REPORT TO COUNCIL
City of Sacramento

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CONSENT
September 20, 2005
Continued from 9-20-05, item 7

Honorable Mayor and
Members of the City Council

Subject: APPROVE AGREEMENT WITH FRESHMAN KAST, INC. TO PROVIDE FEDERAL LEGISLATIVE COORDINATION SERVICES

Location/Council District:
Citywide

Recommendation:

This report recommends that the Mayor and City Council, by resolution, authorize the City Manager to execute an agreement with Freshman Kast Inc. to provide coordination services of the City's legislative advocacy activities in Washington, D.C. in an amount not to exceed $71,000 a year.

Contact: Patti Bisharat, Government Affairs, 808-8197

Presenters: Patti Bisharat, Government Affairs

Department: City Manager's Office

Organization No: 0310

Summary:

In February 2005, the City Council approved an agreement with Freshman Kast Inc. in order to evaluate the benefits of federal legislative advocacy coordination under a 9-month pilot. This report recommends approval of an agreement with Freshman Kast Inc. to continue to provide these services to the City of Sacramento.

Committee/Commission Action:

None.

Background Information:

In 2003, the Mayor and City Council approved an increased focus on legislative affairs which included the desire to take a more proactive and coordinated approach to the City's advocacy efforts.

For the past nine months, Freshman Kast Inc has served as the City's 'quarterback' for federal legislation activities in Washington, D.C. These services were provided as a pilot effort to evaluate the benefit of improved coordination of the City's legislative interests and activities. As part of their scope of work, Freshman Kast is responsible for coordinating activities of specialized lobbyists the City may retain based on its legislative agenda as well as coordinating with other entities regarding common interests or issues including the Sacramento Area Flood Control, Regional Transit, the Public Safety JPA and SHRA. This approach has resulted in significant improvement in providing a unified and consistent message regarding the City's priorities to our legislators. As part of their coordination role, Freshman Kast, Inc. also facilitated the agenda and meetings for lobbying visits to Washington, D.C. by the Mayor and City Council.

Staff believes that the benefits of a 'quarterback' approach has been proven and recommends the Mayor/Council authorize the City Manager to execute an agreement with Freshman Kast Inc to continue to provide legislative coordination services to the City. The contract amount shall not exceed $71,000.00 a year including expenses. The term of the agreement is for one-year with 3 one-year options to renew.

Financial Considerations:

There is funding in the Legislative Affairs budget to fund the annual contract of $71,000.00

Environmental Considerations:

This report concerns administrative activities that will not have any significant effect on the environment, and that do not constitute a "project" as defined by the California Environmental Quality Act (CEQA) [CEQA Guidelines Sections 15061(b)(3); 15378(b).

Policy Considerations:

The recommendations of this report are consistent with direction of the Mayor and City Council to increase the focus on legislative efforts and to improve coordination of legislative activities.

Emerging Small Business Development (ESBD):

Freshman Kast Inc. is based out of Washington, D.C. and as a result cannot qualify as an emerging small business under the City's guidelines.

Respectfully submitted by:

Patti Bisharat, Government Affairs

RECOMMENDATION APPROVED:

ROBERT P. THOMAS
City Manager

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RESOLUTION NO.

Adopted by the Sacramento City Council

September 20, 2005

APPROVE AGREEMENT WITH FRESHMAN KAST INC FOR FEDERAL LEGISLATIVE COORDINATION SERVICES

BACKGROUND

A. In February 2005 the City Council approved an agreement with Freshman Kast Inc. in order to evaluate the benefits of federal legislative advocacy coordination under a 9-month pilot.

B. The pilot period was very successful with significant improvement in providing a unified and consistent message regarding the City's legislative priorities.

C. Staff is recommending executing an agreement to continue these services.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

Section 1. The Mayor/Council authorize the City Manager to execute an agreement with Freshman Kast Inc. to provide coordination services of the City's legislative advocacy activities in Washington, D.C. in an amount not to exceed $71,000 a year.