

BOARD OF COUNTY COMMISSIONERS

DATE: January 13, 2015

AGENDA ITEM NO. 76.

Consent Agenda ☐

Regular Agenda ☒

Public Hearing ☐

County Administrator's Signature:

Subject:

First Amendment – Federal Legislative Consultant Services
Contract No. 134-0216-PB (RW)

Department:

County Administration / Purchasing

Staff Member Responsible:

Mary Scott Hardwick / Joe Lauro

Recommended Action:

I RECOMMEND THE BOARD OF COUNTY COMMISSIONERS (BOARD) APPROVE THE FIRST AMENDMENT FOR THE FEDERAL LEGISLATIVE CONSULTANT SERVICES AGREEMENT WITH VAN SCOYOC ASSOCIATES, INC. (VSA), WASHINGTON, D.C.

IT IS FURTHER RECOMMENDED THE CHAIRMAN SIGN THE FIRST AMENDMENT AND THE CLERK ATTEST.

Summary Explanation/Background:

On February 28, 2014, pursuant to the delegated authority granted to the Director of Purchasing and the County Administrator in accordance with Section 2-164 of the Pinellas County Code, a Purchase Authorization with VSA to provide comprehensive federal legislative and executive branch strategic advice and advocacy for Pinellas County consistent with its legislative program and proactive advocacy services related to flood insurance and beach nourishment issues was approved.

This First Amendment seeks to modify and clarify the Agreement as follows:

- Exercise Pinellas County's option to extend the term of the Agreement for one (1) additional twelve (12) month period from February 28, 2015 through February 27, 2016
- Update the contact information for both Pinellas County staff and VSA
- Revise the Agreement's Scope of Work to require VSA to furnish written memoranda of meetings held or attended on Pinellas County's behalf, a year end report to the Board on the status of its legislative program and a governmental relations plan with timeline and milestones

Fiscal Impact/Cost/Revenue Summary:

This First Amendment extending the term of Agreement for one (1) additional twelve (12) month period will not exceed \$95,000, which includes up to \$5,000 for travel expenses that are reimbursable.

Funding is provided through the non-departmental General Governmental budget.

Exhibits/Attachments:

1. First Amendment
2. Updated Scope of Work

FIRST AMENDMENT

This Amendment made and entered into this _____ day of _____, 2014, by and between PINELLAS COUNTY, a political subdivision of the State of Florida, hereinafter referred to as "County," and Van Scoyoc Associates Inc., hereinafter referred to as "Contractor,"

WITNESSETH:

WHEREAS, the County and the Contractor entered into an agreement on February 28, 2014, Pinellas County Contract No. 134-0216-PB (hereinafter "Agreement") pursuant to which the Contractor agreed to provide Legislative Consultant Services for County; and

WHEREAS, Section 21 of the Agreement permits modification by mutual written agreement of the parties; and

WHEREAS, the County and the Contractor now wish to modify the Agreement in order to provide for revised terms and a term extension;

NOW THEREFORE, the parties agree that the Agreement is amended as follows:

1. The term of the Agreement is hereby extended for an additional twelve (12) month period pursuant to Section 4.B., beginning on February 28, 2015 and continuing until February 27, 2016.
2. Section 18 of the Agreement is hereby amended to replace the original contact information with the revised contact information as follows:

For County:
Attn: Mary Scott Hardwick
County Administrator's Office
315 Court Street, Clearwater, FL 33756
mhardwick@pinellascounty.org

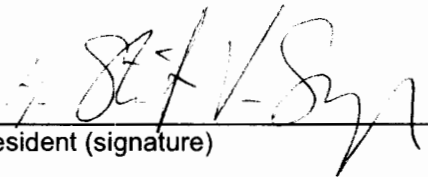
For Contractor:
Attn: Harry Glenn
hglenn@vsadc.com

3. The Agreement is amended to replace Exhibit A in its entirety with the revised Exhibit A, which is attached hereto and incorporated by reference.
4. Except as changed or modified herein, all provisions and conditions of the original Agreement shall remain in full force and effect.

