

MEMORANDUM

DATE: DECEMBER 13, 2005

TO: MCAG GOVERNING BOARD

FROM: CANDICE STEELMAN, PUBLIC AFFAIRS MANAGER

RE: ONE VOICE: POLITICAL CONSULTING CONTRACTS

BACKGROUND

The One Voice program requires use of experienced political consultants who can match appropriate contacts with the issues presented, and who know important details regarding the most likely funding sources. Last year, County government permitted use of their consultants for the One Voice program. However, two main issues arose. The consultants were put in the position of supporting a program that might have priorities which differed from those of their ongoing client (County). The second problem was that, once the trips ended, there was no support in the form of calls to legislators' staff or advice to MCAG staff regarding follow-up to keep One Voice issues fresh in the minds of decision-makers.

Therefore, the MCAG Governing Board approved the hiring of political consultants in Sacramento and Washington, D.C. on a five-month project basis (rather than an annual contract). The MCAG Governing Board also requested that staff ask city and county jurisdictions to share the cost of the consultants, such cost to be based on population.

DISCUSSION

On Wednesday, Dec. 13, MCAG staff held conference calls with all of those firms that responded to the RFP for Washington, D.C. Staff's recommendation, based on One Voice needs, firms' strengths, MCAG budget, monthly hours allotted to the program by each firm, and other various criteria, is that MCAG hire the firm of Van Scoyoc Associates on a 5-month contract at \$5,000/month plus expenses.

MCAG staff received one proposal for Sacramento, from the Capital Representation Group, Inc. The principal of this group, Mr. Tim Egan, was recommended to MCAG by both Andrew Chesley of San Joaquin COG and Rusty Selix, executive director of the California Association of Councils of Government. MCAG staff held a satisfactory conference call with Mr. Egan following the TRB meeting. Staff recommends issue a 5-month contract at \$2,500/month plus expenses to Capital Representation Group.

REQUESTED ACTION

Issue 5-month contracts to Van Scoyoc Associates for federal political consulting services and to Capital Representation Group for state political consulting services.