



SONOMA COUNTY

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

Summary Report

Agenda Date: 2/26/2019

To: Board of Directors, Sonoma County Water Agency
Department or Agency Name(s): Sonoma County Water Agency
Staff Name and Phone Number: Brad Sherwood 707-547-1927
Vote Requirement: 4/5th
Supervisory District(s): Countywide

Title:

State Legislative Advocacy and Outreach Representation Contracts and 2019-2020 State Legislative Platform

Recommended Actions:

In an ongoing effort to obtain and maximize funding for Sonoma County Water Agency projects and programs:

- A) Authorize Sonoma County Water Agency's General Manager to execute an agreement, in a form approved by County Counsel, with Conservation Strategy Group, LLC, for strategic statewide funding and coalition development services through December 31, 2020, in the not-to-exceed amount of \$114,000.
- B) Authorize Sonoma County Water Agency's General Manager to execute an agreement, in a form approved by County Counsel, with Pacific Policy Group for state legislative outreach and advocacy services through December 31, 2020, in the not-to-exceed amount of \$186,000.
- C) Adopt a resolution authorizing adjustments to the Board Adopted Budget for Fiscal Year 2018-2019 in the amount of \$57,000 for State Legislative Advocacy and Outreach. (4/5th Vote Required)
- D) Approve the Sonoma County Water Agency's 2019/2020 State Legislative Platform. ☐

Executive Summary:

This item requests approval of Sonoma County Water Agency's (Sonoma Water) 2019-2020 State Legislative Platform, as well as authorization to execute two consultant agreements with state affairs advocates needed to implement the platform. Under the proposed agreements, Conservation Strategy Group, LLC, will provide a focused scope of work to research, develop, and implement a coalition to support statewide funding resources for Sonoma Water's service area and the North Coast; and Pacific Policy Group will provide state legislative advocacy and outreach services for projects, programs, regulations, and legislation in Sonoma Water's areas of interest. Legislative tracking, legislative development, and pursuit of funding to offset costs are essential for success in fulfilling Sonoma Water's responsibilities.

Discussion:

HISTORY OF ITEM/BACKGROUND

Sonoma County Water Agency (Sonoma Water) is a California special district with responsibility for wholesale water supply, flood protection, wastewater treatment, and recycled water distribution. Sonoma Water also operates a hydroelectric plant and allows recreational use over some of its properties. In addition, Sonoma Water is actively involved in efforts to protect and restore endangered or threatened steelhead and salmon species in the Russian River watershed and in implementing a Biological Opinion from the National Marine

Fisheries Service that requires extensive restoration and biological monitoring. Also, a significant effort is underway by Sonoma Water to increase renewable power production, reduce greenhouse gas emissions, and provide for climate change adaption. Sonoma Water is implementing a \$20 million California Department of Water Resources grant for the Advanced Quantitative Precipitation Information program that will be supported by this legislative program.

Legislative tracking, legislative development, and pursuit of funding to offset costs in the above-mentioned areas are essential for success in fulfilling Sonoma Water's responsibilities.

The Water Bond Coalition (Coalition) is a network of more than 220 cities, counties, and special districts, located in Northern and Coastal California working together to improve the environment and build consensus on water-related priorities. The Coalition was created around the principle that funding for water-related projects should be equitable and provide maximum benefit to the people and wildlife of California from limited financial resources.

Under the proposed agreements, Conservation Strategy Group, LLC, and Pacific Policy Group will represent Sonoma Water's interests in securing state funding and support for Sonoma Water and partners that assist Sonoma Water in its water supply, water conservation and water-use efficiency, water treatment and recycling, water quality protection, watershed restoration, Endangered Species Act compliance, flood control, emergency services, and related efforts. In addition, Conservation Strategy Group, LLC, will provide strategic Coalition development, research, and implementation services.

The 2019-2020 state legislative platform is included in this item for review and approval. Sonoma Water's state legislative representatives will work to research, develop, and implement legislative and regulatory proposals to achieve the goals of this platform. The platform represents a wide spectrum of short-term and long-term legislative objectives. The platform is reviewed and updated every two years. Sonoma Water coordinates its legislative platform and daily activities with County of Sonoma and its government affairs team.

SELECTION PROCESS

On November 6, 2018, Sonoma Water issued a Request for Statements of Qualifications to the following three firms:

1. Pacific Policy Group, Sacramento, CA
2. Conservation Strategy Group, Sacramento, CA
3. Onate Group, Sacramento, CA

The Request for Statements of Qualifications was also posted on the Sonoma Water and County of Sonoma Purchasing Department websites. The following six firms submitted Statements of Qualifications:

1. A. Bright Idea Advertising and Public Relations, Glen Ellen, CA
2. Conservation and Natural Resources Group, LLC, Healdsburg, CA
3. Conservation Strategy Group, Sacramento, CA
4. Environmental & Energy Consulting, Sacramento, CA
5. Pacific Policy Group, Sacramento, CA

6. Quintana, Watts & Hartmann, LLC, Sacramento, CA

The following criteria were used to evaluate each firm:

1. Thoroughness of Statements of Qualifications
2. Professional qualifications and demonstrated ability to perform the work
3. Exceptions to standard terms in the sample agreement
4. Local Service Provider Preference of 5%

Conservation Strategy Group, LLC and Pacific Policy Group ranked highest based on their submittals in the areas of expertise. In addition, both firms have unique knowledge of Sonoma Water's issues and of state legislative concerns.

SERVICES TO BE PERFORMED

Agreement with Conservation Strategy Group, LLC

Under the proposed agreement, the consultant will:

1. Provide strategic Water Bond development, research and implementation
2. Support North Coast resilience bond planning efforts
3. Support the development of a diverse coalition of entities supporting Water Bond funding
4. Develop stakeholder and coalition meetings to support North Coast Resource Partnership and Water Bond Coalition messaging
5. Coordinate with Sonoma Water's legislative representatives on Water Bond funding development and implementation

Sonoma Water has been contracting with Conservation Strategy Group LLC since 1999. The most recent agreement expired 12/31/18. The cost of services will not exceed \$114,000. This agreement covers services rendered from January 1, 2019 to December 31, 2020.

Agreement with Pacific Policy Group

Under the proposed agreement, the consultant will:

1. Serve as lobbyist on record in Sacramento, CA for Sonoma Water
2. Implement Sonoma Water state legislative strategic plan
3. Provide daily legislative updates as needed
4. Coordinate state lobbying meetings
5. Support special projects including:
 - a. Atmospheric river funding
 - b. North Coast resiliency bond efforts (SB 45)

This will be Sonoma Water's first agreement with Pacific Policy Group. The cost of services will not exceed \$186,000. This agreement covers services rendered from January 1, 2019 to December 31, 2020.

RECOMMENDATION

Sonoma Water staff recommend that the Board authorize Sonoma Water's General Manager to execute agreements between Sonoma Water and Conservation Strategy Group, LLC, and Sonoma Water and Pacific

Policy Group to provide state legislative and outreach services in the amount of \$114,000 and \$186,000, respectively. The term end date for each agreement is December 31, 2020.

Prior Board Actions:

12/13/2016: Approval of 2017-2018 State Legislative Platform

01/13/2015: Approval of State and Federal Legislative Priorities for 2015 and 2016

01/22/2014: Approval of seconded amended agreement with Conservation Strategy Group

02/21/2012 Approval of Water Agency State and Federal Legislative Priorities for 2012 and 2013

01/24/2012 Approval of resolution supporting the San Francisco Bay Restoration Act and joining the San Francisco Bay Restoration Program coalition

01/10/2012 Approval of the County of Sonoma 2012 legislative platform

06/07/2011 Board Action approving participation in the Local Government Sustainable Energy

03/18/2008 Board Action approving pursuing partnerships and advocating for state and federal funding and legislative policy for sustainability

FISCAL SUMMARY

Expenditures	FY 18-19 Adopted	FY19-20 Projected	FY 20-21 Projected
Budgeted Expenses	\$18,000	\$150,000	\$75,000
Additional Appropriation Requested	\$57,000		
Total Expenditures	\$75,000	\$150,000	\$75,000
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	\$18,000	\$150,000	\$75,000
Use of Fund Balance	\$57,000		
Contingencies			
Total Sources	\$75,000	\$150,000	\$75,000

Narrative Explanation of Fiscal Impacts:

Fiscal Year 2018/2019 budget appropriations of \$18,000 are available in the Water Transmission Fund. With Board approval, additional appropriations of \$39,000 and \$18,000 will be made in the Warm Springs Dam Fund and Recycled Water Fund, respectively pursuant to the attached budgetary resolution (attachment R1). FY2019/2020 appropriations in the amounts of \$36,000, \$78,000, and \$36,000 will be made in the Water Transmission, Warm Springs Dam, and Recycled Water Funds, respectively.

FY2020/2021 appropriations in the amounts of \$18,000, \$39,000, and \$18,000 will be made in the Water Transmission, Warm Springs Dam, and Recycled Water Funds, respectively.

Staffing Impacts:

Agenda Date: 2/26/2019

Position Title (Payroll Classification)	Monthly Salary Range (A - I Step)	Additions (number)	Deletions (number)
N/A			

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Attachment 1: Budget Resolution

Attachment 2: Agreement with Pacific Policy Group, LLC

Attachment 3: Agreement with Conservation Strategy Group

Attachment 4: 2019-2020 State Legislative Platform

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

None