



## Legislation Details (With Text)

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**Title:** Approve a consultant services agreement with Campbell Strategy and Advocacy, LLC., for an amount not to exceed \$180,000 for Professional Lobbying and Consulting Services in California.

**Sponsors:** Mayor's Office

**Indexes:**

**Code sections:**

**Attachments:** 1. Campbell Consultant Service Agreement\_Granicus Ready 6.20.19 FINAL.pdf

Date	Ver.	Action By	Action	Result
7/25/2019	1	City Council	approved as amended	Pass

## REPORT TO THE CITY COUNCIL

**July 25, 2019**

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

### SUBJECT

Approve a consultant services agreement with Campbell Strategy and Advocacy, LLC., for an amount not to exceed \$180,000 for Professional Lobbying and Consulting Services in California.

### RECOMMENDATION

Staff recommends that the City Council approve the extension of a consultant services agreement with Campbell Strategy and Advocacy, LLC., for an amount not to exceed \$180,000. The term of the agreement is one year with the option to extend for an additional six months.

### EXECUTIVE SUMMARY

The Office of the Mayor and City Manager seeks City Council approval to extend a professional consultant services agreement with Campbell Strategy and Advocacy, LLC., the City's current state lobbyist, to continue performing professional lobbying and consulting activities regarding State governmental activities for 12 months, with a possible additional six-month extension.

### BACKGROUND

All functions of the City are significantly affected by state legislative votes and administrative actions in Sacramento. From funding and revenue streams that can help ensure the City can build affordable housing and address homelessness, to support for local road, transit and trail programs, to the possibility that some reconstituted form of redevelopment zones could be in the works, what happens in the state capitol affects the entire state.

The City of Fresno engaged a state lobbyist on June 16, 2016, for the first time since 2012. The hiring of Campbell Strategy and Advocacy, LLC., was a pivotal move for the City, coming at a time of great change for local governments. In the past three years as the City's lobbyist, Campbell's biggest strength has been helping the City receive much needed state funding. As the state's fifth-largest City - and one with a numerically small legislative delegation - it had been difficult for Fresno to make its voice heard as it was often drowned out by the Bay Area and Los Angeles-area delegations. Campbell worked nearly two decades as a state capitol staffer, including serving as chief of staff to Assembly Speakers Toni Atkins and John Perez. That clout and insight has brought significant benefits to Fresno on multiple fronts. A prime example of this was Transformative Climate Communities. Fresno secured half of the \$140 million allocated in the bill that authorized the program. In addition, Campbell played a critical role in helping Mayor Brand and the state's other Big City Mayors secure \$500 million address the state's homelessness challenge. Fresno's direct allocation was \$3.1 million. This year, Campbell is again helping as the Big City Mayors work on securing a second round of homelessness money as the City works to move people off the streets and ultimately into permanent housing.

Campbell and his team, led by lobbyist Angie Manetti, helped the City secure money by coordinating meetings with the appropriate State agencies, following up to stress City priorities, and meeting with the Assembly Speaker's office, budget subcommittee chairs and Capitol staff. Along the way, Campbell Strategy and Advocacy, LLC., staffers tracked the appropriations to ensure money slated for the City stayed on track.

In addition to appropriations, it is important that the City is represented in order to coordinate review of all legislative proposals that may affect the City and its residents. Campbell Strategy and Advocacy, LLC., has deep relationships with the Governor's Office, key legislative leaders and committee staff, and the Governor's cabinet members. Fresno remains its sole City client, and Campbell's team's familiarity with the budget and legislative negotiating process and key actors have proven - and will continue to prove - beneficial for the City.

As stated in the Scope of Services in the attached agreement, Campbell Strategy and Advocacy's top priority for the City will be seeking significant discretionary funds, such as in housing and homelessness. As part of Campbell Strategy and Advocacy'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 and Advocacy, LLC., will have a focused lobbying strategy for each bill of interest to the City, and its work has helped derail legislation that could have financially harmed the City. The firm has also shown that it will go beyond straightforward lobbying on bills. When necessary, it has built coalitions of cities or other entities that share our vision for certain legislative proposals - bad or good. This strategy has helped the City mount successful campaigns to defeat or win approval for important legislation. The firm will also maintain and build on key relationships that will be vital to executing successful strategies on behalf of the City.

To date, Campbell Strategy and Advocacy, LLC., has proven that no other state 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.

## **ENVIRONMENTAL FINDINGS**

Approval of the consultant services agreement amendment is not a “project” as defined by Public Resources Code Section 21803 (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 implemented because Campbell Strategy and Advocacy, LLC., is uniquely qualified.

## **FISCAL IMPACT**

Funding for the period beginning July 2019 will be included as a part of the FY 2020 Proposed Budget. Any extension of the contract would be part of the FY 2021 Proposed Budget.

Attachments:

Draft Consultant Services Agreement with Scope of Services