastructure.

Options 1 and 2 listed above allow for a better connection to key federal agencies and elected officials, maintain a physical presence in Washington DC, give the City access to skilled legislative, public policy, and issue advocacy experts. Option 3 is the no-cost option but leaves the City less connected to Washington DC and leads to slower reaction times to changes in federal legislation.

**FINANCIAL IMPACT:**

If Council gives staff the direction to pursue either federal lobbyist services, funding will be included in the Fiscal Year 2023 budget. The cost for each option is listed below:

- Option 1 (Approximately \$20,000 to \$30,000/year)
- Option 2 (Approximately \$60,000 to \$100,000/year)

**ENVIRONMENTAL ANALYSIS:**

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the general rule that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the action is not

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subject to CEQA. This action considers pursuing federal lobbyist services, and there is no possibility that approval of the report will have a significant effect on the environment. Therefore, no environmental analysis is required.

**PREPARED BY:** DENZEL MAXWELL, ASSISTANT TO THE CITY MANAGER

**REVIEWED BY:** ROGER BRADLEY, ASSISTANT CITY MANAGER