

## City of Garden Grove

### INTER-DEPARTMENT MEMORANDUM

To: Matthew Fertal  
From: Maria Stipe  
Dept.: City Manager  
Dept.: City Manager  
Subject: APPROVAL OF AGREEMENT WITH FEDERAL ADVOCATES FOR LOBBYING SERVICES  
Date: February 26, 2008

#### OBJECTIVE

To request City Council approval of an agreement with Federal Advocates for federal lobbying services related to transportation funding for Harbor Boulevard/International West.

#### BACKGROUND

During the City Council/staff trip to Washington DC in March 2007, the City delegation was accompanied by Mr. Sante Esposito of the federal lobbying firm, Federal Advocates, in meetings with the City's representatives. Federal Advocates is under contract with Townsend Public Affairs to provide federal lobbying assistance and services; their primary area of expertise is transportation funding. In this time, Federal Advocates, provided information about the next highway bill, Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), and the opportunity for securing significant federal dollars for transportation improvements on Harbor Boulevard related to International West. The existing highway bill, which will be reauthorized by Congress in 2009, provided \$290 billion for surface transportation throughout the nation. It is expected that the reauthorized bill will provide similar funding.

In June 2007, the City entered into a short-term agreement (five months) with Federal Advocates to position itself for funding when the highway bill is reauthorized in 2009. Specific services included identifying various funding options provided by SAFETEA-LU relevant to improvements to Harbor Boulevard, conducting a project site visit, assisting staff in drafting a project white paper that would serve as a briefing tool for Members of Congress and key staff, and facilitating meetings between City staff and staff of the Congress to present a briefing on the proposed project.

#### DISCUSSION

As a result of prior services provided by Federal Advocates, the City developed a \$78 million project proposal for transportation improvements to Harbor Boulevard that could be eligible for funding through the next highway bill. The Transportation Committee is now actively preparing for the bill and is beginning to consider project funding requests. At this time, project proponents are presenting white papers and conducting visits with legislators and Committee staff. If Garden Grove is going to be

successful in achieving funding for transportation improvements on Harbor Boulevard, it is necessary to build on previous efforts.

The attached agreement outlines critical lobbying and legislative advocacy services to be provided over the next year in regards to working for funding for Harbor Boulevard in the reauthorization of SAFETEA-LU. Key deliverables include:

- Economic Analysis – Develop an action plan for producing an economic analysis of the proposed project, focusing on its national and regional significance.
- City Elected Officials DC Meetings – Schedule DC visits for City elected officials with Members and key staff of the Congress including, but not limited to, Congressman Oberstar, Chairman, House Committee on Transportation and Infrastructure; Congresswoman Loretta Sanchez; Congressman Ed Royce; Senator Feinstein and Senator Boxer.
- Grass Roots Campaign – Develop an action plan for demonstrating grassroots support for the project (e.g., letters, editorials, resolutions, etc.)
- Hearings – Monitor and participate in SAFETEA-LU Reauthorization hearings.
- Site Visits – Coordinate site visits by District staff and key members of Congress.

#### FISCAL IMPACT

The contract cost is \$5,000 per month, \$60,000 for one year. Funds are available in the Public Works and Redevelopment budgets.

#### COMMUNITY VISION IMPLEMENTATION

This project supports the Community Vision goals of identifying solutions to address the City's long-term infrastructure needs and maintaining and improving the transportation system to ensure the safe efficient flow of traffic.

#### RECOMMENDATION

It is recommended that the City Council:

- Approve the attached Agreement with Federal Advocates for federal lobbying services for the Harbor Boulevard/International West Project in the reauthorization of SAFETEA-LU.
- Authorize the City Manager and City Clerk to execute the agreement.

MARIA STIPE  
Assistant to the City Manager

Attachment: Agreement between City of Garden Grove and Federal Advocates