

DATE: November 20, 2020

TO: Wilma Quan, City Manager  
City Manager's Office

FROM: John Ellis, Government Affairs Manager

SUBJECT: Uniquely qualified consultant contract for professional lobbying, consulting, and legislative services in Sacramento by Campbell Strategy and Advocacy LLC

The purpose of this memorandum is to request authorization to dispense with the City's standard Request for Proposal (RFP) process for consultants, set forth in Administrative Order 6-19, so that the Office of the Mayor and City Manager (Departments) may ask Council to award a consulting contract to Campbell Strategy and Advocacy LLC as a uniquely qualified consultant to provide assistance in legislative affairs, intergovernmental relations, grants and program development, and other lobbying services at the state level in Sacramento.

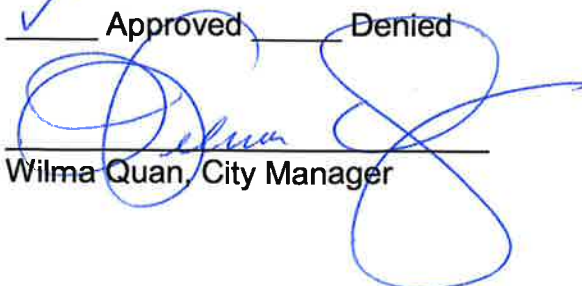
Campbell Strategy and Advocacy LLC., has represented the City of Fresno (City) at the state level in Sacramento for the past 4½ years. During this time, the firm has developed a strong working relationship with key City officials. These relationships were crucial in helping secure more than \$100 million in state appropriations as well as navigating State Capitol challenges that improved our City while at the same time working to fend off bad legislation that could have been financially ruinous.

Company Principal Greg Campbell formed the company in early 2016 after nearly two decades as a State Capitol staffer, eventually serving as chief of staff to Assembly Speakers Toni Atkins and John Perez. Fresno was Campbell Strategy and Advocacy's first and sole municipal client – a distinction that remains today.

Greg Campbell and his team have extensive and wide-ranging knowledge of both the State Capitol and its many players. No other firm has developed the web of relationships in both the legislative and executive branches that are necessary for the City to get its fair share of both resources and attention at the State level. As such, the Department seeks to forego the RFP process set forth in Administrative Order 6-19 to award a contractor to Campbell Strategy and Advocacy LLC..

If you have any additional questions, or require additional information and data, please do not hesitate to contact me at 559-621-7902.

Approved  Denied

  
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Wilma Quan, City Manager