



Agenda Item No. 1

To: Governmental Affairs and Public Information Committee/Committee of the Whole Meeting of October 10, 2008

From: Z. Wayne Johnson, Deputy General Manager, Administration & Development  
Celia G. Kupersmith, General Manager

Subject: **AUTHORIZE EXECUTION OF A PROFESSIONAL SERVICES AGREEMENT WITH PLATINUM ADVISORS, LLC, RELATIVE TO REQUEST FOR PROPOSALS NO. 2009-D-4, STATE LEGISLATIVE ADVOCACY SERVICES**

### **Recommendation**

The Governmental Affairs and Public Information Committee recommends that the Board of Directors authorize execution of a Professional Services Agreement (PSA) with Platinum Advisors, LLC, Sacramento, CA, relative to Request for Proposals (RFP) No. 2009-D-4, *State Legislative Advocacy Services*, in an amount of \$72,000 per year for a three-year term, with two one-year options to be exercised at the discretion of the General Manager or his/her designee, also in the amount of \$72,000 per year, with the understanding that requisite funds are available in the FY 08/09 District Division Operating Budget and will be budgeted accordingly for future years.

### **Summary**

On June 17, 2008, the District issued an RFP No. 2009-D-4, *State Legislative Advocacy Services*. It is expected that a legislative advocacy consultant will monitor legislation that may impact District operations and sources of funding, including (but not limited to): funding for public transit operations; water transit legislation; special district enabling legislation; legislation affecting tolling, including congestion or variable pricing tolls; public works construction and infrastructure; public procurement legislation, traffic safety legislation; legislation affecting public security. The following proposals were received:

1. Government Strategies, Inc.
2. Joe A. Gonsalves & Son
3. Pacific Advocacy Group
4. Howard Advocacy, Inc. and Schott & Lites, LLC
5. Capitol Venture, LLC
6. Rice/Englander & Associates
7. Platinum Advisors, LLC

An Evaluation Committee comprised of three District staff and three Board members evaluated each proposal based upon the following criteria:

1. Proposal Understanding and Approach
2. Consultant's Qualification and Experience
3. Cost Proposal

After the initial evaluation, four (4) firms were selected for oral interviews:

1. Platinum Advisors, LLC
2. Joe A. Gonsalves & Son
3. Howard Advocacy, Inc.
4. Schott & Lites, and Rice/Englander & Associates

Platinum Advisors, LLC was selected as the preferred firm. They are well known and well respected advisors with a successful track record in the state legislative arena. They have a breadth of knowledge and experience and a large number of associates available to work with us on issues in Sacramento. Given the regulatory and economic challenges ahead, the Committee found them best suited to represent the District on state-related issues.

Since there were no subcontracting opportunities for this Contract, there were no Disadvantaged Business Enterprise (DBE) forms required for submittal. The DBE Program Office has determined that Platinum Advisors, LLC is not certified as a DBE. Therefore, no DBE participation is anticipated during the performance of this contract.

In summary, staff is recommending award to Platinum Advisors, LLC as the District State Legislative Advocacy Service, in recognition of the following:

- Technical expertise and experience of firm staff
- Quality of work plan
- Availability of staff to meet District needs
- Exceptional customer service
- Competitive pricing for services requested in the RFP.

### **Fiscal Impact**

This legislative advocacy service will cover three years beginning FY 08/09, and is expected to expend \$72,000 per year in each year of the original three year contract. This translates to a monthly price of \$6000, which is only slightly higher than the historic rate paid to our previous long-time advisor, AK Associates. The FY 08/09 costs for this contract are included in the FY 08/09 District Division Operating Budget. The contract calls for up to two, one-year contract extensions at the same \$6,000 per month price, subject to approval by the General Manager. Small out-of-pocket expenses will be reimbursed on an as-needed basis; examples include any travel outside of the Sacramento area and pre-approved business meal or copying/ mailing expenses.