



June 18, 2020

To: Legislative and Communications Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: Amendment to Agreement with Potomac Partners DC, for Federal Legislative Advocacy and Consulting Services

Overview

On November 12, 2018, the Orange County Transportation Authority Board of Directors approved an agreement with Potomac Partners DC, for federal legislative and consulting services for a two-year initial term, with two, two-year option terms. Staff is requesting approval to exercise the first option term effective January 1, 2021, through December 31, 2022.

Recommendation

Authorize the Chief Executive Officer to negotiate and execute Amendment No. 1 to Agreement No. C-8-1750 between the Orange County Transportation Authority and Potomac Partners DC, to exercise the first option term of the agreement, in the amount of \$480,000, for federal legislative advocacy and consulting services. This will increase the maximum obligation of the agreement to a total contract value of \$960,000.

Discussion

Since 2003, the Orange County Transportation Authority (OCTA) has contracted with Potomac Partners, DC (PPDC) for federal legislative advocacy services. Through competitive procurements, the OCTA Board of Directors (Board) awarded the federal advocacy contract to PPDC in 2002, 2007, 2010, 2014, and most recently in 2018. On November 12, 2018, the Board approved a contract with PPDC to provide federal advocacy and consulting services for an initial term of two years through December 31, 2020, with two, two-year option terms.

The federal legislative advocacy and consulting services provided by PPDC are led by principals Richard Alcalde and Daniel Feliz. Through their work for OCTA, PPDC has developed significant long-term relationships with key members in Congress and worked on several priority policy issues and goals for OCTA

including implementing Breaking Down Barriers, an OCTA-led project delivery streamlining effort; obtaining a Transportation Infrastructure Finance and Innovation Act (TIFIA) loan for the Interstate 405 Improvement Project and seeking Capital Investment Grant funding and receipt of a full funding grant agreement for the OC Streetcar.

In 2019, OCTA's annual evaluation of the work performed by PPDC rated the firm as "very good" in both its overall efforts and outcomes of key OCTA policy objectives. PPDC's most recent successes include: helping secure transit funding for novel coronavirus pandemic response efforts through the Coronavirus Aid, Relief, and Economic Security (CARES) Act, informing follow-up stimulus efforts to the CARES Act to provide additional financial assistance for transportation agencies, advancing discussions on efforts to streamline and create cost savings through TIFIA, including securing language in the draft reauthorization bill passed by the Senate Environment and Public Works Committee, and securing support from Orange County delegation members and leadership for various regulatory and financing reforms related to zero-emission bus technology, the use of sales tax revenues from aviation fuel, and project delivery streamlining mechanisms.

Many of the above policy issues are expected to be ongoing in the upcoming session, especially as deadlines approach related to surface transportation reauthorization. It is, therefore, recommended that the Board exercise the first option term to coincide with the next session of Congress.

Procurement Approach

The procurement was originally handled in accordance with OCTA's Board-approved procedures for professional and technical services. On November 12, 2018, the Board approved award of the agreement with PPDC. The original agreement was awarded on a competitive basis and included a two-year initial term with two, two-year option terms, in the amount of \$480,000. The first option term will extend the term of the agreement through December 31, 2022, in the amount of \$480,000, bringing the total contract value to \$960,000.

In accordance with the current agreement, PPDC's firm-fixed monthly fee of \$20,000 will remain the same as originally negotiated. The agreement was awarded with no increases to the firm-fixed monthly fee.

PPDC has provided excellent service to OCTA throughout the term of the agreement. Extending the term of the agreement will allow PPDC to continue

providing federal legislative advocacy and consulting services through December 31, 2022.

Fiscal Impact

Funding for the project was approved in OCTA's Fiscal Year 2020-21 Budget, Government Relations, Account No. 1412-7519-A320-K5H, and the project is funded through the Local Transportation Fund.

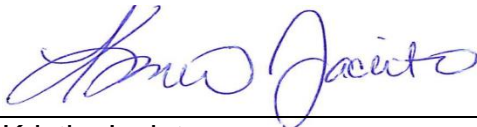
Summary

Based on the information provided, staff recommends the Board authorize the Chief Executive Officer to negotiate and execute Amendment No. 1 to Agreement No. C-8-1750 with Potomac Partners DC, to exercise the first option term in the amount of \$480,000, for continued federal legislative advocacy and consulting services effective January 1, 2021 through December 31, 2022.

Attachments

- A. Scope of Work, Federal Legislative Advocates
- B. Potomac Partners DC, Agreement No. C-8-1750 Fact Sheet

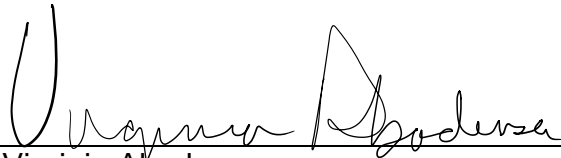
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