





Metro

JANUARY 26, 2007

TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE 
CHIEF EXECUTIVE OFFICER

FROM: MATT RAYMOND 
CHIEF COMMUNICATIONS OFFICER

SUBJECT: GOVERNMENT RELATIONS OVERVIEW FOR 2007

Metro faces a unique set of political and policy dynamics at all levels of government in 2007. The November 2006 election produced significant changes in policy, players and process. As a result, numerous opportunities as well as challenges lie ahead for Metro.

In order to best position the agency for legislative success at the federal, state and local level, Metro's Government Relations Department has initiated the following changes in assignments and personnel.

- 1) Board Member Involvement in Legislative Advocacy – The recent adoption of the Board's 2007 Advocacy Plan constitutes a major piece of the overall government relations strategy. Metro's legislative efforts in Sacramento and Washington will be greatly boosted by the active, strategic involvement of Board members who have longstanding relationships with key lawmakers as well as subject matter expertise.
- 2) Addition of Arthur Henry – Government Relations will be enhanced by the addition of Arthur Henry, who is transferring from Board Relations/Office of the CEO. His many years of experience with the agency will add depth and institutional knowledge to the government relations team. Art's presence will enable the department to venture into a new and long-overdue realm – outreach to local government.
- 3) New Focus on Local Government Relations – Art, along with Patricia Torres Bruno, will establish and implement a comprehensive, proactive government relations outreach program to the Los Angeles City Council as well as the Los Angeles Neighborhood Councils. Given the increasingly active role of the City Council on matters directly relevant to Metro, an ongoing, institutionalized program of cultivating and maintaining meaningful long-term relationships with members of the City Council is necessary and warranted. In addition, the recent advent of Neighborhood Councils has created another influential and visible entity within local government. It is in Metro's long-term interests to begin the process of

reaching out to the city's Neighborhood Councils by monitoring their actions, building positive relationships and keeping them abreast of Metro's efforts.

4) Communicating with Other Cities – Government Relations will be involved in coordinating communications with the other 87 cities within Los Angeles County. Although numerous entities within Metro already maintain regular, ongoing contact with the cities (i.e. area team directors, service sectors, etc.), there is no mechanism to coordinate such forms of contact. As such, Government Relations will take on the responsibility of coordinating with other entities in order to ensure internal continuity, consistency and collaboration.

5) Changes to Metro's Washington lobbying team – The federal lobbying team will be enhanced by the addition of John Cline of the C2Group. John is known as a savvy strategist, thinker and doer and is well-respected on both sides of the aisle. As a former senior official with the Federal Transit Administration, he has excellent contacts at FTA and USDOT and also on Capitol Hill. John will complement a well-established, solid lobbying team led by Van Scoyoc Associates and Cliff Madison Government Relations. In addition, the federal team has discontinued its relationship with Paul Welday of Strategic Federal Affairs, who was a subcontractor to Van Scoyoc Associates and assisted in outreach to the former chairman of the House Transportation Appropriations Subcommittee, Congressman Joe Knollenberg (R-MI).

6) Newly-constituted state lobbying team -- Metro's Sacramento lobbying team underwent significant personnel changes less than a year ago and just completed the 2006 legislative session as a newly-constituted team with outstanding results. The state team begins its second year poised to build on this year's successes.

PERSONNEL ASSIGNMENTS

From a day-to-day standpoint, general assignments for the seven-member Government Relations Department are as follows:

ARTHUR HENRY (Government Relations Manager)

- Develop and carry out comprehensive, proactive government relations outreach program to the Los Angeles City Council (in conjunction with Patricia Torres Bruno).
- Monitor and report on actions of the Los Angeles City Council and its standing committees, as well as the Los Angeles County Board of Supervisors.
- Manage Board of Directors' Legislative Advocacy Plan and maintain communication with Board members when state or federal legislative developments warrant Board member involvement.
- Serve as point of contact for all matters pertaining to legislative affairs.

PATRICIA TORRES BRUNO (acting Government Relations Administrator)

- Develop and carry out comprehensive, proactive government relations outreach program to the Los Angeles City Council (in conjunction with Arthur Henry).
- Monitor and report on actions of the City Council and its standing committees.
- Establish, carry out and manage comprehensive outreach program to Los Angeles Neighborhood Councils.
- Continue to provide substantial assistance to Michael Turner on state legislative affairs and policy matters in Sacramento.

