



## Legislation Details (With Text)

**File #:** 2021-0017  
**Type:** Consent Calendar Item      **Status:** Agenda Ready  
**File created:** 1/10/2021      **In control:** County Administrator  
**On agenda:** 2/23/2021      **Final action:**  
**Title:** Award State and Federal Advocacy Agreements  
**Sponsors:** County Administrator  
**Indexes:**  
**Attachments:** 1. Summary Report, 2. Alcalde & Fay Agreement, 3. Van Scoyoc Agreement, 4. Shaw Yoder Antwih Schmelzer and Lange Agreement

Date	Ver.	Action By	Action	Result
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**To:** Board of Supervisors  
**Department or Agency Name(s):** County Administrator's Office  
**Staff Name and Phone Number:** Marissa Montenegro 707-565-3771  
**Vote Requirement:** Majority  
**Supervisorial District(s):** Countywide

**Title:**  
Award State and Federal Advocacy Agreements

### Recommended Action:

Authorize the County Administrator to execute agreements for state and federal advocacy services:

#### State Legislative Advocacy

A) Shaw Yoder Antwih Schmelzer & Lange, Inc. (SYASL) for a term of March 1, 2021 - December 31, 2024 with two (2) single year options to renew at a rate of \$5,500 per month for Year 1, \$6,000 per month for Year 2, and \$6,500 for Year 3.

#### Federal Legislative Advocacy

- B) Alcalde & Fay for a term of March 1, 2021 to December 31, 2024 with two (2) single year options to renew at a rate of \$4,500 per month for Years 1 and 2, \$5,000 per month for Year 3 and should the contract be renewed, \$5,000 per month for Year 4 and \$5,500 per month in Year 5 and shall be allowed no more than \$1,100 annually to cover travel expenses; and
- C) Van Scoyoc Associates for a term of March 1, 2021 to December 21, 2024 with two (2) single year options to renew at a rate of \$5,000 per month and shall be allowed no more than \$2,000 annually to cover travel expenses.

### Executive Summary:

The County participates in various levels of legislative advocacy led by the Board and supported by departments, staff, and community partners. State and federal advocacy has been critical to maintaining and generating new sources of state and federal funding for Sonoma County. The County's budget is comprised of a significant amount of state and federal revenue, much of which is under constant threat from legislative or programmatic reductions. In addition, the County has continually used its legislative advocacy to advance key

issues and programs, such as wildfire resiliency, housing and homelessness, and climate action.

On December 11, 2020, request for proposals were released by the County Administrator's Office to a comprehensive list of state and federal legislative advocacy firms. A thorough evaluation was completed by County staff who then recommended two state and five federal legislative advocacy firms for interview by your Board. On January 25, 2021 your Board interviewed each of the finalists.

This item seeks Board authorization for the County Administrator to execute agreements with the recommended state advocacy firm, Shaw Yoder Antwih Schmelzer and Lange and federal advocacy firms Alcalde & Fay and Van Scoyoc Associates.

**Discussion:**

The County Administrator's Office released a Request for Proposal on December 11, 2020 for state and federal advocacy to a broad list of firms. Sonoma County received three state and 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.

Based on this process, the County Administrator's Office is recommending the following three (3) firms to leverage specific areas of expertise. It is recommended that the County use:

- Shaw Yoder Antwih Shmelzer & Lange (SYASL) to provide advocacy for state issues including all legislative coordination and strategy;
- Alcalde & Fay to provide federal legislative advocacy related to general needs as well as overall legislative coordination and strategy; and
- Van Scoyoc Associates to provide federal advocacy related to health services, transportation and tribal issues.

State Lobbyist

**Shaw Yoder Antwih Schmelzer & Lange (SYASL)**

SYASL has lobbied in Sacramento for over forty years and provides legislative and regulatory advocacy, association management and strategic consulting services to a broad range of clients. Their nine registered lobbyists work with the leadership of both parties and both houses of the California Legislature, as well as the Governor's legislative unit, state agencies, departments, commissions, boards, and offices.

Federal Lobbyists

**Alcalde & Fay**

Alcalde & Fay is recognized as a bipartisan company and has successfully managed issues and represented a broad range of clients before the federal government since 1973. Expertise is broad and substantial ranging from resiliency and disaster response and recovery to transportation and infrastructure. This breadth of expertise ensures consideration of funding opportunities outside regular funding streams.

**Van Scoyoc Associates (VSA)**

Van Scoyoc Associates is a bipartisan, independent, full-service federal government relations firm founded in 1990. VSA works on behalf of counties, municipalities, local governmental agencies, hospitals, and Fortune 500 companies. VSA works regularly with senior officials at the Department of Transportation, Health and Human Services, Housing and Urban Development, Federal Emergency Management Administration, Justice, Commerce, and Agriculture, and other agencies such as the Environmental Protection Agency and Corps of

Engineers while monitoring grant announcements to support County priorities.

Staff recommends approval of state and federal advocacy services agreements through December 21, 2024 to strengthen legislative advocacy related to the COVID-19 pandemic response and other county priorities and to allow for continued development of the County’s State and Federal Legislative Platform.

**Prior Board Actions:**

January 29, 2019 - Board awarded State Legislative Advocacy Agreement with Shaw Yoder ;  
 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**

<b>Expenditures</b>	<b>FY 20-21 Adopted</b>	<b>FY21-22 Projected</b>	<b>FY 22-23 Projected</b>
Budgeted Expenses	\$60,000	183,000	192,000
Additional Appropriation Requested			
<b>Total Expenditures</b>	<b>\$60,000</b>	<b>183,000</b>	<b>192,000</b>
<b>Funding Sources</b>			
General Fund/WA GF	\$60,000	183,000	192,000
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
<b>Total Sources</b>	<b>\$60,000</b>	<b>183,000</b>	<b>192,000</b>

**Narrative Explanation of Fiscal Impacts:**

Funds are included in the FY 2020-21 budget. This amount is budgeted from General Fund resources. These advocacy agreements allow the County to strengthen the Board and Department led efforts in protecting and enhancing state and federal revenues.

<b>Staffing Impacts:</b>			
<b>Position Title (Payroll Classification)</b>	<b>Monthly Salary Range (A-I Step)</b>	<b>Additions (Number)</b>	<b>Deletions (Number)</b>

**Narrative Explanation of Staffing Impacts (If Required):**

N/A

**Attachments:**

Attachment A: Agreement SYASL

Attachment B: Agreement Alcalde & Fay

Attachment C: Agreement Van Scoyoc Associates

**Related Items "On File" with the Clerk of the Board:**

N/A