



Legislation Details (With Text)

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**Title:** Approve an Amendment to a Consultant Services Agreement with Campbell Strategy/Advocacy, to extend the Agreement to June 30, 2025, at a continued rate of \$15,000 monthly, or \$180,000 annually, for Professional Lobbying and Consulting Services.

**Sponsors:** Office of Mayor & City Manager

**Indexes:**

**Code sections:**

**Attachments:** 1. 24-826 First Amendment with Original Consultant Services Agreement

Date	Ver.	Action By	Action	Result
6/20/2024	1	City Council	ADOPTED	Pass

**REPORT TO THE CITY COUNCIL**

**FROM:** JOHN ELLIS, Government Affairs Manager  
Office of the Mayor & City Manager

**SUBJECT:**

Approve an Amendment to a Consultant Services Agreement with Campbell Strategy/Advocacy, to extend the Agreement to June 30, 2025, at a continued rate of \$15,000 monthly, or \$180,000 annually, for Professional Lobbying and Consulting Services.

**RECOMMENDATION**

Staff recommends that the City Council approve the First Amendment to the Consultant Services Agreement with Campbell Strategy/Advocacy for an annual rate of \$180,000.

**EXECUTIVE SUMMARY**

On May 12, 2022, the City Council approved a Consultant Services Agreement with the term of two years through June 30, 2024, with the option of two additional one-year extensions. Staff seeks approval for an Amendment to a Consultant Services Agreement with Campbell Strategy/Advocacy to continue performing professional lobbying and legislative services regarding state government activities in Sacramento for one year, with the option of one additional one-year extension. The annual rate is what the firm charged the previous year, and also is the same since the firm was initially retained in 2016.

**BACKGROUND**

All functions of the City are significantly affected by state legislative votes and administrative policies and actions in Sacramento, from legislative bills and funding streams that can help ensure the City addresses affordable housing and homelessness, to support for local road, transit and trail programs, to grant opportunities. Fresno remains Campbell Strategy/Advocacy's sole municipal government client, and its familiarity with the budget and legislative negotiating

process and key actors have proven - and will continue to prove - beneficial for the City and our residents. Having a dedicated team privy to the political winds in the state Capitol is essential. This is especially important now as the state is in the midst of a serious budget downturn. In short, activities in the state Capitol have a direct effect on resources made available to Fresno, not just in terms of money coming to the City, but also in money that could be reduced, delayed, or taken away.

The City engaged Campbell Strategy/Advocacy as a state lobbyist on June 16, 2016. The hiring was a pivotal move for the City, coming at a time of great change for local governments. Since then, Campbell Strategy/Advocacy's most notable strength as the City's state general lobbyist has been helping secure much-needed state funding such as \$25 million for Fire's Regional Training Center and the \$250 million Downtown and Chinatown Public Infrastructure Funds. As the state's fifth-largest City - and one with a numerically small legislative delegation - it had been difficult in the past for Fresno to make its voice heard as it was often crowded out by the Bay Area and Los Angeles-area delegations.

Campbell Strategy/Advocacy was established by Greg Campbell, a widely recognized and highly influential lobbyist. He has nearly two decades of experience as a State Capitol staffer, including serving as chief of staff to Assembly Speakers Toni Atkins and John Perez. He and his team, led by lobbyist Angie Manetti, maintain deep relationships with the Governor's Office, key legislative leaders and committee staff, as well as the Governor's cabinet members. Mr. Campbell's insight and expertise has brought significant benefits to Fresno on multiple fronts. His relationship with legislative leaders and administrative officials has played an essential role in securing funds, and helping Fresno and California's other local jurisdictions secure \$1 billion annually to address the ongoing homeless crisis. Campbell Strategy/Advocacy has also helped secure funds for housing, parks and infrastructure improvements, as well as Project Homekey investments, which have allowed the City to purchase and renovate area motels for transitional housing for our most vulnerable residents. The firm has helped the City secure funds by lobbying and coordinating meetings with the appropriate state agencies, following up to emphasize City priorities, and meeting with the Assembly Speaker's office, budget subcommittee chairs and Capitol staff.

In addition to appropriations, it is important that the City is represented in order to coordinate review of legislative proposals that may affect the City and its residents. Without detailing specific bills, Campbell Strategy/Advocacy continues to successfully work on behalf of Fresno helping derail legislation that could financially harm the City, including repeated legislative efforts to redistribute sales tax revenue the City has fought hard to earn through infrastructure investments and business recruitment. The firm has also helped build coalitions of cities and other entities that share Fresno's vision for certain legislative proposals and utilized their network to help the City mount successful campaigns to defeat or win approval, as appropriate, for important legislation.

Even in these tough budget times, Campbell Strategy/Advocacy's top priority for the City will remain seeking significant discretionary funds, specifically related to housing and homelessness. As part of Campbell Strategy's lobbying effort, the firm will continue to review all bills introduced and amended throughout the Legislative Session to identify those that affect the City, will make recommendations as to whether the City should support, oppose, seek amendments to, or simply monitor bills of interest. Campbell Strategy will produce a focused lobbying strategy for each bill of interest to the City.

The proposed Amendment to the Consultant Services Agreement with Campbell Strategy/Advocacy to continue performing professional lobbying and legislative services regarding state government activities in Sacramento is for one year, through June 30, 2025 - with the option of one additional one-year extension on the agreement of both parties.

## **ENVIRONMENTAL FINDINGS**

Approval of the consultant service agreement amendment is not a "project" within the meaning of Public Resources Code Section 21065 (CEQA Guidelines Section 15378) because the organizational and administrative activities as identified in the consultant agreement will not result in direct or indirect physical changes in the environment.

## **LOCAL PREFERENCE**

Local preference was not used because this is an Amendment to an existing Agreement.

## **FISCAL IMPACT**

The FY 2025 Proposed Budget, pending approval, includes sufficient General Fund appropriations.

Attachment:  
First Amendment with Original Consultant Services Agreement