

**Metro**Los Angeles County
Metropolitan Transportation AuthorityOne Gateway Plaza
Los Angeles, CA 90012-2952213.92.....
metro.net**EXECUTIVE MANAGEMENT COMMITTEE
JANUARY 17, 2013****SUBJECT: FEDERAL LEGISLATIVE ADVOCACY****ACTION: CONTRACT ACTION AND INITIATION OF REQUEST FOR PROPOSAL
FOR FEDERAL LEGISLATIVE ADVOCACY SERVICES****RECOMMENDATION**

- A. Approve a contract modification to Contract No. PO PS71302754, Holland & Knight, LLP, for Federal Advocacy services for a six month schedule extension through August 30, 2013, increasing the total contract value by \$74,000 from \$222,000 to \$296,000.
- B. Receive and file plan to initiate new solicitation for Federal Legislative Advocacy services.

ISSUE

As a public agency, we are required to utilize a variety of means to ensure that Los Angeles County's transportation interests are advanced and championed in Washington, D.C. Political advocates enhance our ability to communicate Board-approved legislative goals and program objectives and help to secure the county's fair share of federal transportation funding.

DISCUSSION

Contract lobbyists provide depth to the agency's coverage of legislative issues to key congressional leaders and the Executive Branch. They play an important role in providing technical expertise as well as political guidance in navigating through the complexities of the legislative process and positioning the agency for successful policy and budgetary outcomes. Moreover, given the high level of fiscal uncertainty in Washington, D.C. fueled in large part by the economic downturn as well as ongoing turmoil in the financial markets, combined with anticipated significant movement on the transportation policy front over the next two years, the role of contract lobbyists is more important than ever.

All existing Federal Legislative Advocacy Contracts will expire on August 30, 2013, except Holland & Knight, LLP which expires on February 22, 2013. To facilitate having all Federal Legislative Advocacy Contract termination dates aligned with the new

solicitation, an authorization for additional funds as well as a schedule extension of six months is necessary for Holland & Knight, LLP.

In order to be successful, we, along with our political advocates must present a clear and coherent message to elected and appointed officials in Washington, D.C. This is especially true as Congress and the Executive Branch prepares to chart a new course on surface transportation policy when it authorizes legislation to replace the Moving Ahead For Progress In The 21st Century (MAP-21) surface transportation legislation which will expire on September 30, 2014. The authorization effort is likely to break new ground on both policy and finance, and as such, it is essential that our advocates are prepared to embark on aggressive lobbying efforts during the 113th Congress to champion our needs before key players on Capitol Hill and the U.S. Department of Transportation and to ensure that our interests are appropriately addressed.

Consistent with our board adopted legislative program, a cornerstone of our federal advocacy agenda will be leveraging Measure R funds. It is essential to bring additional federal resources to bolster local dollars entrusted to us by Los Angeles County taxpayers for the worthwhile highway and transit projects outlined in Measure R's expenditure plan. In addition and equally important, our federal advocates will be tasked with continuing our agency's advocacy, consistent with our Board-approved policy, to seek federal funds for both our New Starts and non-New Starts transit projects and to support Board-approved public-private partnerships projects.

In addition to seeking to leverage Measure R funds, our federal advocates will be tasked with continuing our agency's relationships with senior officials at the White House, Federal Transit Administration (FTA), Federal Highway Administration (FHWA), Federal Railroad Administration (FRA), Federal Aviation Administration (FAA), among other federal agencies with jurisdiction over transportation matters.

With respect to the legislative branch, our federal advocates will be charged with continuing our partnership with the Chair (Senator Boxer) and Ranking member (Senator Vitter) of the U.S. Senate Committee on Environment and Public Works, Banking, Housing and Urban Affairs, Commerce, Science and Transportation, Finance and Appropriations Committees. In the U.S. House of Representatives, our federal advocates will be directed to maintain strong ties with the Chair (Congressman Shuster) and Ranking member (Congressman Rahall) of the House Transportation and Infrastructure Committee, Ways and Means Committee and Appropriations Committee. In addition to working with key transportation committee Chairs and Ranking members, our federal advocates will be charged with building strong relationships with members of the Los Angeles County Congressional Delegation and the broader delegation representing the State of California.

Our federal advocates will be tasked with building strong relationships with Republican leaders in the U.S. House of Representatives, including, but not limited to House Speaker John Boehner (R-OH), House Majority Leader Eric Cantor (R-VA) and Majority Whip Kevin McCarthy (R-CA) and likewise with Democratic leaders in the House of

Representatives. The federal advocates shall also build strong relationships with Democratic leaders in the U.S. Senate, including, but not limited to Senate Majority Leader Harry Reid (D-NV) and Majority Whip Richard Durbin (D-IL) and likewise with Republican leaders in the Senate.

