



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: DECEMBER 13, 2022**

FROM: CITY MANAGER'S OFFICE **WARDS: ALL WARDS**

SUBJECT: PROFESSIONAL CONSULTANT SERVICES AGREEMENT WITH ARC STRATEGIES, LLC TO PROVIDE STATE LEGISLATIVE ADVOCACY SERVICES FOR THE PERIOD OF JANUARY 1, 2023, THROUGH DECEMBER 31, 2025, IN THE AMOUNT OF \$210,000 WITH AN OPTION TO EXTEND FOR THREE ADDITIONAL ONE-YEAR TERMS

ISSUE:

Approve the Professional Consultant Services Agreement with Arc Strategies, LLC to provide State Legislative Advocacy Services for an initial term of January 1, 2023, through December 31, 2025, in the amount of \$210,000 with an option to extend for three additional one-year terms in the amount of \$70,000 annually.

RECOMMENDATIONS:

That the City Council:

1. Approve a Professional Consultant Services Agreement with Arc Strategies, LLC to provide State Legislative Advocacy Services for an initial term of January 1, 2023, through December 31, 2025, in the amount of \$210,000 with an option to extend for three additional one-year terms; and
2. Authorize the City Manager, or designee, to execute the Professional Consultant Service Agreement with Arc Strategies, LLC, including making minor and non-substantive changes, and to execute any optional one-year extensions in the amount of \$70,000 annually.

BACKGROUND:

The City of Riverside utilizes advocacy services at both the state and federal level to advance the City's legislative agenda. Dedicated and effective representation with State administration, agencies and departments is critical to ensure the City's legislative and budget priorities are advanced.

DISCUSSION:

On August 5, 2022 Request for Proposal (RFP) No. 2225 was released for professional consultant services – state legislative advocacy services. The RFP was posted on the City's Electronic Bidding System, PlanetBids Vendor Portal, and distributed to state advocacy and public relations firms. There were 15 prospective bidders. Responses to the RFP were received from the following three firms: Arc Strategies, LLC, Corbin and Kaiser, LLC and Legislative Advocacy Group.

A technical evaluation committee consisting of evaluators from multiple City departments including the City Manager's Office, Public Works Department, Parks, Recreation and Community Services, and Riverside

Public Utilities, evaluated the proposals based on criteria in the RFP. After a thorough review, Arc Strategies, LLC received the highest score, has satisfactory references, and significant experience. The unsuccessful Proposers were notified, and no appeals were received. Approval of this item will authorize the City to enter into an agreement with Arc for the period of January 1, 2023, through December 31, 2025.

RFP No. 2225 State Legislative Services Results:

Vendor	Vendor Location	Rank
Arc Strategies	Sacramento, Ca	1
Corbin and Kaiser, LLC	Sacramento, Ca	2
Legislative Advocacy Group	Long Beach, Ca	3

Arc Strategies, LLC (Arc) provides full-service state advocacy representation on legislative, regulatory and budget-related issues before the State Legislature, the Governor's Administration and the number of state regulatory agencies, departments and commissions. Arc has successfully represented a variety of local governments, private companies, energy interests, civil rights groups and tribal Indian nations over the last 20 years in Sacramento.

Arc has extensive knowledge of the City's programs and policies, which enhances its ability to advance the City's legislative and budget priorities in Sacramento. In coordination with the City Manager's Office, Arc will assist the City in implementing an effective state advocacy strategy to influence state laws and policies and increase funding opportunities as they relate to City priorities, programs, and operations. The following are a few examples of City Intergovernmental Relations and Arc Strategies successes based on both coordinated and individual efforts for the City during the 2021-22 State Legislative Session.

Significant Budget and Legislation Actions

The Cheech: Arc was successful in acquiring \$10 million for the Cheech Marin Center for Chicano Art & Culture in downtown Riverside.

Harada House: Arc helped to secure \$7 million for the restoration of the Harada House on Lemon Street in downtown Riverside, paving the way for a multi-year construction project to bring the National Historic Landmark back to working order.

Cesar Chavez Community Center: The City was able to secure \$25 million for renovations to the Cesar Chavez Community Center in Riverside.

Outdoor Recreation: AB 1789 (Bennett), supported by the City and signed by the Governor, requires the California Director of Parks and Recreation to prepare and provide to the Legislature a full update of the California Recreational Trails System Plan and recommend priorities for funding to improve and expand nonmotorized natural surface trails, that promote either new or alternate access to outdoor recreational pursuits.

Climate Initiatives and Campus Expansion: AB 2046 (Medina), supported by the City and signed by the Governor, directs \$47 million for climate initiatives and \$83 million one-time General Fund each year for the next three fiscal years to support campus expansion projects at UC Riverside. These investments will work to increase enrollment, tackle climate change, and train healthcare workers.

Clean Energy Workforce Development: AB 2204 (Boerner Horvath), supported by the City and signed by the Governor, establishes the position of Deputy Secretary for Climate within the Labor and Workforce Development Agency for the purpose of assisting in the oversight of California's workforce transition to a sustainable and equitable carbon neutral economy.

The Purchasing Manager concurs that the recommendations to approve the agreement which complies with Purchasing Resolution 23914.

STRATEGIC PLAN ALIGNMENT:

This item contributes to **Strategic Priority No. 5 – High Performing Government** and **Goal No. 5.3 - Enhance communication and collaboration with community members to improve transparency, build public trust, and encourage shared decision-making.**

This item aligns with each of the five Cross-Cutting Threads as follows:

1. **Community Trust** – The state advocacy firm will help to ensure the City’s unique community priorities are understood and promoted at the state level.
2. **Equity** – The state advocacy firm will work to gain an equitable distribution of state resources to the City.
3. **Fiscal Responsibility** – A competitive procurement was used to secure the best cost for services.
4. **Innovation** – A word that is often used to describe Arc Strategies, LLC is “scrappy,” and the firm prides itself on touching almost every major policy debate under the Capitol dome.
5. **Sustainability & Resiliency** – The state advocacy firm will enhance the City’s preparedness for the future.

FISCAL IMPACT:

The total fiscal impact of this action for the initial term is \$210,000, or \$70,000 annually. Sufficient funding is budgeted and available in the General Fund, City Manager – Administration, Professional Services account 1100000-421000. Appropriations for future fiscal years will be included in the Department’s Budget submissions for those fiscal years to be presented to City Council for approval.

Prepared by:	Chekesha Gilliam, Intergovernmental Relations Officer
Certified as to availability of funds: Officer/Treasurer	Edward Enriquez, Interim Assistant City Manager/Chief Financial
Approved by:	Michael Moore, Interim City Manager
Approved as to form:	Phaedra A. Norton, City Attorney

Attachments: Agreement