

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Authorizing the City Manager to Execute a Contract with the Johnston Group for Federal Government Relations Services in the amount of \$320,000 for a Period of Up to Five Years
DEPARTMENT:	City Manager's Office
PRESENTED BY:	Jim Hammond, Intergovernmental Programs Manager
ACTION:	<input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution <input checked="" type="checkbox"/> Motion <input type="checkbox"/> Discussion <input type="checkbox"/> Public Hearing

PROBLEM/ISSUE STATEMENT:

Staff is requesting that the City Council authorize the City Manager to execute a contract with the Johnston Group for Federal Government Relations services in the amount of \$320,000 for a period of up to five years. The current contract for the City's federal legislative consultant expires December 31, 2018.

The City solicited proposals for the Federal Government Relations Services RFP from August 14, 2018 through September 14, 2018. Proposals were opened on September 14th, and one proposal from the Johnston Group was received.

The contract is a yearly contract to represent the City to legislative and executive offices in Washington, D.C., and to the State of Washington federal delegation locally. The contract scope of work for the Johnston Group is attached to this staff report for Council's review as Attachment A. The term of this contract is for 2019 with an automatic renewal of an additional four years unless cancelled by either party.

RESOURCE/FINANCIAL IMPACT:

The amount of the contract in 2019 is \$57,000. This is based on a per month fee of \$4,750. For future years, the yearly compensation rate will be inflated by the Seattle area CPI-U. If an annual contract inflator of 3.00% is estimated for the life of the contract, the total five year contract would be \$307,125. Given this, staff is recommending funding authority of \$320,000 for the life of this service contract.

RECOMMENDATION

Staff recommends that Council authorize the City Manager to execute a contract with the Johnston Group from 2019-2023 with a not-to-exceed amount of \$320,000.

Approved By: City Manager **DT** City Attorney **MK**

BACKGROUND

The City of Shoreline utilizes a consultant for federal relations services to advocate for the City, primarily with the Washington federal delegation, both locally and in Washington, D.C. The City's current contract with the Johnston Group is scheduled to end in December 2018. These services have been provided each year by the Johnston Group. The current contract cost for 2018 was a per-month retainer was \$4,484, for an annual total of \$53,808.

The City initiated an open acquisition process for the state government relations services through a Request for Proposal (RFP) process, pursuant to the City's procurement policies as set forth in the Shoreline Municipal Code, Section 2.60.070. The City solicited proposals for the Federal Government Relations Services RFP from August 14, 2018 through September 14, 2018. The RFP was advertised in the City's paper of record, the Daily Journal of Commerce, both in print and online, as well as shared through professional networks. Proposals were opened on September 14th and one proposal from the Johnston Group was received.

Although the City has delegated authority to execute a one-year contract without Council approval, staff considers a multi-year service contract, with predictability that allows for long-term budgetary and strategic planning, to provide greater benefit to the City.

DISCUSSION

The proposal from the Johnston Group was reviewed by staff to determine compliance with requested knowledge, skills, and work history, as well as ability to deliver on primary objectives and the requested scope of work. The Johnston Group was found to meet all standards, based on their experience and relationships working with the Washington delegation, other members of the House and Senate and executive offices; their experience advocating for other Washington cities; their established relationships with staff and elected officials from both political parties; their established relationships with associations and business groups; and their proven track record promoting or defeating proposed legislation for their clients. The proposed contract scope of work for the Johnston Group is attached to this staff report as Attachment A.

If approved by the City Council, the contract with the Johnston Group will begin January 1, 2019 and will run for one year. The contract will then automatically extend on a yearly basis for four additional years through December 31, 2023, unless cancelled by either party.

The City will be billed a flat retainer of \$4,750 per month for service provided during 2019. If additional contract years are utilized, the \$4,750 monthly rate will be adjusted based on the June to June Consumer Price Index for the Seattle Metro Area.

RESOURCE/FINANCIAL IMPACT

The base cost for the 2019 contract will be \$57,000. For future years, the monthly compensation rate will be inflated by the CPI, as noted above. If an annual contract

inflater rate of 3.00% is estimated for the life of the contract, the total five year cost of the contract would be \$307,125. Given this, staff is recommending funding authority of \$320,000 for the life of this service contract. The table below provides a breakout of these costs figures:

Year	Base rate (per month)	Annual total
2019	\$4,750	\$57,000
2020	\$4,983	\$59,796
2021	\$5,132	\$61,584
2022	\$5,286	\$63,432
2023	\$5,445	\$65,340
Total		\$307,125

The 2019-2020 biennial budget includes sufficient funds for this service, which is included in the Government Relations budget within the City Manager’s Office budget.

RECOMMENDATION

Staff recommends that Council authorize the City Manager to execute a contract with the Johnston Group from 2019-2023 with a not-to-exceed amount of \$320,000.

ATTACHMENTS

Attachment A: Draft Contract Scope of Work with the Johnston Group

CITY OF SHORELINE

Federal Government Relations Services: Scope of Work

In consultation with the Intergovernmental Relations Manager, the Scope of Work includes, but is not limited to, the following tasks:

- Lobby federal legislators and other organizations to pursue the City's annual federal legislative and funding priorities;
- Foster and strengthen the City's partnership with its federal delegation;
- Assist City Staff with identifying federal funding and grant opportunities and advise on strategy;
- Provide information, advice and guidance on federal strategy;
- Assist in the development of annual federal legislative priorities; and
- Facilitate the City Council and staff's interaction with the City's delegation in Washington, D.C. and in Washington State.

Specific duties include:

A. Prepare and Support Shoreline's Federal Funding & Policy Requests

- Advise the City about the creation of collateral materials for federal funding and policy requests.
- Work with the City to identify potential supporters for project requests and secure letters of endorsement.
- Coordinate formal submission of appropriations requests and ensure compliance with all deadlines.
- Contact key congressional staff to obtain support for the City's federal funding requests and respond to any questions or concerns as appropriate.
- Assist congressional staff in the preparation of letters of request to relevant House and Senate oversight, authorization and appropriations committees and subcommittees.
- Recommend to the City of Shoreline which legislation and infrastructure bills it should prioritize for engagement.
- Monitor the budget and appropriations process throughout the year with regular legislative updates provided to the City.

B. Washington D. C. Lobbying Meetings

- Schedule meetings in Washington, D.C. with City of Shoreline representatives and District Legislators.
- Identify and prepare key congressional staff for appropriations requests and meetings with City of Shoreline representatives.

- Attend meetings in Washington, D.C.
- Prepare City of Shoreline officials for congressional meetings.
- This proposal should include at least two rounds of meetings in Washington, D.C. for the City of Shoreline.

C. Involvement of City Elected Officials

- Issue monthly activity reports to City representatives detailing specific actions taken on the City's behalf.
- Engage the City's elected officials and staff as necessary to contact Members of Congress and their staff as appropriate in support of the funding requests.
- Counsel the City about district based lobbying activities to further the City's legislative and federal funding priorities, including meeting in Shoreline with members of the federal delegation, participation in congressional sponsored events in Washington State and the creation of media or community events where the City could host targeted Members of Congress.

D. Delegation Engagement with the City of Shoreline

- Solicit support from Washington State's Senate or Congressional Representatives for each of the City's appropriations, policy and authorization requests.
- Maintain year-long direct engagement with targeted Members of Congress and their staff.
- Recommend actions for the City of Shoreline to take in Washington State to augment its federal relations strategy as well as define the consultant's role in these actions.