



S A C O G

SACOG Board of Directors

Item #05-12-15
Action

December 8, 2005

Award Contract for State Legislative Advocacy Services

Issue: Whether to award the contract for State Legislative Services to Holloway Rasmusson & Molodanof.

Recommendation: Staff's recommendation is to award the contract to Holloway Rasmusson & Molodanof (HRM).

Committee Action/Discussion: Following the departure of SACOG lobbyist Will Gonzalez, the Board of Directors authorized the release of a Request for Proposal (RFP) for State Legislative services at their November 17 meeting. Staff is moving expeditiously in an effort to select a new state lobbyist prior to the beginning of the new legislative session in January. Five of the eight proposing firms were interviewed by a panel comprised of Mike McKeever, Pete Hathaway and Rebecca Sloan on December 2.

The interview committee felt the firm of Holloway Rasmusson & Molodanof (HRM) would be the best suited to provide state lobbying services because of their tenure in the Capitol, their approach to local advocacy, their experience surrounding transportation and transit policy, and their understanding of land use policy. With Jack Molodanof as the principal lobbyist and an attorney, HRM would bring legal skills to policy development as well as legislative expertise to SACOG's advocacy work. He has provided extensive lobbying services to other municipal agencies and private interests throughout the state for more than 18 years. Combined with the experience of Eric Rasmusson and Seann Rooney Public Relations, HRM brings a comprehensive approach to advocacy.

There was not a quorum at the Legislation & Public Affairs Committee for this item. Some committee members raised questions and requested additional research primarily with the region's state legislative delegation. At the time of this report, the firm's references had been contacted in addition to some of the region's legislative delegation and policy committees. Client references produced outstanding responses about the firm, specifically mentioning their effectiveness in advocating for new legislation and amendments and complimenting the personal attention they received from HRM. Senator Cox's and Assembly Member Dave Jones' offices both provided positive recommendations from their experience working with Mr. Molodanof, suggesting he is proactive, balanced and recognized for his professionalism. Consultants from both Senate and Assembly policy committees indicated a familiarity with Mr. Molodanof's knowledge of transportation, transit and road issues in addition to governance and land use policy. None of the legislative offices could say what Mr. Molodanof's party affiliation was.

Sacramento Regional Transit District (RT) is represented by HRM. RT indicated a noticeable improvement in their relationships at the State Capitol through their work with HRM. Staff is confident HRM is capable of meeting the mutual interests of SACOG and RT in their legislative advocacy on transportation and transit issues. In the event a conflict arises, we will have to determine at that time how to resolve it.

HRM is set apart from the other proposers for their combination of experience in SACOG's policy areas and relationships throughout the region, which brings a unique sensitivity to the collective concerns of the SACOG Board members. Staff is continuing their research and will be presenting at the Board meeting further information and reference referrals for the Board's consideration.

Approved by:

Mike McKeever
Executive Director

MM:KW:RS:ts

Key Staff: Pete Hathaway, Director of Transportation Planning, (916) 340-6235
Karen Wilcox, Director of Finance, (916) 340-6210
Rebecca Sloan, Manager of Communications, (916) 340-6224