IN WITNESS WHEREOF the parties herein have executed this First Amendment to the Agreement as of the day and year first written above.

Contractor:

PINELLAS COUNTY, FLORIDA
by and through its
Board of County Commissioners



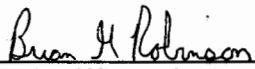
President (signature)

H. Stewart Van Scoyoc

President (printed name)

Chairman

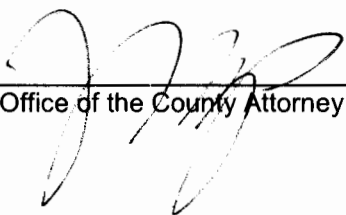
ATTEST:

By:  General Counsel
(Attesting Witness' name/title)

ATTEST:
KEN BURKE

By: _____
Deputy Clerk

APPROVED AS TO FORM:



Office of the County Attorney

EXHIBIT A FIRST AMENDMENT

Scope of Work

Pinellas County has a sophisticated understanding of Federal advocacy. VSA will proceed in the following manner:

- Critically examine, and then improve upon, the County's past advocacy efforts.
- Explore and recommend new areas of Federal advocacy not pursued in the past.
- Broaden efforts already initiated by the County.

VSA will continue to study and assess the County's priorities and community assets, and examine which needs and assets will create momentum and fit Federal trends for the best chance of Congressional and Executive Branch success. VSA will work with County staff to evaluate how best to achieve the County's long-term goals and examine several methods for securing Federal support for County policies and projects. We will jointly develop a Federal Legislative Agenda to guide and provide the explicit support of the Board of County Commissioners for our efforts.

Below is a detailed description of the services and strategies VSA will provide. Based on our experience, we know the most effective communication and advocacy strategies are developed with honest input from all parties involved. For that reason, we work hard on being flexible to the needs and concerns of Pinellas County and look forward to developing a specific strategy as our relationship progresses that takes into account our extensive background representing local governments and the County's unique Federal advocacy needs.

Provide research and timely written and oral information to Pinellas County.

Effective communication is critical to successful advocacy. The VSA – Pinellas County team will work diligently to keep the County informed and updated regarding Federal legislation, initiatives, funding opportunities, and news through a variety of different sources. The team can arrange scheduled phone calls and produce written updates to ensure ongoing communication is taking place.

The VSA team will also prepare, with the assistance of County staff for technical guidance, the following forms of research and information:

- Analyses of budget requests and forecasts for policies and programs of importance to the County;
- Reports of, and testimonies from, relevant committee hearings and markups;
- Memos on pertinent Federal initiatives or topics;
- Federal agency and departmental regulations, guidelines, directives, and other instruments of administrative policy;
- Grants and other funding opportunities for proposed County projects;
- Technical reports and memoranda affecting County operations and fiscal conditions;
- Copies of proposed legislation and associated reports;
- "White papers" and materials geared toward elected officials and their staffs that justify the County's objectives in simple and straightforward language, providing Congress and the Executive Branch with the information they need to be successful on your behalf;
- Support or request letters for Congressional sponsors to use with relevant committees or Federal agencies;
- Any necessary forms for appropriations or authorizations requests.

Monitor existing and proposed laws and regulations that affect the interests and priorities of Pinellas County.

VSA will closely monitor the progress of pertinent bills, relevant agency regulatory developments, and significant budget discussions and legislation to ensure that the County's priorities are considered by the appropriate authorities at every opportunity. Success depends upon timely input from Members of Congress and their staffs to the committees. Similarly, careful coordination must be maintained with Federal agencies that administer the programs to make sure the agency demonstrates its interest. VSA will ensure that conversations are made at the right time, that timely correspondence is sent, and that agency officials communicate with Capitol Hill.

Proactively recommend and develop legislative positions for proposed laws and regulations that affect the interests and priorities of Pinellas County.

