

BOARD MEETING DATE: September 1, 2023

AGENDA NO. 13

PROPOSAL: Execute Contracts for Legislative Representation in Sacramento, California

SYNOPSIS: In May 2023, the Board approved release of an RFP to solicit proposals for legislative representation in Sacramento, California. Four separate proposals were received from Actum, LLC, California Advisors, LLC, Joe A. Gonsalves & Son and The Monares Group. On August 11, 2023, the Legislative Committee recommended approval of the execution of contracts with California Advisors, LLC for \$143,836 and Joe A. Gonsalves & Son for \$143,836 for legislative representation in Sacramento, California.

COMMITTEE: Legislative, August 11, 2023; Recommended for Approval

**RECOMMENDED ACTION:**

Authorize the Chair to execute contracts with California Advisors, LLC for \$143,836 and Joe A. Gonsalves & Son for \$143,836 in an amount not to exceed \$287,672 for legislative representation in Sacramento, California for one year, beginning on January 1, 2024. The contracts include options for up to two one-year renewals, contingent on satisfactory performance and approval of subsequent budgets, upon approval by the Board.

Wayne Natri  
Executive Officer

DA:LTO:PC:EH

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**Background**

The current contracts for legislative representation in Sacramento, California expire on December 31, 2023. 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 vital 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 to promote cleaner air and to protect the agency's authority, both through policy development and securing adequate funding. A legislative presence in Sacramento is critical to advancing the Board policies and priorities, including the 2022 AQMP and subsequent AQMPs, state requirements such as implementation of AB 617, South Coast AQMD legislative guiding principles, as well as protecting South Coast AQMD's authority. Therefore, it is appropriate to continue direct representation in Sacramento, California.

Legislative presence in Sacramento includes providing technical information, assistance and acting as a liaison between South Coast AQMD and legislators and the Governor's Office regarding South Coast AQMD's policies and funding priorities; seeking funding and program support for technology advancement and emission reduction projects and incentive programs and environmental justice 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 state and federal initiatives which have synergy at the state level.

The 2022 AQMP puts a priority on maximizing emissions reductions utilizing zero emission technologies wherever cost-effective and feasible. Incentives are critically important to achieve near-term attainment requirements and serve to accelerate the transition to zero emission technologies. Should the region fail to meet federally mandated clean air requirements, U.S. EPA could impose sanctions that are onerous and costly to the Basin's residents and businesses.

The development of South Coast AQMD's 2024 legislative guiding principles and policy priorities will depend largely on the outcome of the 2023 legislative session. However, many of 2023's program elements and policy priorities are expected to continue, and it is anticipated that there will be a need to build upon them in the coming 2024 legislative year in Sacramento. South Coast AQMD's legislative priorities for 2024 will be presented to the Legislative Committee for review and approval, and then will move to the Board for final approval.

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## **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, forty-one RFP notices were emailed to lobbying and public affairs firms in California. Notice of the RFP was e-mailed to the Black and Latino Legislative Caucuses, as well as various other legislative caucuses and to various minority chambers of commerce and business associations and placed on 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 one South Coast AQMD executive, who was female and Asian-American; one South Coast AQMD manager, who was male and Latino; and one outside municipal official, who was female and Latina. All proposals were deemed technically qualified, and all proponents were interviewed by South Coast AQMD's Legislative Committee. Attachment A provides the final scores for the four firms.

## **Proposal**

Staff proposes to execute contract(s) with California Advisors, LLC for \$143,836 and Joe A. Gonsalves & Son for \$143,836 in an amount not to exceed \$287,672 for legislative representation in Sacramento, California, for one-year, beginning on January 1, 2024. The contract(s) include options for up to two one-year renewals, contingent on satisfactory performance and approval of subsequent budgets, upon approval of the Board.

## **Resource Impacts**

Funding for these contracts is available in the Legislative, Public Affairs & Media FY 2023-24 Budget. Funding for the two optional one-year extensions in both contracts is contingent upon the Board's approval of the Budget for the respective fiscal years.

## **Attachment**

RFP #P2023-08 Scores and Cost Matrix for Qualifying Firm

ATTACHMENT A

**RFP #P2023-08 SCORES AND COSTS MATRIX  
FOR QUALIFYING FIRMS**

<b>Firm Name</b>	<b>Technical Score</b>	<b>Additional Points</b>	<b>Cost Points</b>	<b>Total Points</b>	<b>Total Cost</b>
Actum, LLC	58.0	0	7.9	65.9	\$250,000
California Advisors, LLC	66.7	12	30.0	108.7	\$143,836
Joe A. Gonsalves & Son	66.0	0	25.0	91.0	\$168,000
The Monares Group	56.0	17.0	22.5	95.5	\$180,000