MICHAEL TURNER (Government Relations Manager, State Affairs)

- Lead staff person on all matters pertaining to state legislative affairs, including actions of the California Transportation Commission and California Transit Association.
- Coordinate and oversee day to day work of state lobbying team.

RAFFI HAMPARIAN (Government Relations Manager, Federal Affairs)

- Lead staff person on federal legislative affairs, focusing on cultivating and maintaining relationships with district office staff.
- Provide leadership and coordination on interagency issues, including but not limited to goods movement and LOSSAN.
- Provide day to day supervision of assistant administrative analyst.

MARISA YEAGER (Government Relations Administrator)

- Continue to work with Raffi Hamparian on federal legislative affairs.
- Implement an active district office outreach program for both state and federal legislative offices.
- Work with area team directors and service sectors to coordinate and monitor ongoing communication with the 87 cities within Los Angeles County (not including the City of Los Angeles).
- Serve as departmental coordinator on all matters pertaining to Mobility 21.

- Coordinate Metro briefings and tours for visiting international delegations as well as delegations from Sacramento, Washington and elsewhere.

HELEN VALENZUELA (Assistant Administrative Analyst)

- Provide overall administrative support and day to day office management for GR Department, including but not limited to preparation of reports and correspondence and arranging tours for visiting delegations.
- Oversee and monitor departmental budget on a weekly, monthly and quarterly basis and assist in preparation of annual budget.

DAVID KIM (Director, Federal Advocacy)

- Departmental head; manage and supervise all aspects of Metro government relations.
- Provide full-time presence on Capitol Hill in working with members of Congress and House and Senate offices.
- Coordinate and oversee day to day work of federal lobbying team.

METRO'S CONTRACT LOBBYING TEAMS

Over the years, Metro has relied on contract lobbying firms in Sacramento and Washington to provide expertise and guidance in navigating through the complexities of the legislative process. The following is a brief overview of the state and federal advocacy teams.

State Team

The state lobbying team consists of a joint venture led by Capitol Representation Group and a separate contract with California Strategies. The joint venture consists of the first three firms.

- 1) **Tim Egan** (Capitol Representation Group) – Primary focus is Democratic members and specific Republican members. Capitol Representation also has significant experience in Metro's priorities.
- 2) **Bob Naylor** (Nielsen, Merksamer, Parinello, Mueller and Naylor) – Primary focus is Republican members and the Administration. The firm also has excellent relationships with specific Democratic members.
- 3) **Soyla Fernandez** (Fernandez Government Solutions) – Primary focus is the Latino Caucus and leadership in both houses.
- 4) **Chris Micheli** (California Strategies) -- Provides representation with Republican members and the Administration. California Strategies also has an extensive background in issues related to Metro.

Federal Team

The federal lobbying team is comprised of Van Scoyoc Associates, Cliff Madison Government Relations, and the C2 Group. Assignments are as follows:

- 1) Steve Palmer (Van Scoyoc Associates) – Team coordinator; specializes in outreach to Senate and House Democrats, as well as committee staff (appropriations and authorizing committees) and leadership.
- 2) Ray Cole (Van Scoyoc Associates) – Provides strategic advice and represents Metro's interests before Republican members and staff, particularly in the U.S. Senate.
- 3) Cliff Madison (Madison Government Relations) – Provides representation to Democratic members and serves as primary liaison to the Los Angeles County Congressional Delegation as well as House committee staff on both sides.
- 4) John Cline (The C2 Group) – Responsible for strategy and planning; provides representation to Republican members in both chambers; liaison to DOT, FTA and the Administration.

CONCLUSION

Given the unique political dynamics facing Metro in 2007 at all levels of government, a series of personnel and assignment changes have been implemented that will best position the agency to take maximum advantage of the legislative opportunities that lie ahead. The government relations team is determined to take a results-oriented, aggressive, and resourceful approach to legislative advocacy at the local, state and federal levels. Furthermore, the agency's legislative efforts will be greatly enhanced by the involvement of Metro's Board of Directors, who will play an active role throughout the year in Sacramento and Washington. As a result, we expect 2007 to be characterized by plentiful activity as well as significant successes on the legislative front.

Prepared by: David Kim
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