



City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	November 1, 2017		Item Type: <small>(Enter X in box)</small>	Resolution <div style="text-align: center;">X</div>	Ordinance	Other	
Fiscal Impact: <small>(Enter X in box)</small>	Yes	No	Ordinance Reading: <small>(Enter X in box)</small>	1st Reading		2nd Reading	
	X		Public Hearing: <small>(Enter X in box)</small>	Yes	No <div style="text-align: center;">X</div>	Yes	No
Funding Source:	General and Utility Funds		Advertising Requirement: <small>(Enter X in box)</small>	Yes		No	
Account Balance:	\$100K has been budgeted for FY17/18, shared in General and Utility Funds		Quasi-Judicial: <small>(Enter X in box)</small>	Yes		No	
						X	
Project Number :	N/A		RFP/RFQ/Bid Number:	RFP #FY2011-2012-019			
Contract/P.O. Required: <small>(Enter X in box)</small>	Yes	No	Strategic Plan Priority Area: <small>(Enter X in box)</small> Safety <input type="checkbox"/> Quality <input checked="" type="checkbox"/> Vibrant Appeal <input type="checkbox"/>				
	X						
Sponsor Name:	Roger M. Carlton, City Manager		Department:	Office of the City Manager			

Short Title:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AUTHORIZING THE CITY MANAGER TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT FOR FEDERAL LOBBYIST SERVICES WITH ALCADÉ & FAY, IN SUBSTANTIALLY THE SAME FORM AS ATTACHED AS EXHIBIT A, FOR AN AMOUNT NOT TO EXCEED FIFTY THOUSAND (\$50,000) DOLLARS; AND PROVIDING AN EFFECTIVE DATE.

Staff Summary:

Background:

The City has maintained a professional services agreement with Alcalde & Fay for Federal Lobbyist services since December 2012. This agreement was awarded through a Request for Proposal (RFP) #2011-2012-019, Federal Lobbyist Services, on December 5, 2012. Pursuant to the RFP, the contract term began upon RFP award by the City Commission and full execution by both parties (December 5, 2012), with annual automatic renewals, contingent upon satisfactory performance of the services and available funding, through September 30, 2017. The annual fee throughout the contract term was \$50,000 (Exhibit 2).

Alcalde & Fay's legislative experience and legislative and federal administrative contacts and expertise have supported the City in its efforts to achieve key federal legislative and grant funding goals. Services provided by Alcalde & Fay during the last four years have included public works, community development, and public safety projects by helping to secure funding totaling approximately \$9.7 million in competitive and discretionary grant dollars:

- ✚ \$298,570 under the Assistance to Firefighters Grant (AFG) program for Self-Contained Breathing Apparatus equipment;
- ✚ \$9,300,000 - Engaged in a multi-year effort to reverse a denial by the Federal Emergency Management Administration (FEMA) of an extension of time to utilize grant dollars for the southwest flood mitigation project. Alcalde & Fay's advocacy on behalf of the City to FEMA Washington DC staff resulted in an extension of fifty-two months (4 years and four months), preserving \$9.3 million in mitigation dollars that were otherwise in jeopardy, with the City allowed sufficient time to design, permit, and construct the unfinished portion of its drainage project.
- ✚ \$12,858 under the Fire Prevention and Safety Grant (FP&S) program for an interactive robot and updated safety "mascot" for outreach to the City's families and children.
- ✚ \$70,000 in competitive grant funding under the Assistance to Firefighters Grant (AFG) program to acquire twenty-two P-25 compliant mobile

interoperable radios as part of an eight city regional request award.

In addition, Alcalde & Fay has assisted the City to secure support for a variety of policy positions of importance to the City, including:

- + Preservation of overall Community Development Block Grant (CDBG) funding;
- + Maintenance of Municipal Tax Free Bonding Capability;
- + Updated HUD and DOJ Guidance on application of Fair Housing Act to Sober Homes;
- + Advocacy against implementation of EPA "Waters of the U.S." rule;
- + Support for "Market Place Fairness" Act for state and local tax collection of "remote" sales; and,
- + Statute of limitations of three years on FEMA de-obligation of previously approved disaster reimbursement for debris removal and other clean up.

The City Administration has been very satisfied with the services provided by Alcalde & Fay during the last four years and is recommending to retain the firm under a one-year Professional Services Agreement for Federal Lobbyist Services.

Current Situation:

Alcalde & Fay is a Federal government and public affairs firm located in Arlington, Virginia. The firm was founded in 1973 by Hector Alcalde, after serving as chief of staff to former Florida Congressman Sam Gibbons for more than 11 years.

For over four decades, Alcalde & Fay has managed issues and represented a broad range of clients before the United States Congress and the Executive branch. The firm has built a strong reputation for effective public policy representation on behalf of numerous public bodies including cities, counties, school districts, airports and seaports. In addition, the firm advocates on behalf of a variety of corporations and associations including those in the transportation, maritime, environmental, agricultural, energy, and defense industries.

Recognized as a bipartisan firm, the partners and personnel of Alcalde & Fay are drawn from both political parties and have close working relations on both sides of the aisle. The firm counts 30 partners and professionals on its staff including a former Member of Congress, senior staff from Capitol Hill and the Executive Branch, and presidential appointees who reflect a rich diversity in both background and expertise. Other partners and associates have backgrounds in public relations,

journalism, marketing and law. Drawing on the expertise of their staff, Alcalde & Fay is able to provide effective advocacy on behalf of clients with Congress, the White House and Federal agencies.

