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Los Angeles County
Metropolitan Transportation Authority

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REVISED
EXECUTIVE MANAGEMENT AND AUDIT COMMITTEE
JANUARY 15, 2009

**SUBJECT: ISSUE A REQUEST FOR PROPOSAL FOR FEDERAL LEGISLATIVE
ADVOCACY**

ACTION: APPROVE SCOPE OF WORK FOR FEDERAL ADVOCACY SUPPORT

RECOMMENDATION

Authorize the Chief Executive Officer to issue a Request for Proposal (RFP) for federal legislative advocacy services using the attached Scope of Work.

RATIONALE

The Board decided on November 20, 2008 to not renew the contract for the firm that had led the federal advocacy team since May 1, 2004. We plan to issue an RFP this month, with the attached Scope of Work, to secure ~~a firm~~ **firm(s) and or individuals** to lead our federal advocacy efforts.

The Scope of Work (Attachment A) defines the effort expected from our federal advocacy ~~firm~~ **team**. The goal of the Scope of Work is to clearly define that we expect to secure a ~~firm~~ **team** that will aggressively advance our programmatic and project based legislative priorities. The ~~firm~~ **team** will be expected to build and sustain, ~~in concert with our existing federal advocates,~~ a strong coalition in support of our Legislative Program.

As a public agency, we utilize a wide variety of methods to ensure that Los Angeles County's transportation interests are supported and vigorously advanced in Washington, D.C. Federal advocates assist staff in communicating our legislative goals, as defined by the Legislative Program adopted annually by the Board.

Contract lobbyists are instrumental in promoting the agency's legislative issues before key Congressional leaders and the Executive Branch and as such are essential to successfully advancing our legislative agenda. This will be especially crucial as we seek to increase the amount of funds (\$3.8 billion) we received in the last surface transportation authorization bill, which is slated to expire on September 30, 2009. In addition, having a successful federal advocacy team will improve our prospect of securing a Full Funding Grant Agreement(s) in

the near future and competing for bus and bus capital, ITS, and other federal transportation funds in Federal Fiscal Year 2010 and beyond.

The passage of Measure R significantly increases our need for a strong and effective federal advocacy team. Among the most vital goals of the Scope of Work is to have our federal advocates leverage Measure R funding to secure more federal transportation funding.

FINANCIAL IMPACT

The funding for federal lobbying services is included in the FY09 budget in cost center 7130, Government Relations under project number 100002. Since the awarding of a new federal advocacy contract will likely result in a multi-year contract, the cost center manager and ~~Executive Officer~~ Chief Communications Officer will be accountable for budgeting the cost in future years, including any option exercised. In FY08 \$645,000 was expended on federal lobbying services.

ALTERNATIVES CONSIDERED

The Board could decide to forgo hiring a ~~firm or individual~~ team to provide federal advocacy services in Washington, D.C. However, this option is not recommended as it would place us at a competitive disadvantage relative to other transportation entities seeking an increase in federal funds from SAFETEA-LU authorization, annual appropriations bills and other opportunities.

NEXT STEPS

The anticipated timeline for concluding a new agreement with respect to a federal advocacy team is that the RFP will be issued later this month, a pre-proposal conference will be held in Washington, D.C. during the month of February, interviews would then be held in March and evaluated in April. The Board would consider and potentially approve a new federal advocacy contract the following month.

In the short term, we will actively pursue federal advocates that can assist us on the Economic Stimulus Action Plan that Metro is advancing to ensure that we secure robust funding in the stimulus plan being discussed by Congressional leaders and the President-elect.

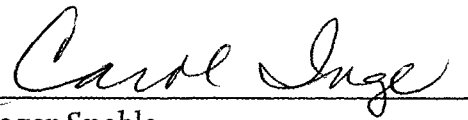
ATTACHMENTS

Attachment A Scope of Work

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for Roger Snoble
Chief Executive Officer

STATEMENT OF WORK

1.0 SCOPE

This statement of work defines the effort for the Los Angeles County Metropolitan Transportation Authority Federal Advocacy Firm (~~“Firm and/or Contractor”~~) Team.

1.1 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 Team 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

The advocacy firm Team is responsible for deliverables identified below.

- 3.1 The Firm Team shall meet with the CEO and Board of Directors in Los Angeles at least once a year. The purpose of the meeting is for the Team 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.
- 3.2 The Firm Team shall aggressively and immediately pursue the goals and objectives of the calendar year 2009 federal legislative program and those outlined in subsequent annual legislative programs. The principal elements of the 2009 legislative program are as follows:

1) Strongly support our ongoing Economic Stimulus Action Plan which is designed to maximize the amount of federal stimulus dollars received to improve mobility for Los Angeles County’s 10 million residents.

4) 2) Secure funding for rail safety/positive train control as authorized by the Rail Safety Improvement Act of 2008.

2) 3) Obtain appropriations for Metro’s New Starts and Small Starts projects as well as maximum funding levels for TSA’s transit security grant program.

3) 4) Promote Metro's programmatic and project priorities in the upcoming reauthorization of SAFETEA-LU including but not limited to a major restructuring of the New Starts program, project delivery streamlining, environmental streamlining, leveraging Measure R funds to obtain greater levels of federal investment for Los Angeles County and pushing for the establishment of a robust federal goods movement program.

4) 5) Advocate for climate change legislation that includes a significant set aside for transit from the proceeds of a cap and trade system.

5) 6) Seek all legislative options to protect Metro from financial harm stemming from the credit downgrade of AIG and other third party undertakers which triggered a technical default of sale in-lease out (SILO) transactions entered into by Metro.

6) 7) Pursue a multiyear extension of the alternative fuels excise tax credit, which expires on December 31, 2009.

3.3 The ~~Firm~~ Team shall undertake all efforts to develop strong bipartisan support for Metro among members of the House, Senate and key officials of the incoming Administration.

3.4 The ~~Firm~~ Team shall aggressively pursue efforts to secure appropriate funds commensurate with Schedule 6 of the Full Funding Grant Agreement for Metro Gold Line Eastside Extension, as well as Metro's Small Starts projects, bus projects, highway projects and other capital projects.

4.0 DETAILED TASKS

4.1 The ~~Firm~~ Team shall build and sustain a strong coalition in support of Metro.

4.2 The ~~Firm~~ Team shall work cooperatively with Metro's existing federal advocacy consultants to develop and carry out a comprehensive, bold strategy to achieve the goals and objectives of Metro's 2009 federal program and to position the agency for legislative success.

4.3 The ~~Firm~~ Team shall be creative, aggressive and resourceful in advancing Metro's policy interests in Washington, D.C. Given the recent passage of Measure R, it is Metro's expectation that the ~~Firm~~ Team will be relentless and opportunistic in pursuing greater federal resources to match local funds.

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

4.5 The ~~Firm~~ Team 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.

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

4.7 The ~~Firm~~ Team 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.

4.8 The ~~Firm~~ Team shall assist in the preparation of testimony for delivery to House and Senate authorizing and appropriations committees and represent Metro before such committees.

4.9 The ~~Firm~~ Team shall undertake additional assignments that are mutually agreed upon by both parties.

5.0 PROJECT MANAGEMENT

5.1 Weekly Meetings and/or Conference Calls – The ~~Firm~~ Team shall have close communication with Metro 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 Monthly Status Reports – The ~~Firm~~ Team shall provide a written monthly status report summarizing activities undertaken to advance Metro's legislative program.