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**EXECUTIVE MANAGEMENT  
COMMITTEE RECOMMENDATION**

The Committee concurred with the staff recommendation to approve 30-day contract extensions with Capitol Representation Group, Inc., Charles H. Olsen Associates and Neilsen, Merksamer, Parrinello, Mueller and Naylor covering FY 95-96 state legislative advocacy at a cost of \$5,000 each for a total of \$15,000 and bring back to the full Board.

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June 30, 1995

Los Angeles County  
Metropolitan  
Transportation  
Authority

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Los Angeles, CA 90017

213.972.6000

**TO:** EXECUTIVE MANAGEMENT COMMITTEE  
**THROUGH:** FRANKLIN E. WHITE  
**FROM:** BARRY ENGELBERG *BE*  
**SUBJECT:** CONSIDER RECOMMENDATIONS TO APPROVE FY 1995-96 STATE ADVOCACY CONTRACTS

**RECOMMENDATION**

It is recommended that the Executive Management Committee take the following action:

1. Commencing on July 1, 1995 award a one-year state legislative advocacy contract in an amount not to exceed \$60,000 respectively to: Capitol Representation Group, Charles H. Olsen Associates and Nielsen, Merksamer et al.

**ALTERNATIVES CONSIDERED**

The Board may wish to defer action or take action other than that recommended by staff.

**IMPACT ON BUDGET AND MTA OBJECTIVES**

The recommendation contained within this report are consistent with the goals and objectives as adopted by the MTA Board.

**IMPACT ON MTA BUDGET DEFICIT**

The recommendation contained in this report would not represent any increase in the FY 94-95 budget.

## **BACKGROUND**

As a public agency, the MTA must utilize various communicative and persuasive techniques unique to public agencies to exert influence in the political arena. Political consultants assist the MTA in communicating needs, goals and objectives in addition to the agency's accomplishments. Political consultants are especially crucial to obtaining much needed funding especially in light of the recent budget proposals in which the MTA is in jeopardy of losing federal operating and capital assistance. In Sacramento, these consultants are crucial in advocating the MTA's legislative program in what has become a very hostile environment on both policy and fiscal issues.

Prior to the merger of the SCRTRD and LACTC both agencies utilized the services of legislative consultants in Sacramento and Washington D.C. The SCRTRD contracted with one consultant in both Sacramento and Washington D.C. The LACTC contracted with three political consultants in both Washington D.C. and Sacramento. These consultants provided exemplary service. In FY 1992-93, the combined total cost for the eight consultants was \$806,823.

In October, 1993, the Board of Directors reduced these contracts by \$301,823 through the cancellation of one state legislative consultant contract, reductions in all the remaining consultants in both Sacramento and Washington D.C. and the elimination of expense provisions in several contracts. The total spent on legislative consultant services in FY 1993-94 was \$505,000. In FY 94-95 this amount was further reduced to \$485,000. It is important to note that while these contracts have been reduced, the demand for additional funding and vital policy decisions ranging from social security to air quality at all levels of government will not diminish. In fact, shift of power in the California Assembly, and the anti-MTA climate in Sacramento have all placed greater demands on MTA's legislative team.

The state legislative advocacy contracts will provide the MTA with the ability to be effectively represented in Sacramento through the invaluable expertise of the proposed consultants.

Executive Management Committee  
State Advocacy Contracts  
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**BACKGROUND (Cont.)**

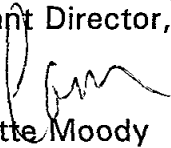
These proposed firms collectively have, therefore, years of experience serving the public sector. It is recommended that the current legislative consultant firms be retained for an additional year. A matrix of the proposed contracts is attached for your review.

Attachment

Prepared By:



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Assistant Director, Intergovernmental Relations



Claudette Moody  
Administrator, State Affairs

**MTA  
INTERGOVERNMENTAL RELATIONS REPRESENTATION**

FEDERAL	PRINCIPAL CONSULTANT	CURRENT CONTRACT AMOUNT ANNUAL	RECOMMENDED 95/96 CONTRACT INCREASE	SCOPE OF WORK/ EXPERTISE	LAST CONTRACT
Madison & Associates	Cliff Madison	\$70,000	-0-	Overall Federal coordination; focus on Appropriations, Transportation and Infrastructure Comm.	8/1/94
Baker, Donelson, Bearman & Caldwell	Ed Hamburger	\$70,000	-0-	Focus on Administration and Agency officials, Senate/House Republican members.	8/1/94
MARC Associates	Dan Maldonado	\$70,000	-0-	Focus on Metro Rail and Appropriations Committee strategy; and L.A. Delegation contact.	8/1/94
Palumbo & Cerrell Inc.	Bill Dietz/Ben Palumbo	\$70,000	-0-	Focus on operations issues; Appropriations and Administration.	8/1/94
Ann Eppard & Associates	Ann Eppard	\$50,000	\$25,000	Focus on congressional leadership, Transportation and Infrastructure Comm.	2/1/95
<b>SUBTOTAL: FEDERAL</b>		<b>\$330,000</b>			
STATE					
Capital Representation Group, Inc.	Tim Egan	\$60,000	-0-	Generalist on State program; focus on Assembly and Senate Dems & Reps; general strategy.	8/1/94
Nielsen, Merksamer, Parrinello, Mueller and Naylor	Robert Naylor	\$60,000	-0-	Coordination of CTC efforts; focus on Administration and Senate and Assembly Reps.	8/1/94
Charles H. Olsen & Associates	Charles Olsen	\$60,000	-0-	Focus on Assembly Dems and leadership of both houses; special projects.	8/1/94
<b>SUBTOTAL: STATE</b>		<b>\$180,000</b>			
Total 1995-6:		\$510,000			
Total 1994-5:		\$485,000			
Total 1993-4:		\$505,000			