The scope of services to be provided under the proposed agreement is based on measurable results and described below:

Scope of Services:

- 1) The firm will work with the City Manager and/or his designee to identify and represent legislative and funding priorities for the City. As directed by City Manager, and/or his designee, the firm will serve as a consistent and effective primary point of contact between the City and Federal officials and Legislators.
- 2) Services will have an emphasis on producing measurable results in achieving federal funding and/or legislative and executive action favorable or protective to the City. Accordingly, the firm will be providing timely and frequent information to the City on these and other priorities and other issues and decisions at the Federal level that may affect the City. The firm has a strong background on issues of importance to the City, and will be able to demonstrate unique relationships with members of Congress and others representing the City.
- 3) The firm will be available at all times, upon reasonable request, to meet with the City Commission, City staff, and others as specified, in order to perform the responsibilities assigned, to attend meetings, represent the interests of the City, and act as liaison between the City and all branches, departments, and agencies of the Federal government, at any legislative committee meeting or meetings with Cabinet members, or Federal agencies, as well as regional agencies. The firm will review and understand the agendas of the House and Senate leaders in order to assist the City to strategically seek monetary funds and policy change.
- 4) Although legal opinions are not required as a part of the firm's responsibilities, the City will expect Alcalde & Fay firm to understand applicable laws and proposals under consideration by the administrative agencies or the Legislators or their committees, and the firm will have the ability to interpret legal implications and advise the City accordingly.
- 5) The firm will monitor proposals and activities in meetings regarding federal administrative and agency hearings. This will include a review of the agendas and providing notification to the City as pertinent issues arise. The firm will report

the outcome of such meetings. Consultant will be prepared to lobby committee members prior to and during these meetings to accomplish the City's desired positions.

Services Required:

I. Consultation

1. Identify grant opportunities on an ongoing basis and provide designated City staff with agency meetings, letters of support or other recommendations to enhance the efforts in the competitive proposal process.
2. Review on a continuing basis all existing and proposed federal policies, programs and legislation, identifying those issues that may affect the City or its citizens, and regularly inform the City as to the above. Monthly reports are required.
3. Review the legislative and state agency policy statements adopted by the Florida League of Cities, the U.S. Conference of Mayors and other local government lobbying groups for the purpose of identifying issues which may either positively or negatively affect the City.
4. Monitor and track City issues of interest litigation, administrative hearings and proceedings, rule challenges, and representation of the City specifically in a regulatory context.
5. Upon request, coordinate, and attend, appointments and meetings between the Mayor, City Commissioners, designated representatives of the City, or other City staff and appropriate federal officials and/or members of Congress. Provide federal consultant assistance as needed.

II. Advocacy

1. Attend legislative sessions, committee hearings and meetings; attend agency hearings and meetings; provide high-level consultation for, and assist with the identification of federal grant opportunities; and provide appropriate status reports on all issues and activities.

2. Participate in federal organization lobbying efforts and campaigns when priority concerns of the City are at stake.
3. Maximize relationships with the Florida Congressional Delegation, federal agency departments, other key members of Congress and Executive Branch Officials.
4. Facilitate briefings and lobbying/advocacy strategies for the City's concerns with the Florida Congressional Delegation (vote counts, delegation letters in support of the City's grants and projects, and orchestrated congressional calls to executive agencies in support of grants).
5. Develop and evaluate strategy for the support, defeat, or amendment of pending federal legislation or agency policy initiatives.
6. Appear and testify before legislative committees and federal agencies, as required, in order to promote and seek passage of legislation or agency policies affecting in accordance with the City's state program(s).
7. Coordinate with Ballard Partners to develop and implement a strategy for a public private partnership involving the US Post Office site.

Communications and Reporting

Alcalde & Fay will provide monthly legislative updates to the City Manager, Mayor and Commission of their efforts and developments in Washington. These reports are the primary vehicle for communicating statutory and agency action, and ensuring that the City is continuously receiving thorough and timely updates regarding:

- ✚ Bills and legislation affecting City interests;
- ✚ Relevant testimony, hearings and briefings;
- ✚ Federal regulations, guidelines, directives, and other administrative policy;
- ✚ Grants and other funding opportunities;
- ✚ Status of the City's legislative agenda, and
- ✚ Progress made in the US Post Office Project.

The firm will also provide frequent bill and regulatory notifications, grant alerts, and advisement of other congressional and agency action. Furthermore, the firm will schedule calls and arrange teleconferences to facilitate broader discussions of City issues. The firm will be available to attend Hallandale Beach Commission meetings at the City's request to report on our legislative activities.

Logistical Support:

The firm will provide the City, the Mayor, City Manager, elected officials and designated staff with logistical support in Washington. Such support will include: 1) coordinating and scheduling strategic appointments or negotiation sessions; and 2) providing in-town transportation to and from sessions, agency, legislative and lobbying meetings.

Fiscal Impact:

Costs for the proposed services are \$50,000 during FY17/18, to be paid from the General and Utility funds, Account No. 531010, Consultants/Professional Services.

Why Action is Necessary:

Pursuant to Chapter 23, Section 23-6, Award of Contract, the City Manager, shall have the authority to recommend to the City Commission award of contracts.

Proposed Action:

Staff recommends that the City Commission approve the attached Resolution authorizing the City Manager to execute an agreement in substantially the same form as attached as exhibit "A" with Alcalde & Fay.

Attachment(s):

Exhibit 1 – Resolution
Exhibit "A" – Proposed Agreement
Exhibit 2 – Alcalde & Fay Proposal