

## **Lobbyist Scope of Work**

### **Profile:**

The Exposition Metro Line Construction Authority (Authority) was created by the California State Legislature in 2003, to plan, design and build the Exposition Light Rail Transit Project from downtown to Santa Monica. The Authority is an independent agency but is funded through Metro and works closely with Metro and its staff. The Authority has its own staff, CEO and Board of Directors, independent of Metro, who represent Los Angeles County, as well as the cities along the alignment.

Phase 1 of the Exposition Light Rail Line from downtown to Culver City is currently under construction and is primarily funded with state and local funds. Phase 2 of the project from Culver City to Santa Monica is currently in the environmental planning stage, and the Authority anticipates that Phase 2 will be federally funded. Based upon the current schedule, environmental work and preliminary engineering will be completed by 2009 with construction set to begin in 2010.

### **Services Required:**

The Authority in Los Angeles is seeking letters of interest from qualified consultants to represent the Authority at the federal level. The consultant will be part of Los Angeles County Metro's federal lobbying team, but will work directly with the Authority. The Authority is seeking a dedicated lobbyist or lobbying firm who will develop appropriate strategies and advocate for the Authority's priorities in Washington, D.C., starting in the summer of 2007. Primarily, the Authority is seeking assistance in securing appropriate funding for the project, local match language, as well as a Full Funding Grant Agreement for Phase 2 of the Exposition Light Rail Transit Project.

### **Term:**

The contract with the selected firm will be approved by Metro. Terms and rates will be negotiated and are subject to budgetary authority.

### **Qualifications:**

The consultant must have demonstrated experience in lobbying at all levels of the Federal government, with experience lobbying on behalf of similar public sector clients preferred.

## **Scope of Work:**

The scope of work is a general guide to the work the Authority expects to be performed by the lobbyist and is not a complete listing of all services that may be required:

1. Develop short term and long term strategies with the Authority pertaining to funding and other federal issues.
2. Work with the Authority regarding the political and financial feasibility of its legislative platform, including local match language, and develop appropriate strategies in consultation with Authority staff and the Board.
3. Coordinate with the cities of Los Angeles, Culver City and Santa Monica, as well as with Metro lobbyists on Expo matters.
4. Assist in drafting materials and correspondence to support advocacy for legislative platform and appropriations requests.
5. Advocate for inclusion of Expo in SAFETEA reauthorization and for earmarks for the project.
6. Assist Authority staff with coordination and interfacing with federal agencies, especially pertaining to New Starts and the Full Funding Grant Agreement for Phase 2.
7. Represent the Authority in Washington D.C., by communicating the Authority's legislative and funding agenda to the appropriate elected representatives, key Committee members, federal agencies and other individuals, as needed.
8. Provide written updates to the Authority staff concerning progress and activities at least once a month, or as otherwise required by the Authority.
9. Participate in the crafting of itineraries and facilitate meetings between Authority staff, Board members and Washington D.C. delegation staff and various agencies.
10. Complete, in a timely fashion, all forms and reports required of lobbyists by the federal government and other relevant local, state and federal jurisdictions.
11. Provide timely telephone or e-mail updates to designated Authority staff, provide status reports during the legislative session, and attend meetings as requested.