



# City of Rialto

## Legislation Details (With Text)

**File #:** 22-870      **Version:** 1      **Name:**  
**Type:** Agenda Item      **Status:** Agenda Ready  
**File created:** 9/20/2022      **In control:** City Council  
**On agenda:** 9/27/2022      **Final action:**  
**Title:** Request that the Mayor Appoint and City Council to Ratify an Ad-Hoc Subcommittee to Review and Evaluate Proposals for a State Lobbyist Firm (ACTION)

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:**

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

For City Council Meeting September 27, 2022

TO: Honorable Mayor and City Council

APPROVAL: Marcus Fuller, City Manager

FROM: Tanya Williams, Assistant to the City Manager

Request that the Mayor Appoint and City Council to Ratify an Ad-Hoc Subcommittee to Review and Evaluate Proposals for a State Lobbyist Firm  
**(ACTION)**

### **BACKGROUND**

Currently the City is served by David Turch & Associates as its federal lobbyist. The City does not yet, however, have a state lobbyist.

On July 1, 2022, the City released Request for Proposal #22-078 (the "RFP") seeking proposals from experienced California State legislative firms qualified to provide legislative consulting services including, but not limited to, representation, information, professional advice, and support services. The purpose is to obtain a state lobbyist for the City Council with whom we can have focused legislative attention at the state-level.

The requested scope of services would support the City Council and key staff in State government relations, which would supplement the existing services provided by the City's federal lobbyist. The intended role of the State lobbyist is to support the City of Rialto in establishing a legislative platform, identifying and monitoring key legislative issues, pursue public funding and engage key stakeholders at all levels to support and protect City objectives.

### **ANALYSIS/DISCUSSION**

On August 5, 2022, the City received seven proposals in response to the RFP (in alphabetical order):

- Arc Strategies, LLC; Amy Brown; Sacramento, CA
- Joe A. Gonsalves & Son; Anthony/Jason/Paul Gonsalves; Sacramento, CA
- Lucien Partners; Darryl Lucien; Sacramento, CA
- Nielsen Merksamer Parrinello Gross & Leoni; Michelle Rubalcava; Sacramento, CA
- Rojas Communications Group; Jaime Rojas; Rancho Cucamonga, CA
- RPPG - Renne Public Policy Group; Sharon Gonsalves; Sacramento, CA
- Townsend Public Affairs; Christopher Townsend; Newport Beach, CA

It is necessary to identify an Evaluation Panel to review the proposals received, conduct interviews, and make a final selection for recommendation to the City Council.

Staff requests that the Mayor consider appointing, and the City Council to ratify, an ad-hoc committee to participate as an Evaluation Panel to make the selection and recommendation of a state lobbyist to the City Council for final action at a later date.

### **ENVIRONMENTAL IMPACT**

The establishment of the Ad Hoc State Lobbyist Committee is an administrative action of the legislative body and is not defined as a project. The proposed action is therefore exempt from California Environmental Quality Act (CEQA). CEQA does not apply to projects for which “it can be seen with certainty that there is no possibility that the activity in question may have a significant impact upon the environment” (Section 15061(b)(3) of the CEQA Guidelines).

### **GENERAL PLAN CONSISTENCY**

Representation of the City of Rialto at the state level will help ensure that the goals and priorities of our community are met with funding and support. Specifically, this action is consistent with Guiding Principle 3A in the General Plan:

“Our City government will lead by example, and will operate in an open, transparent, and responsible manner that meets the needs of the citizens and is a good place to do business.”

### **LEGAL REVIEW**

The City Attorney has reviewed and recommends approval of this staff report

### **FINANCIAL IMPACT**

#### **Operating Budget Impact**

None at this time. Following selection and approval of a state lobbyist, award of a contract with the selected firm will be scheduled for City Council action.

#### **Capital Improvement Budget Impact**

There is no impact on the Capital Improvement Budget.

#### **Licensing**

Not applicable at this time.

### **RECOMMENDATION**

Request that the Mayor Appoint and City Council to Ratify an Ad-Hoc Subcommittee to Review and

## Evaluate Proposals for a State Lobbyist Firm