



City of Sunnyvale

Agenda Item

24-0270

Agenda Date: 2/15/2024

Budget Proposal Summary Form

NUMBER

2024-05

TITLE Increase the Service Level Pertaining to City Legislative and Funding Advocacy

BACKGROUND

Lead Department: Office of the City Manager

Sponsor:

City Manager

SCOPE OF ISSUE

What are the key elements of the proposal? What precipitated it?

Proactive participation in the federal and state legislative process is becoming more imperative for municipal governments as new federal and state laws threaten to constrain local authority, impose unfunded mandates, divert local resources and revenues, or simply do not align with Sunnyvale's needs and priorities. The City's existing Intergovernmental Program is limited in scope and effectiveness due to lack of dedicated legislative and funding advocacy resources.

The City Manager recommends that Council consider increasing the level of service of the Intergovernmental Program to include legislative and funding advocacy services that would proactively anticipate, track, respond and effectively influence federal, state and regional laws and policies and advocate for funding for priority capital projects in Sunnyvale. This budget proposal presents an option to proactively advocate the City's identified priorities and strategies.

How does this relate to the General Plan or existing City Policy?

Council Policy 7.3.1 Legislative Management - Goals and Policies

Council Policy 7.4.14 Legislative Advocacy Positions

Council Policy 7.4.15 Council Advocacy

Is the budget proposal a: Operating

If the proposal is operating, specify the change in service level(s) that would result (from what, to what). If the proposal is a project, write N/A.

This budget proposal would provide funding for federal and state legislative advocacy services and for funding advocacy, including grant consulting services. These services would proactively anticipate, track, respond and effectively influence Federal, State, and regional laws and policies. Legislative advocacy services would include meeting with Council and key City leaders and developing and implementing a legislative strategy for the City; building and strengthening

relationships relevant to that strategy in Sacramento and Washington, DC; tracking legislation and drafting position letters, drafting proactive bill language; and providing regular progress reports to City Council.

Funding advocacy could include developing a strategic funding plan; pursuing state and federal funding opportunities; identifying grant funding opportunities and developing or reviewing grant applications; providing post-grant submittal advocacy; and following-up on unsuccessful grant applications. City staff would likely still be required to work closely with consultants on grant applications, but having an additional tool in the City's toolkit toward pursuing federal and state funding opportunities would be a beneficial catalyst to several key City projects and initiatives.

FISCAL IMPACT**Projected cost (list rough annual cost of budget proposal):**

Operating Issue (Annual Operating Costs, ongoing)	\$200,000
Capital/Project (Project Cost, one-time)	\$0
Total (Associated Annual Operating Costs)	\$200,000

Recommended funding source:

Other

Please describe recommended funding source:

General Fund

STAFF RECOMMENDATION

Position: Refer budget proposal for consideration in Recommended Budget.

Explanation: Sunnyvale has a robust set of Legislative Advocacy Positions outlined in Council Policy 7.4.14. Successfully advancing these priorities, which are increasing in importance as regional, statewide, and national policy challenges intensify, requires dedicated resources, relationships and skill sets that most cities of Sunnyvale's size obtain through professional lobbyists. Engaging contract services in the areas of legislative and funding advocacy could yield a significant return on investment for the City.

A lobbyist firm has extensive knowledge about state and federal legislative processes, longstanding relationships with elected officials and agencies, and experienced staff. A lobbyist firm can also ensure that the City is aware of and compliant with new state and federal funding opportunities, regulations, and corresponding deadlines.

Reviewed by: Sarah Johnson-Rios, Assistant City Manager

Reviewed by: Tim Kirby, Director of Finance

Approved by: Kent Steffens, City Manager