



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 11/16/2021

To: Board of Supervisors

Department or Agency Name(s): County Administrator's Office

Staff Name and Phone Number: Marissa Montenegro 707-565-2431

Vote Requirement: Majority

Supervisoral District(s): Countywide

Title:

Federal Advocacy Agreement - Thorn Run Partners

Recommended Action:

Authorize the County Administrator to execute agreement for federal advocacy services to Thorn Run Partners for a term of December 1, 2021 to December 31, 2024 with two (2) single year options to renew at a rate of \$4,500 per month for Calendar Years 1 and 2, \$5,000 per month for Calendar Year 3 and should the contract be renewed, \$5,000 per month for Calendar Year 4 and \$5,500 per month in Calendar Year 5.

Executive Summary:

This item seeks Board authorization for the County Administrator to execute an agreement with Thorn Run Partners for a term of December 1, 2021 to December 31, 2024 with two (2) single year options to renew at a rate of \$4,500 per month for Calendar Years 1 and 2, \$5,000 per month for Calendar Year 3 and should the contract be renewed, \$5,000 per month for Calendar Year 4 and \$5,500 per month in Calendar Year 5.

Discussion:

On November 1, 2021, the County Administrator's Office was notified that key personnel assigned to Sonoma County had resigned from the County's federal advocacy firm, Alcalde & Fay. Per the agreement, the County Administrator in consultation with County Counsel, has terminated the agreement to avoid paying for services not rendered.

In December of 2020, the County Administrator's Office released a Request for Proposal for federal advocacy to a broad list of firms. Sonoma County received seven federal proposals in response, and pursued a thorough and impartial evaluation. Your Board conducted interviews with each of the finalists on January 25, 2021 and awarded a federal advocacy agreement to Alcalde & Fay.

Staff recommends securing the services of the County's primary point of contact through a new agreement with Thorn Run Partners for the same terms and timeline negotiated in the 2021 Alcalde & Fay agreement. If your Board approves this agreement, the next request for proposal process for advocacy services is anticipated between 2024 and 2026.

Strategic Plan:

N/A

Prior Board Actions:

Agenda Date: 11/16/2021

February 23, 2021 - Board awarded Federal Advocacy Agreements with Alcalde & Fay and Van Scoyoc Associates.

August 14, 2018 - Board awarded Federal Advocacy Professional Service Agreements with Alcalde & Fay and Van Scoyoc Associates

June 24, 2014 - Board awarded Federal Advocacy Professional Service Agreements with Van Scoyoc Associates, Alcalde and Fay and Bluewater Strategies;

November 11, 2012 - Federal advocacy services contracts extended with Madison Government Affairs Inc. and Alcalde and Faye for one-year with direction to conduct a competitive solicitation in 2013;

November 3, 2009 - Contracts awarded for federal advocacy services with Madison Government Affairs, Inc. and Alcalde and Faye after a Request for Proposal process.

FISCAL SUMMARY

Expenditures	FY 21-22 Adopted	FY22-23 Projected	FY 23-24 Projected
Budgeted Expenses	31,500	57,000	60,000
Additional Appropriation Requested			
Total Expenditures	31,500	57,000	60,000
Funding Sources			
General Fund/WA GF	31,500	57,000	60,000
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
Total Sources	31,500	57,000	60,000

Narrative Explanation of Fiscal Impacts:

Funds are included in the FY 2021-22 budget. This amount is budgeted from General Fund resources. This advocacy agreement allows the County to strengthen the Board and Department led efforts in protecting and enhancing state and federal revenues.

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Agreement Thorn Run Partners

Related Items “On File” with the Clerk of the Board:

N/A