



OFFICE OF THE MAYOR

MEMORANDUM

DATE: March 31, 2022

TO: Georgeanne White, 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

The purpose of this memorandum is to request authorization to dispense with the City of Fresno's (City) 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 consider the award of a consulting contract to Campbell Strategy and Advocacy 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 has represented the City of Fresno (City) at the state level in Sacramento for close to six 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 \$125 million in state appropriations, including \$25 million last year for a new Fire Training Center. The firm has also helped the City navigate 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 Campbell Strategy and Advocacy in 2015 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 was requested by the City and remains today.

The Campbell & Advocacy team provides a 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 Departments seeks to forego the RFP process set forth in Administrative Order 6-19 and present a contract to Campbell Strategy and Advocacy for Council consideration.

MEMORANDUM

Georgeanne White, City Manager

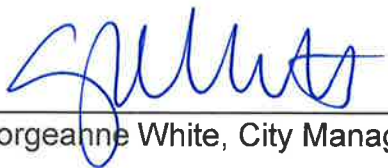
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If you have any additional questions, or require additional information and data, please do not hesitate to contact me at 559-621-7902.

☒ Approved ☐ Denied


Georgeanne White, City Manager