

Council Meeting of
December 15, 2009

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

**SUBJECT: City Manager – Approve Government Consulting and Advocacy
Services Agreement
Expenditure: \$48,000**

RECOMMENDATION

Recommendation of the City Manager that City Council approve a consulting services agreement with Joe A. Gonsalves & Son for government consulting and advocacy services for the period January 1, 2010 through December 31, 2010.

Funding

Funds are available in the 2009-2010 and 2010-2011 Department Operating Budgets.

BACKGROUND/ANALYSIS

In 2007, the City determined the need to expand the City's impact on competitive allotment specific to the City. The goal was active pursuit of beneficial legislation and aggressive defense against detrimental legislation; and active seeking of grants and allocations. Two consultant firms were selected to provide these services. One consulting firm focused on advocacy services and the other consulting firm focused on funding acquisition. With consulting services, such as these, after a two year timeframe the City circulates a request for qualifications to ensure competitiveness, quality of services and cost effectiveness.

On September 2, 2009, the City circulated a Request for Qualifications (RFQ) seeking experienced professional to provide services in one or both of the following areas:

1. Government consulting and advocacy services
2. Funding Acquisition – to pursue funding from the Federal Government, the State of California and other public sector sources for the development, enhancement and/or expansion of projects and programs.

For advocacy services expertise the City sought an entity with sound knowledge of local government public policy, clear understanding of the legislative process, solid political networks, knowledge of key agency programs and staff, familiarity with current state issues and effective communication skills. There must be demonstrated experience in bipartisan

relationships with a network of access to legislators, administrative and relevant agency staff and representatives at the state and/or federal level.

For funding acquisition, the City sought a firm with expertise and a solid track record in the ability to successfully identify grant opportunities, guide the application process and secure funding. Additionally, experience in bipartisan relationships with a network of access legislators, administrative and relevant agency staff and representatives at the state and/or federal level should be demonstrated through references.

City objectives are:

- A voice in Sacramento
- Early intelligence on emerging legislation
- Knowledge of trade-offs impacting legislative framing
- Be on the front side for funding during legislative framing
- Successful targeted grant applications and allocation

A total of ten RFQs were received and evaluated on qualifications of the organization, overall experience, and recent public sector experience conducting similar lobbying and/or funding efforts, summary of proposed plan, cost associated with proposed plan and quality and clarity of proposal. In October, additional information was requested on specific funding amounts secured for specific projects and/or the legislative activity participated in within the two-year timeframe of January 2007 to the present.

Of the ten firms that responded 6 firms were invited for interviews as 4 firms did not align with the City's objectives. Interviews and reference checks were conducted during November of 2009. A City Team was formed to interview lobbyist firms that demonstrated experience consistent with the City's objectives. The team consisted of the following departments: City Manager, Community Development, Community Services, Finance, General Services, Police, Public Works and Transit.

Based on the interviews, staff determined that the City would be best served with the employment of two lobbyists; one that specializes in State legislative advocacy and State funding, and one that specializes in Federal advocacy and funding acquisition, with a very successful track record.

After careful review of the proposal, interview and reference checks, the team felt that Joe A. Gonsalves & Son demonstrated extensive experience in government consulting and advocacy services since 1975. The contract before you tonight is for the firm of Joe A. Gonsalves & Son whose specialty is State legislative advocacy and funding.

Anthony D. Gonsalves joined the family firm in 1977. The firm is a solid legislative advocacy firm that has a wealth of knowledge and experience in the legislative advocacy. The firm has an impeccable reputation and comes highly recommended by other cities. The firm has expertise in Transportation, Environment, Transit (State and Federal); Water; Redevelopment; Municipal budget and finance and represents many cities similar in size to the City of Torrance. All of these are key areas of interest to the City. The City will contract with the firm annually and will evaluate firm to determine if extension contract is warranted for another year.

