

**COUNTY OF SONOMA
AGENDA ITEM
SUMMARY REPORT**

Clerk of the Board Use Only
Meeting Date **Held Until**
 / / / /
Agenda Item No: **Agenda Item No:**

Department: County Administrator

() **4/5 Vote Required**

Contact:
Jim Leddy

Phone:
(707) 565-2190

Board Date:
11/03/2009

Deadline for Board Action: 12/31/2009

AGENDA SHORT TITLE: Federal Advocacy Contract Award

REQUESTED BOARD ACTION:

Approve and authorize the County Administrator to execute contracts with recommended consultants for federal advocacy services:

- 1) Madison Governmental Affairs, Inc. – Contract from January 1, 2010 to December 31st, 2010, in an amount not to exceed \$38,000, which provides for a monthly retainer of \$3,000 plus reimbursement of approved expenses not to exceed \$2,000.
- 2) Alcalde and Fay – One year contract from January 1, 2010, to December 31st, 2010, in an amount not to exceed \$62,400, which provides for a monthly retainer of \$5,000 per month, plus reimbursement of expenses up to \$100/month plus pre-approved travel expenses not to exceed \$1,200.

CURRENT FISCAL YEAR FINANCIAL IMPACT

EXPENDITURES

ADD'L FUNDS REQUIRING BOARD APPROVAL

Estimated Cost \$50,200

Contingencies
(Fund Name :)

Amount Budgeted \$100,400

Unanticipated Revenue
(Source :)

Other Avail Approp
(Explain below)

Other Transfer(s)
(Source:)

Additional Requested:

Add'l Funds Requested:

Explanation (if required): The first half of the expense will be in FY 2009-2010 and the second in 2010-2011.

Prior Board Action(s): 04/24/07 Board approved an agreement with Madison Government Affairs, Inc. for federal health care advocacy. 04/24/07 Board approved an amendment to an existing agreement with Alcalde and Fay for federal advocacy on all issues other than health. 02/05/08 Board approved 2008 federal appropriation and advocacy issues. 09/23/08, Board approved extension for both contracts until 06/30/09. 06/23/2009 The Board approves an additional 6 month extension for advocacy contracts until 12/31/2009. 09/01/2009 – The Board authorized the County Administrator’s Office to issue Request for Proposals for federal advocacy services.

Alternatives - Results of Non-Approval: County would cease having federal advocates for current legislative efforts.

Background:

In February 2007, the Board authorized the CAO to request proposals for federal advocacy services, and on April 24, 2007 the Board authorized the execution of consulting agreements with Madison Governmental Affairs, Inc., and Alcalde and Fay. These agreements were set expire on June 30, 2008 and were extended until June 30, 2009 and later to December 31st, 2009. The contract amount was reduced in 2008 to the current amount and the proposed contract would maintain the current lower cost.

In September 2009, the Board approved the release of a request for proposal (RFP) for federal advocacy services. The RFP was sent out to 29 advocacy firms. The County received 7 responses including responses from current advocates. A Board subcommittee consisting of Supervisors Brown and Kelley reviewed information on the proposers and directed staff to bring forward a new contract for Alcalde and Fay for all non-healthcare issues and Madison Government Affairs for Health care issues. These two firms reflected the highest ranked respondents based on areas of expertise and cost. The proposed new contract term would be one year with a two year extension option which would be at the discretion of the Board.

RECOMMENDATION:

Approve and authorize the County Administrator to execute contracts with recommended consultants for federal advocacy services:

- 3) Madison Governmental Affairs, Inc. – Contract from January 1, 2010 to December 31st, 2010, in an amount not to exceed \$38,000, which provides for a monthly retainer of \$3,000 plus reimbursement of approved expenses not to exceed \$2,000.
- 4) Alcalde and Fay – Contract from January 1, 2010, to December 31st, 2010, in an amount not to exceed \$62,400, which provides for a monthly retainer of \$5,000 per month, plus reimbursement of expenses up to \$100/month plus pre-approved travel expenses not to exceed \$1200.

Attachments:

On File With Clerk: Draft Professional Services Agreement for federal legislative advocacy services

CLERK OF THE BOARD USE ONLY

Board Action (If other than "Requested")

Vote:
