



Agenda Report

February 10, 2025

TO: Honorable Mayor and City Council

THROUGH: Legislative Policy Committee (February 4, 2025)

FROM: City Manager's Office

SUBJECT: **CONTRACT AWARD TO CAPITALEDGE ADVOCACY INC. FOR FEDERAL LEGISLATIVE ADVOCACY SERVICES FOR \$135,000 PER YEAR FOR FIVE YEARS**

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the action proposed herein is not a "project" subject to the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 21065 and within the meaning of Section 15378(b);
2. Approve a five-year contract renewal with CapitalEdge Advocacy Inc. for federal legislative advocacy services effective for \$135,000 per year for five years for a not to exceed amount of \$675,000. Competitive bidding is not required pursuant to City Charter Section 1002(F) contracts for professional or unique services; and
3. Exempt the proposed contract from the competitive selection process of the Competitive Bidding and Purchasing Ordinance, pursuant to PMC Section 4.08.049 (A)(4) legislative and lobbying services, and Section 4.08.049 (B), contracts for which the City's best interest are served.

BACKGROUND:

The City has contracted with CapitalEdge Advocacy Inc. to provide federal legislative advocacy services since 1981. CapitalEdge Advocacy Inc. was initially selected through a competitive selection process. The firm has provided the City a wide range of services through their extensive knowledge of the City of Pasadena and the federal government and key players.

These services included:

- Promoting the City's adopted Federal Legislative Platform
- Monitoring issues of importance to the City of Pasadena
- Alerting staff to legislative proposals that may impact the City
- Providing research and support in evaluating issues and proposed legislation
- Tracking of legislation in which the City has taken an interest or position
- Lobbying for positions taken by the City of Pasadena
- Identify grant opportunities available through federal agencies

CapitalEdge Advocacy Inc. has a close relationship with the City and is very knowledgeable about the issues and strategies that are important to us. Annually the president of the firm attends an intensive two-day workshop with the City's Department Directors to draft the upcoming legislative platform. This first-person contact is invaluable because of the discussion that occurs as well as the insight into Washington, D.C. legislation.

The more recent accomplishments include:

- Helping to secure just under \$8M in congressionally directed "Community Project Funding" for a variety of City priorities, including installing wi-fi in City parks, upgrades to the Sunset Wells Reservoir, a joint job training program with PUSD and PCC, and an additional homeless outreach team;
- Supporting successful City applications to federal infrastructure law programs, such as just under \$3M in USDOT planning funding for 710 Freeway Stub and Citywide road safety activities;
- Working to ensure that American Rescue Plan Act pandemic relief funding was allocated directly to local governments (as opposed to proposals sending it all to states), resulting in a \$52M allocation for the City;
- Supporting Senator Alex Padilla's legislative efforts to make the pandemic-era Low Income Household Water Assistance Program permanent; and
- Protecting the Department of Homeland Security Bio Watch program, which engages in activities to prevent bioterrorism attacks in and around the Rose Bowl and Parade on January 1 each year.

CapitalEdge Advocacy Inc.'s current contract term expires June 30, 2025. Over the past five years the City has expended \$561,190 with this firm. Staff believes the modest increase in pricing to be fair, particularly given its current compensation has not changed since 2010—when the firm actually *reduced* its compensation by 5 %—in recognition of budgetary challenges brought by the Great Recession. To partially offset the proposed increase, the \$5,000 per year for reimbursable expenses in our current agreement with CapitalEdge Advocacy Inc. has been eliminated.

COUNCIL POLICY CONSIDERATION:

This action supports the City Council's strategic planning goal to maintain fiscal responsibility and stability.

ENVIRONMENTAL ANALYSIS:

CEQA excludes, from environmental review, actions that are not “projects” as defined by CEQA Guidelines Section 21065 and within the meaning of Section 15378(b). Sections 21065 and 15378(b) define a project as an action which may cause either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment. Section 15378 excludes from the definition of “project” administrative activities, such as the purchase of supplies and services, that will not result in direct or indirect physical changes in the environment. The actions proposed herein, approving a contract renewal with for federal legislative advocacy services, is an administrative activity, and therefore is not a “project” as defined by CEQA. Since the action is not a project subject to CEQA, no environmental document is required.

FISCAL IMPACT:

Annual cost of the contract will be \$135,000, with a total cost of \$675,000 for five years. Funding for this contract will be included in the City Council Operating Budget.

Respectfully submitted,



BRENDA E. HARVEY-WILLIAMS
Assistant City Manager

Approved by:



MIGUEL MÁRQUEZ
City Manager