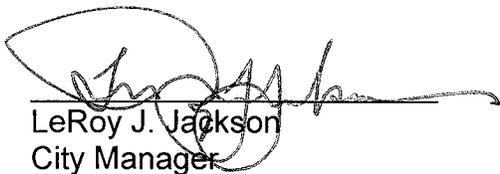
The primary duties under the proposed Agreement are:

- Maintain an overview of legislative and executive agency activities.
- Review all legislative bills introduced in the California Legislature and inform City of all legislation affecting the City's interests.
- Advise appropriate City staff on all funding activities and opportunities determined to be of significance to the City.
- Analysis of proposed state legislative and executive agency actions affecting the City.
- Develop, coordinate and execute the City's advocacy efforts, including communication with legislative officials and other governmental officials for the purpose of impacting legislation or administrative action.
- Pursue funding from the State and other public sector sources for the development, enhancement and/or expansion of projects and programs for the City.
- Assist City in the development and execution of legislative programs, jointly or separately, for the City.
- Identify state legislation and legislative proposal that may impact the City.
- Monitor introduced legislative bills and bond application criteria and processes to determine those of interest to the City for funding of capital projects
- Identify and obtain state funding available for City programs and proposed capital projects.
- Initiate legislative proposals for the City.
- Provide a minimum of one monthly summary conducted on behalf of the City during the legislative session and at other times if significant activity warrants it.
- Arrange meetings with legislative representatives for City elected officials and staff when necessary.
- Attend and provide testimony for the City in legislative hearings when warranted.

Respectfully submitted,

LeROY J. JACKSON
CITY MANAGER

CONCUR:


LeRoy J. Jackson
City Manager

By 
Mary K. Giordano
Assistant City Manager

Attachments: A) Contract Agreement
B) Questions asked of Lobbyist Firms
C) Overview of Joe A. Gonsalves & Son

CONSULTING SERVICES AGREEMENT

This CONSULTING SERVICES AGREEMENT (“Agreement”) is made and entered into as of January 1, 2010 (the “Effective Date”), by and between the CITY OF TORRANCE, a municipal corporation (“CITY” and “CLIENT”), and Joe Gonsalves & Son, a California Corporation (“CONSULTANT”).

RECITALS:

- A. CITY wishes to retain the services of an experienced and qualified CONSULTANT to provide Government Consulting and Advocacy Services.
- B. CONSULTANT represents that it is qualified to perform those services.

AGREEMENT:

1. SERVICES TO BE PERFORMED BY CONSULTANT

CONSULTANT will provide the services listed in the Scope of Services attached as Exhibit A. CONSULTANT warrants that all work and services set forth in the Scope of Services will be performed in a competent, professional and satisfactory manner.

2. TERM

Unless earlier terminated in accordance with Paragraph 4 below, this Agreement will continue in full force and effect from the Effective Date through December 31, 2010.

3. COMPENSATION

- A. CONSULTANT’s Fee.

For services rendered pursuant to this Agreement, CONSULTANT will be paid in accordance with the Compensation Schedule attached as Exhibit B, provided, however, that in no event will the total amount of money paid the CONSULTANT, for services initially contemplated by this Agreement, exceed the sum of \$48,000 (“Agreement Sum”), unless otherwise first approved in writing by CITY.

- B. Schedule of Payment.

Provided that the CONSULTANT is not in default under the terms of this Agreement, upon presentation of an invoice, CONSULTANT will be paid monthly the fees described in Paragraph 3.A. above, according to the Compensation Schedule. Payment will be due within 30 days after the date of the monthly invoice.

4. TERMINATION OF AGREEMENT

- A. Termination by CITY for Convenience.

- 1. CITY may, at any time, terminate the Agreement for CITY’s convenience and without cause.

2. Upon receipt of written notice from CITY of such termination for CITY's convenience, CONSULTANT will:
 - a. cease operations as directed by CITY in the notice;
 - b. take actions necessary, or that CITY may direct, for the protection and preservation of the work; and
 - c. except for work directed to be performed prior to the effective date of termination stated in the notice, terminate all existing subcontracts and purchase orders and enter into no further subcontracts and purchase orders.
3. In case of such termination for CITY's convenience, CONSULTANT will be entitled to receive payment for work executed; and costs incurred by reason of such termination, along with reasonable overhead and profit on the work not executed.