Working with the County, and based on our knowledge of opportunities, VSA will develop a list of current or predicted legislation to either oppose or support on behalf of the County, as well as funding targets, and essential Federal programs that must be protected. VSA will develop a governmental relations plan which will include a timeline and milestones to assist the County in prioritizing its short and long term objectives.

In addition to the formal legislative agenda, VSA team members will be available to discuss and research pertinent legislation as it develops. We will constantly monitor the introduction and progress of proposed laws and regulations and provide analysis on the potential effects for the County. We will assist in developing the County's stance and contact the relevant members of Congress on your behalf to ensure they are aware of your position on significant legislation.

Propose and develop opportunities that will access funding at the policy making level.

Our immediate focus remains on relevant policy issues, Federal agency programs and relationship development, and agency grant and programmatic funding, all of which can often have a bigger effect on a community than a simple Federal earmark. We also work to expand our clients' interactions with Federal agencies, whether through traditional competitive grant programs or other initiatives

Research and identify grant funding or other opportunities for funds.

We will continue to help Pinellas County navigate Washington effectively to help produce competitive and compelling grant applications in almost every subject area.

VSA's continual contact and close working relationships with Federal agencies allow us to glean intelligence in advance of public announcements. We work closely with our client's grants management staff to provide early warning of impending grant competitions where clients have natural advantages or can satisfy particular needs. We also can explore and navigate the political calculations that sometimes underlie "objective" grant competitions and offer an outside critique and close reading of grant applications to make them as successful as possible.

Arrange meetings for County elected officials and personnel with Congressional members and staff. Provide logistical support and attend those meetings when necessary.

Pinellas County must meet with the right members of Congress and it must deliver the right message. The proposed VSA – Pinellas County team has an excellent working relationship with the Florida Congressional delegation.

A member of the VSA team will accompany the County during all meetings with Congress, staff, and agency officials to provide background information and assist as needed. We will work with County staff in advance to ensure that those attending the meeting are knowledgeable on the topics being discussed and equipped with documents to supplement the conversation.

We also will continue to engage in regular meetings with Congressional leadership and staff on behalf of the County. VSA will stay in continuous contact with these officials by phone and email. VSA will advance already existing relationships and establish new ones. We will assist in correspondence between your Congressional delegation and other relevant members of Congress to ensure your viewpoint and suggestions are heard regarding legislation that affects the interests of the County. VSA will focus its collective efforts intensely on the Congressional leaders that will best enable us to accomplish your goals. VSA will furnish a written memo of meeting held or attended on the County's behalf as appropriate.

Attend Board of County Commission and other meetings as requested by the County to report on activities.

Throughout the year, VSA will maintain a visible presence with the County, as we are committed to traveling to Pinellas County on a regular basis to brief officials on events in Washington affecting the County's Federal agenda. VSA will be available to present a yearend report to the Board of County Commissioners on the progress of their legislative program.

Legislative Tracking & Communication

Based on our experience, we anticipate we will spend a significant percentage of time communicating with the County in order to provide updates and respond to questions, while communicating the County's agenda to key Federal officials. VSA will organize scheduled calls with the County in order to ensure that we have a coordinated and active Federal strategy. We also will produce comprehensive status reports and summaries of our work on a regular basis, including end of the month updates on Pinellas County's priority issues and any new or resurfacing issues that have emerged.

In addition, VSA can provide legislative tracking status reports and other materials. The tracking report can be updated continuously, showing the status of legislative and regulatory initiatives, charting their progress through the legislative process, and outlining next steps to take.

Promote Pinellas County's position on priority issues to national and state interest groups.

VSA regularly and actively participates in meetings of Washington representatives coordinated by the National Association of Counties, U.S. Conference of Mayors, and the National League of Cities. We are active with the Florida Association of Counties and also participate in meetings of the American and Florida Shore and Beach Preservation Associations. We are prepared to play an intermediary role between the County and relevant organizations by articulating issues and viewpoints important to Pinellas County and disseminating pertinent information and initiatives back to County staff.