



City of San Antonio

Agenda Memorandum

File Number:19-4693

Agenda Item Number: 28.

Agenda Date: 6/20/2019

In Control: City Council A Session

DEPARTMENT: Government & Public Affairs

DEPARTMENT HEAD: Jeff Coyle

COUNCIL DISTRICT(S) IMPACTED: City Wide

SUBJECT: 2019 Federal Representation Services Contract

SUMMARY:

An ordinance authorizing federal representation services contracts with:

A.) Clark Hill Strasburger in a monthly amount of \$16,666 for a total amount not to exceed \$716,638, and The Normandy Group in a monthly amount of \$8,333 for a total amount not to exceed \$358,319 for Washington D.C.-based representation services. The initial term of the agreement is June 1, 2019 through December, 31 2020 with one, two-year renewal option through December 31, 2022; and,

B.) Serna and Serna in a monthly amount of \$3,750 for a total amount not to exceed \$161,250. The initial term of the agreement is June 1, 2019 through December 31, 2020 with one, two-year renewal option through December 31, 2022.

Funding for the remaining months of FY2019 for these contracts in the amount of \$75,000 is available from the FY2019 Government & Public Affairs General Fund budget and in the amount of \$40,000 from the FY2019 Airport Operating & Maintenance Fund. Funding for future years is contingent upon appropriation as part of the annual budget process.

BACKGROUND:

The City of San Antonio has retained consultants to represent its interests with the federal government for more than 24 years. The City retains consultants to support and strengthen the City's advocacy efforts with federal

agencies, members of Congress, and the Administration to advance legislation and seek federal funding that is beneficial to the San Antonio community. The City's federal priorities for each of the two-year Congressional sessions are developed by the Government and Public Affairs (GPA) Department in collaboration with other City departments. The Intergovernmental Relations Committee provides input and direction on these priorities and they are ultimately approved by the City Council.

The City's Federal Legislative Program for the 116th U.S. Congress, approved by City Council on January 17, 2019, includes a number of priorities and initiatives, including military protection, aviation, transportation infrastructure and housing as priorities. Consultants will continuously monitor legislative and regulatory activities, develop strategies to advance the City's interests, schedule meetings with elected officials and government agency representatives, and coordinate with City staff and the local representatives.

Federal representatives will be responsible for supporting and implementing the City's federal legislative program and a strategic plan. The strategic plan would include timelines, goals, objectives and expected outcomes to advance the City's priorities. Representatives will continuously monitor legislative and regulatory activities, develop strategies to advance City's interests, schedule meetings with elected officials and government agency representatives, and coordinate with City staff and the local representatives.

On December 21, 2018, two (2) Requests for Proposals (RFP) were released seeking Federal Representation Services. One RFP was for a Washington D.C. based representative and the other RFP for a local liaison. GPA released these two RFPs to ensure greater interest and participation from a wide range of qualified and experienced firms. In past RFPs, the number of responses from firms located in Washington D.C. has been very low. Due to the nature of the work having to be accomplished in Washington D.C., the City has a need for representatives to have a physical presence in the capital.

The RFPs were published in The Hill, the San Antonio Express News, the City's webpage and TVSA (Channel 21). In an effort to increase the number of respondents, notice of the issuance of the RFP and its location on the City's webpage was sent to approximately 433 vendors.

Responses were due on February 1, 2019.

A. Washington, D.C. Based Representation

A total of nine (9) proposals were received from Washington D.C. based firms. An evaluation committee consisting of staff from the City Manager's Office, Government & Public Affairs Department, Aviation Department, a member of the Alamo Federal Executive Board and a representative from VIA Metropolitan Transit evaluated the submissions. After an initial review and scoring, the committee reached a consensus to short-list and interview four (4) respondents for the Washington D.C. based RFP.

The evaluation committee evaluated and scored the proposals for the D.C. RFP based on the published criteria which included: Experience, Background, and Qualifications (45%); Proposed Plan (40%); Price (10%); Veteran Owned Small Business Preference Program - VOSBPP (5%)

For the Washington D.C. RFP, the City Council deemed that application of the Local Preference Program would not be in the best interest of the City; therefore, no points were allocated in the evaluation of the RFP responses.