B. Termination for Cause.

1. If either party fails to perform any term, covenant or condition in this Agreement and that failure continues for 15 calendar days after the nondefaulting party gives the defaulting party written notice of the failure to perform, this Agreement may be terminated for cause; provided, however, that if during the notice period the defaulting party has promptly commenced and continues diligent efforts to remedy the default, the defaulting party will have such additional time as is reasonably necessary to remedy the default.
2. In the event this Agreement is terminated for cause by the default of the CONSULTANT, the CITY may, at the expense of the CONSULTANT and its surety, complete this Agreement or cause it to be completed. Any check or bond delivered to the CITY in connection with this Agreement, and the money payable thereon, will be forfeited to and remain the property of the CITY. All moneys due the CONSULTANT under the terms of this Agreement will be retained by the CITY, but the retention will not release the CONSULTANT and its surety from liability for the default. Under these circumstances, however, the CONSULTANT and its surety will be credited with the amount of money retained, toward any amount by which the cost of completion exceeds the Agreement Sum and any amount authorized for extra services.
3. Termination for cause will not affect or terminate any of the rights of the CITY as against the CONSULTANT or its surety then existing, or which may thereafter accrue because of the default; this provision is in addition to all other rights and remedies available to the CITY under law.

C. Termination for Breach of Law.

In the event the CONSULTANT or any of its officers, directors, shareholders, employees, agents, subsidiaries or affiliates is convicted (i) of a criminal offense as an incident to obtaining or attempting to obtain a public or private contract or subcontract, or in the performance of a contract or subcontract; (ii) under state or federal statutes of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or any other offense indicating a lack of business integrity or business honesty which currently, seriously, and directly affects responsibility as a public consultant or contractor; (iii) under state or federal antitrust statutes arising out of the submission of bids or proposals; or (iv) of violation of Paragraph 19 of this Agreement; or for any other cause the CITY determines to be so serious and compelling as to affect CONSULTANT's responsibility as a public consultant or contractor, including but not limited to, debarment by another governmental agency, then the CITY reserves the unilateral right to terminate this Agreement or to impose such other sanctions (which may include financial sanctions, temporary suspensions or any other condition deemed appropriate short of termination) as it deems proper. The CITY will not take action until CONSULTANT has been given notice and an opportunity to present evidence in mitigation.

5. **FORCE MAJEURE**

If any party fails to perform its obligations because of strikes, lockouts, labor disputes, embargoes, acts of God, inability to obtain labor or materials or reasonable substitutes for labor or materials, governmental restrictions, governmental regulations, governmental control, judicial orders, enemy or hostile governmental action, civil commotion, fire or other casualty, or other causes beyond the reasonable control of the party obligated to perform, then that party's performance shall be excused for a period equal to the period of such cause for failure to perform.

6. **RETENTION OF FUNDS**

CONSULTANT authorizes CITY to deduct from any amount payable to CONSULTANT (whether or not arising out of this Agreement) any amounts the payment of which may be in dispute or that are necessary to compensate CITY for any losses, costs, liabilities, or damages suffered by CITY, and all amounts for which CITY may be liable to third parties, by reason of CONSULTANT's negligent acts or omissions or willful misconduct in performing or failing to perform CONSULTANT's obligations under this Agreement. In the event that any claim is made by a third party, the amount or validity of which is disputed by CONSULTANT, or any indebtedness exists that appears to be the basis for a claim of lien, CITY may withhold from any payment due, without liability for interest because of the withholding, an amount sufficient to cover the claim. The failure of CITY to exercise the right to deduct or to withhold will not, however, affect the obligations of CONSULTANT to insure, indemnify, and protect CITY as elsewhere provided in this Agreement.

7. **CITY REPRESENTATIVE**

Mary Giordano is designated as the “City Representative,” authorized to act in its behalf with respect to the work and services specified in this Agreement and to make all decisions in connection with this Agreement. Whenever approval, directions, or other actions are required by CITY under this Agreement, those actions will be taken by the City Representative, unless otherwise stated. The City Manager has the right to designate another City Representative at any time, by providing notice to CONSULTANT.

8. **CONSULTANT REPRESENTATIVE(S)**

The following principal(s) of CONSULTANT are designated as being the principal(s) and representative(s) of CONSULTANT authorized to act in its behalf with respect to the work specified in this Agreement and make all decisions in connection with this Agreement:

Anthony D. Gonzalves
Jason A. Gonsalves
Paul A. Gonsalves

9. **INDEPENDENT CONTRACTOR**

The CONSULTANT is, and at all times will remain as to CITY, a wholly independent contractor. Neither CITY nor any of its agents will have control over the conduct of the CONSULTANT or any of the CONSULTANT’s employees, except as otherwise set forth in this Agreement. The CONSULTANT may not, at any time or in any manner, represent that it or any of its agents or employees are in any manner agents or employees of CITY.

10. **BUSINESS LICENSE**

The CONSULTANT must obtain a City business license prior to the start of work under this Agreement, unless CONSULTANT is qualified for an exemption.

11. **OTHER LICENSES AND PERMITS**

CONSULTANT warrants that it has all professional, contracting and other permits and licenses required to undertake the work contemplated by this Agreement.

12. **FAMILIARITY WITH WORK**

By executing this Agreement, CONSULTANT warrants that CONSULTANT (a) has thoroughly investigated and considered the scope of services to be performed, (b) has carefully considered how the services should be performed, and (c) fully understands the facilities, difficulties and restrictions attending performance of the services under this Agreement. If the services involve work upon any site, CONSULTANT warrants that CONSULTANT has or will investigate the site and is or will be fully acquainted with the conditions there existing, prior to commencement of services set forth in this Agreement. Should CONSULTANT discover any latent or unknown conditions that will materially affect the performance of the services set forth in this Agreement, CONSULTANT must immediately inform CITY of that fact and may not proceed except at CONSULTANT’s risk until written instructions are received from CITY.

13. CARE OF WORK

CONSULTANT must adopt reasonable methods during the term of the Agreement to furnish continuous protection to the work, and the equipment, materials, papers, documents, plans, studies and other components to prevent losses or damages, and will be responsible for all damages, to persons or property, until acceptance of the work by CITY, except those losses or damages as may be caused by CITY's own negligence.

14. CONSULTANT'S ACCOUNTING RECORDS; OTHER PROJECT RECORDS

Records of the CONSULTANT's time pertaining to the project, and records of accounts between CITY and the CONSULTANT, will be kept on a generally recognized accounting basis. CONSULTANT will also maintain all other records, including without limitation specifications, drawings, progress reports and the like, relating to the project. All records will be available to CITY during normal working hours. CONSULTANT will maintain these records for three years after final payment.

15. INDEMNIFICATION

CONSULTANT will indemnify, defend, and hold harmless CITY, the Redevelopment Agency of the City of Torrance, the City Council, each member thereof, present and future, members of boards and commissions, its officers, agents, employees and volunteers from and against any and all liability, expenses, including defense costs and legal fees, and claims for damages whatsoever, including, but not limited to, those arising from breach of contract, bodily injury, death, personal injury, property damage, loss of use, or property loss however the same may be caused and regardless of the responsibility for negligence. The obligation to indemnify, defend and hold harmless includes, but is not limited to, any liability or expense, including defense costs and legal fees, arising from the negligent acts or omissions, or willful misconduct of CONSULTANT, its officers, employees, agents, subcontractors or vendors. It is further agreed, CONSULTANT's obligations to indemnify, defend and hold harmless will apply even in the event of concurrent negligence on the part of CITY, the City Council, each member thereof, present and future, or its officers, agents and employees, except for liability resulting solely from the negligence or willful misconduct of CITY, its officers, employees or agents. Payment by CITY is not a condition precedent to enforcement of this indemnity. In the event of any dispute between CONSULTANT and CITY, as to whether liability arises from the sole negligence of the CITY or its officers, employees, agents, subcontractors or vendors, CONSULTANT will be obligated to pay for CITY's defense until such time as a final judgment has been entered adjudicating the CITY as solely negligent. CONSULTANT will not be entitled in the event of such a determination to any reimbursement of defense costs including but not limited to attorney's fees, expert fees and costs of litigation.

16. NON-LIABILITY OF CITY OFFICERS AND EMPLOYEES

No officer or employee of CITY will be personally liable to CONSULTANT, in the event of any default or breach by the CITY or for any amount that may become due to CONSULTANT.

17. INSURANCE

- A. CONSULTANT must maintain at its sole expense the following insurance, which will be full coverage not subject to self insurance provisions:
1. Automobile Liability, including owned, non-owned and hired vehicles, with at least the following limits of liability:
 - a. Primary Bodily Injury with limits of at least \$500,000 per person, \$1,000,000 per occurrence; and
 - b. Primary Property Damage of at least \$250,000 per occurrence; or
 - c. Combined single limits of \$1,000,000 per occurrence.
 2. General Liability including coverage for premises, products and completed operations, independent contractors/vendors, personal injury and contractual obligations with combined single limits of coverage of at least \$1,000,000 per occurrence.
 3. Professional liability insurance – WAIVED BY RISK MANAGER.
 4. Workers' Compensation with limits as required by the State of California and Employers Liability with limits of at least \$1,000,000.
- B. The insurance provided by CONSULTANT will be primary and non-contributory
- C. CITY ("City of Torrance"), the Redevelopment Agency of the City of Torrance, the City Council and each member thereof, members of boards and commissions, every officer, agent, official, employee and volunteer must be named as additional insured under the automobile and general liability policies.
- D. CONSULTANT must provide certificates of insurance and/or endorsements to the City Clerk of the City of Torrance before the commencement of work.
- E. Each insurance policy required by this Paragraph must contain a provision that no termination, cancellation or change of coverage can be made without thirty days notice to CITY.

