



# City of Palo Alto

## City Council Staff Report

(ID # 5843)

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**Report Type: Consent Calendar**

**Meeting Date: 6/29/2015**

**Summary Title: Approval of an Agreement with Van Scoyoc Associates Inc.**

**Title: Approval of Contract Amendment No. 3 With Van Scoyoc Associates Inc. for a One-Year Extension in an Amount Not to Exceed a Total of \$101,000 for Federal Legislative Representation**

**From: City Manager**

**Lead Department: City Manager**

### **Recommendation**

Staff recommends that the Council approve and authorize the City Manager or his designee to execute the attached contract amendment number 3 with Van Scoyoc Associates Inc. (Attachment A) in the amount of \$101,000 for a one-year term extending from August 1, 2015 to July 31, 2016.

### **Background**

For many years, the City has contracted for federal legislative advocacy services. This representation is important for the City in several ways. Most importantly, it allows Palo Alto to have a presence and voice with our federal representatives when they are in Washington, DC. Having someone physically present in Washington, DC who can track issues that might impact Palo Alto and build relationships with key legislators and their staff members is crucial to the success of the City's legislative program.

In 2009, the City conducted its most recent request for proposals for federal legislative services and selected Van Scoyoc Associates Inc. (VSA), who the City has used since. For the five years prior to that, the City contracted with The Ferguson Group to provide federal legislative advocacy services.

VSA was established in 1990 and is one of the largest independent lobbying firms in Washington, D.C. VSA's current clients include a wide range of public and private interests, such as city and county governments, water and flood control districts, public transportation agencies, major research universities, hospitals, health care and research consortia, economic development authorities, and Fortune 500 companies.

### **Analysis**

Staff is requesting that the City Council approve this agreement with Van Scoyoc Associates Inc. (VSA) so that the firm can continue providing representation for the City in Washington, DC on federal legislative issues. Staff recommends continuing with VSA's services to maintain the continuity of the City's representation and the relationships with legislative and agency staff in Washington.

VSA has provided valuable services to Palo Alto since 2009. Examples of success VSA has had representing the City's interests include, but are not limited to, the following:

1. **San Francisquito Creek Joint Powers Authority Project:** Additional funds were provided for the feasibility study in FY 2010, the last year that congressional earmarks were allowed in appropriations bills. Since that time VSA has worked with the SFCJPA to secure Corps of Engineers workplan funds, seek a revision to Corps policy on advance work conducted by the local sponsor, secure authorization and policy revisions in the Water Resources Development Act, and expedite replacement of a PG&E gas pipeline to accommodate project construction.
2. **National Flood Insurance Program:** VSA led the effort to remove a provision in the NFIP reauthorization legislation that would have required property owners protected by levees to purchase flood insurance and be subject to permanent building restrictions. Flood insurance premiums would have cost Palo Alto residents an estimated six million dollars per year and would have imposed more costly building restrictions for renovations and new development. The insurance mandate would have been a major disincentive for property owners to pay for flood control improvements when insurance would be required nonetheless.
3. **Hamilton Avenue Post Office:** VSA has met with senior officials of the United States Postal Service and congressional staff about the process of acquiring the Hamilton Avenue facility and to help answer questions from the City about that acquisition process.
4. **Transient Occupancy Taxes:** VSA has worked with the City to rebuff repeated efforts by the online travel industry to preempt local governments from collecting transient occupancy taxes on temporary lodging. The collective effort of concerned cities has thwarted, but not eliminated, the prospect of halting this important revenue source for municipalities, already compromised by the online travel industry practice of withholding a portion of the taxes they collect.

Provisions in VSA's scope of work agreement with the City include:

1. Conducting an assessment of City needs and opportunities and helping develop the City's federal legislative priorities and strategic initiatives;
2. Conducting regular meetings with City staff on legislative needs;

3. Providing information on grant funding opportunities;
4. Providing more targeted monthly reports to the City on the status of the City's legislative priorities, including accomplishments, status, and next steps.

If approved, this agreement will authorize the City Manager to enter into a one year agreement with VSA for federal legislative representation. The City's points of contact for VSA would continue to be Thane Young and Steve Palmer.

**Future Action**

It has been recommended by our Purchasing Department that after this contract expires we go through a request for proposals process for federal legislative advocacy services since the City has not done so since 2009; however, this recommendation is not based on VSA's performance of services.

**Resources Impact**

Funding for this contract is included in the Fiscal Year 2016 Adopted Budget of the City Manager's Office.

**Attachments:**

- A - C12146667 CONTRACT AMENDMENT NO 3 (PDF)

**AMENDMENT NO. 3 TO CONTRACT NO. C12146667  
BETWEEN THE CITY OF PALO ALTO AND  
VAN SCOYOC ASSOCIATES, INC.**

This Amendment No. 3 to Contract No C12146667 (“Contract”) is entered into July 30, 2015 by and between the CITY OF PALO ALTO, a California chartered municipal corporation (“CITY”), and **VAN SCOYOC ASSOCIATES, INC.**, a District of Columbia Corporation, located at 101 Constitution Avenue, NW, Suite 600 West, Washington, D.C. 20001 (PH) 202-638-1950, (“CONSULTANT”).

**RECITALS**

A. The Contract was entered into between the parties for the provision of Federal Legislative Representation.

B. CITY intends to extend the contract term to July 31, 2016.

C. The parties wish to amend the Contract.

NOW, THEREFORE, in consideration of the covenants, terms, conditions, and provisions of this Amendment, the parties agree:

SECTION 1. Section 2 TERM is hereby amended to read as follows:

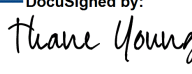
“The term of this Agreement shall be from the date of its full execution through July 31, 2016 unless terminated earlier pursuant to Section 19 of this Agreement.”

SECTION 2. Except as herein modified, all other provisions of the Contract, including any exhibits and subsequent amendments thereto, shall remain in full force and effect.

IN WITNESS WHEREOF, the parties have by their duly authorized representatives executed this Amendment on the date first above written.

**CITY OF PALO ALTO**

**VAN SCOYOC ASSOCIATES, INC.**

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Vice President

APPROVED AS TO FORM: