

# City of La Quinta

## CITY COUNCIL MEETING

### DEPARTMENT REPORT

**TO:** The Honorable Mayor and Members of the City Council

**FROM:** Chris Escobedo, Assistant to City Manager

**DATE:** September 15, 2015

**SUBJECT:** UPDATE ON LOBBYIST SERVICES REQUEST FOR PROPOSALS

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At the July 7, 2015 meeting, Council discussed retaining lobbyist services and directed staff to issue a Request for Proposals (RFP). In August, the RFP was issued and seven proposals were received from firms with both state and federal experience. Staff has evaluated the proposals and will be scheduling interviews by the City Council for the October 6 meeting. The interviews will be conducted during a Study Session with the final City Council decision slated for either October 20 or November 3, 2015.

A committee comprised of the City Clerk, Assistant to City Manager, and Business Analyst reviewed and evaluated all proposals based on the firms' understanding of the proposed engagement, experience, approach to advancing the City's legislative efforts, and cost. The following firms are recommended for Council interviews:

- Capitol Strategies Group
- Joe A. Gonsalves & Son
- Townsend Public Affairs

Reference checks were also conducted. The proposals, evaluation materials, and reference responses will be provided to the Council in advance of the interviews.

The City maintains an active relationship with the League of California Cities, works on legislative coalitions with other municipalities, and utilizes its legal services firm to assist on legislative activities. A comparison chart will also be provided prior to interviews so the Council can see the current legislative activities the City undertakes in comparison to the services proposed by the lobbyist firms. This will assist in identifying where lobbyist services can augment the existing program and avoid duplication so that resources are deployed in a targeted manner.