18. SUFFICIENCY OF INSURERS AND SURETIES

Insurance or bonds required by this Agreement will be satisfactory only if issued by companies admitted to do business in California, rated "B+" or better in the most recent edition of Best's Key Rating Guide, and only if they are of a financial category Class VII or better, unless these requirements are waived by the Risk Manager of CITY ("Risk Manager") due to unique circumstances. In the event the Risk Manager determines that the work or services to be performed under this Agreement creates an increased or decreased risk of loss to CITY, the CONSULTANT agrees that the minimum limits of any insurance policies or performance bonds required by this Agreement may be changed

accordingly upon receipt of written notice from the Risk Manager; provided that CONSULTANT will have the right to appeal a determination of increased coverage by the Risk Manager to the City Council of CITY within 10 days of receipt of notice from the Risk Manager.

19. CONFLICT OF INTEREST

- A. CONSULTANT agrees that, prior to entering into contract for consultation services with any party, associate, or individual other than CLIENT, CONSULTANT shall meet and confer with CLIENT to discuss the potential of conflict created by such additional contract(s). It is understood, however, that final determination to enter into such contracts shall remain at the discretion of CONSULTANT. If CONSULTANT should enter into a contract for consultation services with any entity which CLIENT believes is a conflict of interest, CLIENT will have the right to terminate the Agreement upon three (3) days written notice.

- B. No officer or employee of the CITY may have any financial interest, direct or indirect, in this Agreement, nor may any officer or employee participate in any decision relating to the Agreement that effects the officer or employee's financial interest or the financial interest of any corporation, partnership or association in which the officer or employee is, directly or indirectly interested, in violation of any law, rule or regulation.

- C. No person may offer, give, or agree to give any officer or employee or former officer or employee, nor may any officer or employee solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, preparation or any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any way pertaining to any program requirement, contract or subcontract, or to any solicitation or proposal.

20. NOTICE

- A. All notices, requests, demands, or other communications under this Agreement will be in writing. Notice will be sufficiently given for all purposes as follows:
 - 1. Personal delivery. When personally delivered to the recipient: notice is effective on delivery.

 - 2. First Class mail. When mailed first class to the last address of the recipient known to the party giving notice: notice is effective three mail delivery days after deposit in an United States Postal Service office or mailbox.

 - 3. Certified mail. When mailed certified mail, return receipt requested: notice is effective on receipt, if delivery is confirmed by a return receipt.

4. Overnight delivery. When delivered by an overnight delivery service, charges prepaid or charged to the sender's account: notice is effective on delivery, if delivery is confirmed by the delivery service.
5. Facsimile transmission. When sent by fax to the last fax number of the recipient known to the party giving notice: notice is effective on receipt. Any notice given by fax will be deemed received on the next business day if it is received after 5:00 p.m. (recipient's time) or on a non-business day.
6. Addresses for purpose of giving notice are as follows:

CONSULTANT: Joe A. Gonsalves & Son
925 L Street, Suite 250
Sacramento, CA 95814-3766

Fax: 916-441-5061

CITY: City Clerk
City of Torrance
3031 Torrance Boulevard
Torrance, CA 90509-2970
Fax: (310) 618-2931

- B. Any correctly addressed notice that is refused, unclaimed, or undeliverable because of an act or omission of the party to be notified, will be deemed effective as of the first date the notice was refused, unclaimed or deemed undeliverable by the postal authorities, messenger or overnight delivery service.
- C. Either party may change its address or fax number by giving the other party notice of the change in any manner permitted by this Agreement.

21. NON-ASSIGNMENT

It is acknowledged and understood the services to be rendered to CLIENT by CONSULTANT hereunder are personal in nature and therefore CONSULTANT may not assign this Agreement, nor may CONSULTANT assign any monies to be received hereunder without the written consent of CLIENT first obtained.