The following firms and members are proposed for the delivery of contract services:

Clark Hill Strasburger is recommended to be the lead firm on the City's Federal Legislative Program with Kevin Kelly as lead consultant. Mr. Kelly is the co-leader of Clark Hill's Government and Public Affairs practice. He brings more than 20 years of experience representing local and state governments, nonprofit

entities and other clients on federal funding and policy initiatives. Previously, he spent more than 12 years on Capitol Hill in various senior positions in the House and Senate. Lauren C. Lipin will also be representing the City as a lead in the D.C. Office.

The Normandy Group is recommended to provide legislative services for the advancement of the City's federal priorities related to funding to improve airport infrastructure and passenger experience. The Normandy Group leads will be Henry Bonilla and Ron Eritano. Mr. Bonilla joined The Normandy Group as a partner after serving 14 years in the U.S. House of Representatives. He represents a variety of clients to help promote their initiatives on Capitol Hill and in the Executive Branch. Mr. Ron Eritano is also a partner at The Normandy Group and previously served as the firm's Director of Federal Affairs for eight years. Prior to joining the firm, Mr. Eritano had approximately five years of experience on Capitol Hill in both the House of Representatives and Senate.

B.) Federal Representation Services - Local Liaison

A total of three (3) proposals were received for a Local Liaison. An evaluation committee consisting of staff from the City Manager's Office, Government & Public Affairs Department, Aviation Department, a member of the Alamo Federal Executive Board and a representative from VIA Metropolitan Transit evaluated the submissions. After an initial review and scoring, the committee reached a consensus to short-list and interview two (2) respondents for the Local Liaison RFP.

The evaluation committee evaluated and scored the proposals for the Local Liaison RFP based on the published criteria which included: Experience, Background, and Qualifications (35%); Proposed Plan (30%); Price (10%); Small Business Enterprise Prime Contract Program and Minority/Women-Owned Prime Contract Program (10%); Local Preference Program - LPP (10%); Veteran Owned Small Business Preference Program - VOSBPP (5%)

The following firm is proposed for the delivery of Local Liaison contract services:

Serna and Serna, P.L.L.C. is recommended for the role of local liaison and will coordinate closely with the Washington D.C.-based firms. Mr. Serna has more than 15 years of experience representing the City of San Antonio and other local entities. He is a trusted figure throughout the local, statewide and national political landscape and has long-standing relationships with governmental, service and corporate entities.

The initial contract term will be June 1, 2019 through December 31, 2020 and will include one, two-year performance based extension at the City's option.

The City Council Intergovernmental Relations Committee was briefed on the proposed firms on June 12, 2019. The Audit and Accountability Committee was briefed on the proposed firms on June 18, 2019.

ISSUE:

Obtaining federal representation services is consistent with City policy to supplement the City's federal advocacy efforts. It is also consistent with the City policy of building strategic alliances with officials in Washington, D.C., including agency personnel, members of Congress and the presidential administration, to further the City's interests. Finally, it is consistent with City policy of developing a detailed strategy to advance the City's adopted Federal Legislative Program.

ALTERNATIVES:

If a contract for federal representation services is not supported, the alternative is for staff to conduct all efforts related to the Federal Legislative Program from San Antonio. This would result in a loss of capacity and on-the-

ground expertise to effectively advocate with the federal government and could result in a loss of federal funding for the City.

FISCAL IMPACT:

An ordinance authorizing federal representation services contracts with:

A.) Clark Hill Strasburger in a monthly amount of \$16,666 for a total amount not to exceed \$200,000 per year, and The Normandy Group in a monthly amount of \$8,333 for a total amount not to exceed \$100,000 per year for Washington D.C.-based representation services through December 31, 2020 with one, two-year renewal option through December 31, 2022 in a total amount not to exceed \$1,074,957; and

B.) Serna and Serna in a monthly amount of \$3,750 for a total amount not to exceed \$45,000 per year for the term of June 1, 2019 through December 31, 2020 with one, two-year renewal option through December 31, 2022 in an amount not to exceed \$161,250 for local liaison services.

Funding for the remaining months of year one of these contracts in the amount of \$75,000 is available from the FY2019 Government & Public Affairs General Fund budget and in the amount of \$40,000 from the FY2019 Airport Operating & Maintenance Fund. Funding for future years in the annual amount of \$225,000 for Government & Public Affairs and \$120,000 for the Aviation Department is contingent upon appropriation as part of the annual budget process.

RECOMMENDATION:

Staff recommends approval of the proposed federal representation services contracts. These contracts are procured by means of Request for Proposals and the Contract Disclosure Forms are attached.