

BOARD MEETING DATE: April 4, 2025

AGENDA NO. 5

PROPOSAL: Execute Contract(s) for Legislative Representation in Sacramento, California

SYNOPSIS: At the January 10, 2025 meeting, the Board approved release of an RFP to solicit proposals for specialized legislative representation and strategic political consulting services for South Coast AQMD in Sacramento for FY 2025-2026. Two separate proposals were received from Actum II, LLC and Resolute Company, LLC. On March 14, 2025, the Legislative Committee recommended approval of the execution of contract with Resolute for \$180,000 for legislative representation in Sacramento.

COMMITTEE: Legislative, March 14, 2025, Recommended for Approval.

RECOMMENDED ACTION:

1. Authorize the Chair to execute contract with Resolute in an amount not to exceed \$180,000 for legislative representation in Sacramento, California for a one-year period, with the option of two additional one-year term extensions upon approval by the Board.

Wayne Natri
Executive Officer

Background

Specialized legislative representation and strategic political consulting services for South Coast AQMD in Sacramento are essential to advance the Board's policies and priorities, especially considering budgetary and critical policy issues such as, but not limited to, the reauthorization of Cap and Trade and funding for AB 617. Strategic relationships with high-level elected and appointed officials are necessary to achieve legislative and budgetary objectives in the current political environment. South Coast AQMD also is sponsoring three state bills as directed by the Board.

Legislative Priorities for FY 2025-26

A strong presence in Sacramento is crucial to build support for South Coast AQMD-sponsored bills and protect the agency's authority and interests.

- Reauthorization of the Cap-and-Trade program including Greenhouse Gas Reduction Fund allocations to maximize criteria pollutant and toxic emission reductions.
- Securing funding to support AB 617 and to continue to foster environmental justice, equitable access to clean technologies, and community participation.
- Protecting, increasing, and identifying new funding sources to support South Coast AQMD programs that achieve state and federal air quality standards and reduce toxic air contaminants. Ensuring sufficient administrative funding to implement clean air programs effectively.
- Defending South Coast AQMD's authority to raise revenue and impose fees to support implementation of AQMPs and SIPs.
- Preventing unfunded state mandates and advocating for the state's active role in reducing regional air pollution through legislation, regulatory actions, and funding.
- Promoting air quality initiatives related to transportation, infrastructure, and goods movement, focusing on deploying the cleanest technologies.
- Advancing legislative and administrative policies for zero-emission technologies and infrastructure to protect public health, achieve clean air standards, and bolster economic growth.
- Advocating for energy efficiency, renewable energy development, and emissions reduction measures, particularly in environmental justice communities.
- Promoting job retention, workforce training for zero-emission technologies, and economic growth aligned with clean air goals.
- Addressing air quality impacts from wildfires, dust storms, and other public health risks.
- Supporting legislative measures to meet South Coast AQMD's administrative and operational needs.

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Outreach

In accordance with South Coast AQMD's Procurement Policy and Procedure, a public notice advertising the RFP and inviting bids were published in the Los Angeles Times, the Orange County Register, the San Bernardino Sun, Riverside County's Press Enterprise, and the Sacramento Bee newspapers, to leverage the most cost-effective method of outreach to the South Coast region.

Additionally, notice of the RFP was e-mailed to the Black and Latino Legislative Caucuses and various minority chambers of commerce and business associations, and placed on South Coast AQMD's website (<http://www.aqmd.gov>) where it can be viewed by making the selection "Grants & Bids."

Bid Evaluation

Two proposals were received in response to the RFP. The proposals were evaluated by a three-member panel, including one South Coast AQMD senior manager, who was male and Latino; one South Coast AQMD manager, who was female and Latina, and one outside municipal official, who was male and Caucasian. All proposals were deemed technically qualified, and all proponents were interviewed by the South Coast AQMD Legislative Committee. Attachment A provides the final scores for the two firms.

Proposal

Staff proposes to execute contract with Resolute in an amount not to exceed \$180,000 for legislative representation in Sacramento, California, for a one-year period, with the option of two additional one-year term extensions upon approval of the Board.

Resource Impacts

Sufficient funds are available in the Legislative, Public Affairs & Media FY 2024-25 Budget for the services requested. Funding for future fiscal years is contingent upon Board approval of the Budget.

Attachment

RFP #P2025-06 Scores and Costs Matrix for Qualifying Firms

Attachment A

RFP #P2025-06 SCORES AND COSTS MATRIX FOR QUALIFYING FIRMS

Firm Name	Technical Score	Additional Points	Cost Points	Total Points	Total Cost
Actum, LLC	47.7	0	30.0	77.7	\$180,000
Resolute	64.7	12.0	30.0	106.7	\$180,000