22. INTEGRATION; AMENDMENT

This Agreement represents the entire understanding of CITY and CONSULTANT as to those matters contained in it. No prior oral or written understanding will be of any force or effect with respect to the terms of this Agreement. The Agreement may not be modified or altered except in writing signed by both parties.

23. INTERPRETATION

The terms of this Agreement should be construed in accordance with the meaning of the language used and should not be construed for or against either party by reason of the authorship of this Agreement or any other rule of construction that might otherwise apply.

24. SEVERABILITY

If any part of this Agreement is found to be in conflict with applicable laws, that part will be inoperative, null and void insofar as it is in conflict with any applicable laws, but the remainder of the Agreement will remain in full force and effect.

25. TIME OF ESSENCE

Time is of the essence in the performance of this Agreement.

26. GOVERNING LAW; JURISDICTION

This Agreement will be administered and interpreted under the laws of the State of California. Jurisdiction of any litigation arising from the Agreement will be in Los Angeles County, California.

27. COMPLIANCE WITH STATUTES AND REGULATIONS

- A. CONSULTANT will be knowledgeable of and will comply with all applicable federal, state, county and city statutes, rules, regulations, ordinances and orders.
- B. CONSULTANT shall conduct all affairs on behalf of CLIENT in accordance with all applicable laws and regulations, specifically in conformance with local, state, and federal political reform laws.
- C. CONSULTANT shall be responsible for meeting its legal obligations to file the proper reports as required by the Political Reform Act of 1974 and related statutes. CLIENT shall not be responsible for CONSULTANT's failure to perform.
- D. CLIENT shall be responsible for meeting its legal obligations to file the proper reports as a Lobbyist Employer under the Political Reform Act of 1974, CONSULTANT shall not be liable for CLIENT's failure to so perform.

28. WAIVER OF BREACH

No delay or omission in the exercise of any right or remedy by a nondefaulting party on any default will impair the right or remedy or be construed as a waiver. A party's consent or approval of any act by the other party requiring the party's consent or approval will not be deemed to waive or render unnecessary the other party's consent to or approval of any subsequent act. Any waiver by either party of any default must be in writing and will not be a waiver of any other default concerning the same or any other provision of this Agreement.

29. ATTORNEY'S FEES

Except as provided for in Paragraph 15, in any dispute, litigation, arbitration, or other proceeding by which one party either seeks to enforce its rights under this Agreement (whether in contract, tort or both) or seeks a declaration of any rights or obligations under this Agreement, the prevailing party will be awarded reasonable attorney's fees, together with any costs and expenses, to resolve the dispute and to enforce any judgment.

30. EXHIBITS

All exhibits identified in this Agreement are incorporated into the Agreement by this reference.

31. CONFIDENTIALITY

CONSULTANT agrees to maintain in strict confidence all information supplied by CLIENT to CONSULTANT. CONSULTANT will disclose any such information to third parties or use any such information only as authorized by CLIENT. In addition, CONSULTANT will maintain in strict confidence all advice provided to CLIENT.

32. CONSULTANT'S AUTHORITY TO EXECUTE

The person(s) executing this Agreement on behalf of the CONSULTANT warrant that (i) the CONSULTANT is duly organized and existing; (ii) they are duly authorized to execute this Agreement on behalf of the CONSULTANT; (iii) by so executing this Agreement, the CONSULTANT is formally bound to the provisions of this Agreement; and (iv) the entering into this Agreement does not violate any provision of any other Agreement to which the CONSULTANT is bound.

CITY OF TORRANCE
a Municipal Corporation

Joe A. Gonsalves & Son
a California Corporation

Frank Scotto, Mayor

By: _____
Anthony D. Gonsalves
President

ATTEST:

Sue Herbers
City Clerk

APPROVED AS TO FORM:
JOHN L. FELLOWS III
City Attorney

By: _____

Attachments: Exhibit A Scope of Services
 Exhibit B Compensation Schedule

Revised: 10/29/2008

EXHIBIT A**SCOPE OF SERVICES****Government consulting for advocacy services**

- Maintain an overview of legislative and executive agency activities.**
- Review all legislative bills introduced in the California Legislature and inform City of all legislation affecting the City's interests.**
- Advise appropriate City staff on all funding activities and opportunities determined to be of significance to the City.**
- Analysis of proposed state legislative and executive agency actions affecting the City.**
- Develop, coordinate and execute the City's advocacy efforts, including communication with legislative officials and other governmental officials for the purpose of influencing legislation or administrative action.**
- Pursue funding from the State and other public sector sources for the development, enhancement and/or expansion of projects and programs for the City.**
- Assist City in the development and execution of legislative programs, jointly or separately, for the City.**
- Identify state legislation and legislative proposals that may impact the City.**
- Monitor introduced legislative bills and bond applications criteria and processes to determine those of interest to the City for funding of capitol projects.**
- Identify and obtain state funding available for City programs and proposed capital projects.**
- Initiate legislative proposals for the City.**
- Provide a minimum of one monthly summary conducted on behalf of the City during the legislative session and at other times if significant activity warrants it.**
- Arrange meetings with legislative representatives for City elected officials and staff when necessary.**
- Attend and provide testimony for of the City in legislative hearings when warranted.**

EXHIBIT B**COMPENSATION SCHEDULE**

For services as outlined herein, and while this Agreement is in effect, CLIENT agrees to pay CONSULTANT \$4,000 per month for a total of \$48,000 payable no later than 30 days from invoice for the duration of the contract. CONSULTANT shall be solely responsible for all expenses incurred in connection with the performance of the Agreement.

OVERVIEW WITH LOBBYIST FIRMS NOVEMBER 2009

City's Objectives:

- Voice in Sacramento
- Early intelligence on emerging legislation
- Knowledge of trade-offs impacting legislative framing
- Be on front side for funding during legislative framing
- Successful targeted grant applications and allocation

Questions:

- *(MKG)* Experience/Organization to support client base
- *(MKG)* Areas of expertise
- *(JG)* Can you walkthrough your last two years of accomplishments
- *(EBJ)* Describe methods used to brief your clients. Provide examples
- *(KT)* How do you handle political party changes and ability to effectively lobby in a changing climate
- *(RB)* What is a typical approach to emerging legislative issues, such as Prop 84 and also an issue in committee such as water
- *(JJ)* How do you integrate with other lobbyists organizations
- *(ET)* How do you approach addressing potentially harmful legislation with City & legislators
- *(JG)* Conflicts of Interest – how do you handle / what do you consider is a conflict of interest
- *(SB)* How do you determine when City representatives should be in Committee meetings and speaking directly to their legislators vs. lobbyist representing City
- *(KT)* Who prepares letters and correspondence in support of opposition of measures and who prepares the grant applications for funding
- *(MKG)* Do you attend the League weekly strategy meetings (City Caucus)
- *(MKG)* Closure



Joe A. Gonsalves & Son

Anthony D. Gonsalves

Jason A. Gonsalves

Paul A. Gonsalves

PROFESSIONAL LEGISLATIVE REPRESENTATION

The firm was founded by Former Assemblymember Joe A. Gonsalves in 1975. The firm incorporated in 1977 and became Joe A. Gonsalves & Son.

Anthony D. Gonsalves is currently the President of Joe A. Gonsalves & Son. He started his career with the firm in 1977 after working for the California State Senate. In the three plus decades he has been lobbying in Sacramento he has had the opportunity to successfully master the complexities of the California State Legislature.

Jason A. Gonsalves joined the firm in December 1998. Since that time he has represented our clients before the Legislature and various state agencies in the areas of local government finance, utilities and commerce, public employee's retirement, workers' compensation, telecommunications, and conflict of interest issues.

Paul A. Gonsalves joined the firm in October 2004. Previous to joining the firm he served as a legislative aid to Former Assemblymember Rudy Bermudez. He received a B.A. in Political Science and a minor in Public Administration from San Diego State University.

Joe A. Gonsalves & Son proudly represents a very distinguished group of clients which includes 49 cities, the Del Mar Thoroughbred Club, the Port of Long Beach, Long Beach Transit, Access Services, and Willdan Group of Companies.

They have been recognized as leaders in the protection of local governments and their revenue streams and have been credited over the years with the restoration of fines and forfeitures, protection of sales tax revenues, and redevelopment funds, along with providing individual service to each of their client cities and have assisted and obtained an extensive list of funding and grants for their clients.

The firm is known to operate on a very personal and professional level, always working hard to accomplish their clients' goals. The late Senator, Ken Maddy, coined their firm the "Gonsalvi". When asked what he meant by the nickname, Senator Maddy responded, "you're like alumni, when you guys are working an issue you are everywhere". Still today the members of the Legislature refer to them as "the Gonsalvi".