

BOARD MEETING DATE: December 4, 2020

AGENDA NO. 8

PROPOSAL: Execute Contracts for Legislative Representation in Sacramento, California

SYNOPSIS: At the September 4, 2020 meeting, the Board approved release of an RFP to solicit proposals for legislative representation in Sacramento, California. Four separate proposals were received from California Advisors, LLC, Campbell Strategy & Advocacy, Joe A. Gonsalves & Son and Resolute. On November 13, 2020, the Administrative Committee recommended approval of the execution of contracts with: California Advisors, LLC for \$142,080, Joe A. Gonsalves & Son for \$143,000 and Resolute for \$180,000 for legislative representation in Sacramento

COMMITTEE: Administrative, November 13, 2020; Recommended for Approval

RECOMMENDED ACTIONS:

Authorize the Chairman to execute contracts with: California Advisors, LLC, Joe A. Gonsalves & Son and Resolute in a total amount not to exceed \$465,080 for legislative representation in Sacramento, California for one year, beginning in January 1, 2021. The contracts include options for up to two one-year renewals, contingent on satisfactory performance and approval of subsequent budgets, upon approval of the Governing Board.

Wayne Natri
Executive Officer

DJA:PFC:RAR:EH

Background

The current contracts for legislative representation in Sacramento, California expire on December 31, 2020.

As a leading air quality agency in California and an innovative leader in developing emission reduction programs, South Coast AQMD is an important contributor to the policy discussions in Sacramento. It is important to ensure that South Coast AQMD's

input continues to be conveyed in a timely and meaningful manner, and that South Coast AQMD is involved in the day-to-day policy discussions in Sacramento that promote cleaner air, both through policy development and adequate funding. A legislative presence in Sacramento is critical to advancing Board policies and priorities, including the 2016 Air Quality Management Plan (AQMP) and subsequent AQMPs, and South Coast AQMD legislative goals and objectives, and to protecting South Coast AQMD's authority. Therefore, it is appropriate to continue direct legislative representation in Sacramento.

These efforts in Sacramento include providing technical information, assistance and otherwise serving as a resource to legislators and the Governor's Office regarding air quality matters; acting as a liaison between South Coast AQMD and legislators and the Governor's Office regarding the Board's policy and funding priorities; seeking funding and program support for technology advancement and emission reduction projects and incentive programs, and advocating for South Coast AQMD's positions on air quality-related legislation. These efforts also include fostering state support for South Coast AQMD's federal initiatives which have synergy at the state level.

The 2016 AQMP puts a priority on maximizing emission reductions utilizing zero emission technologies wherever cost-effective and feasible, and near-zero emission technologies in all other applications. Incentives are critically important to achieve near-term attainment goals and serve to accelerate the transition to zero and near-zero emission technologies. Incentives totaling an estimated \$11 billion to \$14 billion, or about \$1 billion per year over the next 15 years, are needed in order to achieve clean air goals. Should the region fail to meet federally mandated clean air goals, U.S. EPA could impose sanctions that are far more onerous and costly to the Basin's residents and businesses than the 2016 AQMP.

The development of South Coast AQMD's 2021 State Legislative Goals and Objectives will be contingent on the outcomes of the 2020 legislative session. However, many of the prior year's priorities are expected to continue and be built upon for the coming legislative year in Sacramento. South Coast AQMD's legislative priorities for 2021 will be presented to the Legislative Committee for review and approval, and then will move to the full Board for final approval.

At the September 4, 2020 meeting, the Board approved release of an RFP to solicit proposals for legislative representation in Sacramento, California. Four separate proposals were received from California Advisors, LLC, Campbell Strategy & Advocacy, Joe A. Gonsalves & Son and Resolute. Subsequently, on November 13, 2020, the Administrative Committee recommended approval of the execution of contracts with: California Advisors, LLC for \$142,080, Joe A. Gonsalves & Son for \$143,000 and Resolute for \$180,000, for a total amount not to exceed \$465,080.

Outreach

In accordance with South Coast AQMD's Procurement Policy and Procedure, a public notice advertising the RFP and inviting bids was published in the Los Angeles Times, the Orange County Register, the San Bernardino Sun, Riverside County's Press Enterprise, and the Sacramento Bee newspapers, to leverage the most cost-effective method of outreach to the entire South Coast Basin and beyond.

Additionally, thirty RFP notification letters were mailed to lobbying and public affairs firms in Sacramento and San Rafael, CA. Notice of the RFP was also e-mailed to the Black and Latino Legislative Caucuses and various minority chambers of commerce and business associations, and placed on the Internet at South Coast AQMD's website (<http://www.aqmd.gov>).

Bid Evaluation

Four proposals were received in response to the RFP. The proposals were evaluated by a three-member panel, including two South Coast AQMD managers, one female and one male, both Hispanic, and one outside municipal official, who was male and Hispanic. All proposals were deemed technically qualified and all proponents were interviewed by the South Coast AQMD Administrative Committee. Attachment A provides the final scores for all four firms.

Proposal

Staff proposes to execute contracts with: California Advisors, LLC, Joe A. Gonsalves & Son and Resolute in a total amount not to exceed \$465,080 for legislative representation in Sacramento, California, for one-year, beginning on January 1, 2021. The contracts include options for up to two one-year renewals, contingent on satisfactory performance and approval of subsequent budgets, upon approval of the Governing Board.

Resource Impacts

Funding for these contracts is available in the Legislative, Public Affairs & Media FY 2020-21 Budget. Funding for the two optional one-year extensions in all three contracts is contingent upon Governing Board approval of the Budget for the respective fiscal years.

Attachment A

**RFP # P2021-02 SCORES AND COSTS MATRIX
FOR QUALIFYING FIRMS**

Firm Name	Technical Score	Additional Points	Cost Points	Total Points	Total Cost
California Advisors, LLC	70.0	12.0	24.5	106.5	\$142,080
Campbell Strategy & Advocacy	63.3	10.0	30.0	103.3	\$120,000
Joe A. Gonsalves & Son	68.7	0	24.3	93.0	\$143,000
Resolute	68.7	10.0	15.0	93.7	\$180,000