Building on our existing relationships with the American Public Transportation Association, the American State and Highway Transportation Officials, the U.S. Chamber of Commerce, the AFL-CIO, among other key transportation stakeholders in Washington, DC will also be among the tasks assigned to our federal advocacy team. Our federal advocates will be directed to work in a bi-partisan manner to ensure the success of our Board-approved Federal Legislative Program.

In addition, climate change legislation may play a prominent role in the coming years. There is a strong desire on the part of the Obama Administration as well as Democratic leadership in Congress to advance a plan that will position the United States as a global leader in the effort to significantly reduce greenhouse gas emissions. Towards this end, transit may stand to benefit from any new revenue streams created by any future cap and trade system. The creation of such a system is far from certain, especially given the strong and sustained opposition such an idea engenders from Republican legislators in both the House and Senate. Finally, many other critical priorities on MTA's legislative agenda will require a relentless, well-coordinated approach that relies on substantive knowledge, creativity and access to influential policymakers.

Initiating a new procurement process for federal advocates involves the issuance of an RFP that has been crafted in such a way that our agency would benefit by having a federal advocacy team with strong ties to the current Administration, particularly in the White House, the U.S. Department of Transportation, the Office of Management and Budget and other federal departments. Currently, our agency is represented in Washington, DC by four firms, Holland & Knight, Kadesh & Associates, The C2 Group and Cliff Madison Government Relations.

These firms have clearly outlined responsibilities to ensure that our Board-approved Legislative Program is effectively advanced in Washington, DC. It is anticipated that these firms will continue to represent our agency pending the outcome of a formal open procurement process.

A revised Statement of Work for the RFP is attached. It is anticipated that the Chief Executive Officer, Deputy Chief Executive Officer and Government Relations Director for Federal Affairs, among others, would serve on the Source Selection Committee that reviews those firm(s) responding to our RFP and that would subsequently provide a recommendation to the full Board of Directors. It is anticipated that the issuance of a new RFP and selection of a new federal advocacy team by the Board of Directors would take approximately three to four months.

DETERMINATION OF SAFETY IMPACT

Approval of this item will not have an impact on safety.

FINANCIAL IMPACT

Approval of a contract modification to Contract No. PO PS71302754, Holland & Knight, LLP, for Federal Advocacy services for a six month schedule extension would increase the total contract value by \$74,000 from \$222,000 to \$296,000.

ALTERNATIVES CONSIDERED

Metro could consider not authorizing the extension and additional funds for Holland & Knight, LLP. Staff does not recommend this alternative. Given the quality of their work, staff recommends that authorization be granted so that Holland & Knight can continue representing our agency in Washington, DC pending the outcome of a formal open procurement process.

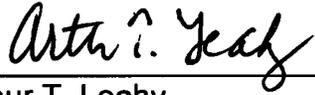
ATTACHMENTS

A. Proposed Statement Of Work for Federal Legislative Advocacy Services RFP

Prepared by: Raffi Hamparian
Director, Government Relations, Federal Affairs – (213) 922-3769



Paul C. Taylor
Deputy Chief Executive Officer



Arthur T. Leahy
Chief Executive Officer

**PROPOSED STATEMENT OF WORK FOR FEDERAL
LEGISLATIVE ADVOCACY SERVICES**

1.0 SCOPE

This statement of work defines the effort for a Los Angeles County Metropolitan Transportation Authority (“Metro”) Federal Advocacy Firm or Firms (“the Firm”).

Background

In Los Angeles County, transportation decisions are an integral part of the political process. Because of the dynamic policy-making process and the involvement of multiple levels of government, Metro’s ability to plan, program, and deliver transportation services is greatly impacted by federal, state and local legislation. The Federal Advocacy Firm will assist in the development of legislative policies and carry out an aggressive advocacy program to advance Metro’s interests in Washington, D.C.

2.0 APPLICABLE DOCUMENTS

None

3.0 DESCRIPTION OF SERVICES

3.1 The advocacy Firm is responsible for deliverables identified below.

3.2 The Firm shall meet with the CEO and Board of Directors in Los Angeles County at least twice a year. The purpose of the meeting is for the Firm to work in conjunction with the Board of Directors and staff to develop a legislative strategy to implement Metro’s legislative program and federal funding objectives.

3.3 The Firm shall provide full support to members of the Board of Directors during their visits to Washington, DC to advance our Board-approved Legislative Program.

3.4 The Firm shall aggressively and immediately pursue the goals and objectives of the Board-approved Federal Legislative Program, including the America Fast Forward initiative, and those outlined in subsequent annual legislative programs with the White House, other Executive Branch agencies and the U.S. Congress.

3.5 The Firm shall have and maintain outstanding relationships with senior members of the Executive Branch, including, but not limited to the White House, U.S. Department of Transportation and the Office of Management and Budget.

3.6 The Firm shall undertake all efforts to develop strong bi-partisan support for Metro among members of the House and Senate, especially those serving on transportation-related committees.

3.7 The Firm shall build strong relationships with Republican leaders in the U.S. House of Representatives, including, but not limited to House Speaker John Boehner (R-OH), House Majority Leader Eric Cantor (R-VA) and Majority Whip Kevin McCarthy (R-CA) and likewise with Democratic leaders in the House of Representatives.

3.8 The Firm shall build strong relationships with Democratic leaders in the U.S. Senate, including, but not limited to Senate Majority Leader Harry Reid (D-NV) and Majority Whip Richard Durbin (D-IL) and likewise with Republican leaders in the Senate.

3.9 The Firm shall aggressively pursue efforts to secure appropriate funds for bus, highway, transit, bicycle, pedestrian and other capital projects.

3.10 The Firm shall work to ensure that Los Angeles County secures its fair share of High Speed Rail funding from the Federal Railroad Administration.

4.0 DETAILED TASKS

4.1 The Firm shall be responsible for advancing our Board-approved legislative program at the direction of our agency's Federal Affairs Representative in Washington, DC and the Director of Federal Relations in Los Angeles County.

4.2 The Firm shall be responsible for advancing Metro's Board-approved federal agenda directly with White House officials, including, but not limited to senior officials associated with the U.S. Department of Transportation and Office of Management and Budget.

4.3 The Firm shall work cooperatively with Metro's leadership to develop and carry out a comprehensive, bold strategy to achieve the goals and objectives of the Board-approved Federal Legislative Program and to position the agency for legislative success.

4.4 The Firm shall build and sustain a strong coalition in support of Metro, including, but not limited, building a broad and diverse base of support for our America Fast Forward initiative.

4.5 The Firm shall assist Metro on issues related to technical legislative matters of great importance to our agency.

4.6 These technical matters are related to, but not limited to, federal formulas included in the current surface transportation legislation: Moving Ahead For Progress In The 21st Century (MAP-21).

4.7 The Firm shall work with our agency to craft legislative language related to the federal surface transportation bill that will replace MAP-21.

4.8 The federal formulas of great concern to Metro include, but are not limited to, the New Starts program, rail modernization program, the Congestion Mitigation Air Quality Program and the surface transportation program.

4.9 The Firm shall be creative, aggressive and resourceful in advancing Metro's policy interests in Washington, D.C. Given the existence of Measure R, it is Metro's expectation that the Firm will be relentless and opportunistic in pursuing greater federal resources to match local funds by securing the adoption into law all the provisions of the America Fast Forward initiative.

4.10 The Firm shall represent and advocate Metro's positions and policies before Congress, U.S. Department of Transportation (USDOT), Federal Transit Administration (FTA), Federal Highway Administration (FHWA), Department of Homeland Security (DHS) and other federal agencies as necessary.

4.11 The Firm shall establish and build strong working relationships with key officials of the Obama Administration and its appointees at USDOT, FTA, DHS and other agencies as necessary.

4.12 The Firm shall assist in drafting legislative language, reports and other written materials designed to advance Metro's legislative program.

4.13 The Firm shall monitor all relevant federal transportation issues, namely the status of appropriations and reauthorization bills and Congressional hearings, and provide timely legislative analysis on how these legislative measures and hearings may affect Metro's interests.

4.14 The Firm shall assist in the preparation of testimony for delivery to House and Senate authorizing and appropriations committees and represent Metro before such committees. The Firm shall undertake additional assignments that are mutually agreed upon by both parties.

4.15 The Firm shall work to advocate for grant requests submitted by our agency to the U.S. Department of Transportation and other federal entities.

5.0 PROJECT MANAGEMENT

5.1 Weekly Meetings and/or Conference Calls – The Firm shall have close communication with our staff and Board of Directors as needed and shall participate in weekly meetings and/or conference calls with Metro's Government Relations Department.

5.2 Bi-Annual Status Reports – The Firm shall provide a written status report every six months summarizing activities undertaken to advance Metro’s legislative program. This report will be submitted to the Director of Federal Affairs, using a standard Metro Government Relations template for submission.

5.3 Travel – Any travel on behalf of Metro in advancement of the Federal Legislative program shall be subject to prior approval by Metro Government Relations Director. Any travel cost or other cost incurred without Metro pre-approval will be disallowed and will not be recognized for payment by Metro. All travel arrangements will be coordinated by Metro Travel Services in advance of planned travel.