



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
June 6, 2023

TOPIC: Federal Legislative Advocacy Services

AGENDA TITLE

Agreement with Holland & Knight LLP for Federal Legislative Advocacy Services
(General Fund)

RECOMMENDED ACTION

Authorize the City Manager to execute an agreement with Holland & Knight LLP for federal legislative advocacy services for a three-year term beginning July 1, 2023 through June 30, 2026, with the option of two, one-year extensions in an amount not to exceed \$352,800, subject to non-substantive changes approved by the City Manager and City Attorney.

DISCUSSION

State and federal legislative advocacy firms (referred to as "lobbyists") are an important tool for local governments to effectively assess state and federal legislation, grant funding opportunities, and more.

On March 24, 2023, the City Manager's Office released Request for Proposals (RFP) 23-052 (Exhibit 1), by which it sought a qualified firm to provide federal legislative advocacy services. The scope of work includes the following:

- Help set legislative priorities.
- Advocate on the City's behalf.
- Conduct legislative research and analysis.
- Coordinate meetings with City staff regarding grant funding opportunities.
- Keep the City updated on pertinent legislation.
- Engage in relationship-building with Congress.
- Prepare position letters and draft legislative language.
- Submit monthly reports to share activity.
- Assist with preparing required FPFC filings.

The full, detailed scope of work is on pages 18-19 of the RFP.

The RFP was advertised on the City’s online procurement management and publication system, with Proposals due on April 18, 2023. Four proposals were received and evaluated by a selection committee. Based on the criteria outlined in the RFP, the following summarizes the responding firms and their rankings:

| Firm | Rank |
|----------------------------|-------------|
| Holland & Knight LLP | 1 |
| Townsend Public Affairs | 2 |
| David Turch and Associates | 3 |
| Thompson Coburn LLP | 4 |

In accordance with the selection criteria and related procedures outlined in the RFP, staff recommends awarding an agreement to Holland & Knight LLP. The proposal submitted by Holland & Knight is the most responsive and meets the City’s needs. Moreover, the City has had an effective working relationship with Holland & Knight since 2013. Their successful track record for the City includes securing over \$5 million for public safety, \$2.5 million for downtown business improvements, assisting with the Centennial Park land conversion, and helping to secure direct COVID-19 relief funding through the American Rescue Plan Act. Given their extensive work with and knowledge of the City, staff expects to quickly deploy the next iteration of legislative affairs with Holland & Knight as a partner.

FISCAL IMPACT

Funds in the amount of \$117,600 are available for expenditure in FY 2023-24 in the Non-Departmental Contract Services-Professional account (No. 01105015- 62300). Additional funds will be made available during FY 2024-25 and FY 2025-26, contingent upon annual City Council budget approval, as follows:

| Fiscal Year | Accounting Unit | Fund Name | Accounting Unit Description | Amount |
|--------------------|------------------------|------------------|------------------------------------|---------------|
| FY 2023-24 | 01105015-62300 | General Fund | Contract Services - Professional | \$117,600 |
| FY 2024-25 | 01105015-62300 | General Fund | Contract Services - Professional | \$117,600 |
| FY 2025-26 | 01105015-62300 | General Fund | Contract Services - Professional | \$117,600 |

EXHIBIT(S)

1. Request for Proposals
2. Agreement

Submitted By: Kristine Ridge, City Manager

Approved By: Kristine Ridge, City Manager