



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: November 4, 2010
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Subject: Request from Councilmember John Mirisch to Retain a Local Transportation Lobbyist to Represent the City
Attachments: 1. None

INTRODUCTION

Councilmember Mirisch has requested that the City Council consider a proposal to retain a Los Angeles-based advocacy firm or lobbyist to promote the City's interest as they relate to transportation, and specifically as they relate to issues or initiatives pending before the Los Angeles County Metropolitan Transportation Authority.

DISCUSSION

The City of Beverly Hills utilizes firms in both Sacramento and Washington, D.C. to advocate on its behalf on pending legislation, regulatory issues and funding opportunities. These full-service firms provide on-site services and serve as the City's representative on matters of critical importance to the City. The FY 2010-11 budget includes funding for both of the City's current lobbying firms in the amount of \$75,000 per year for legislative advocacy. These firms represent the City on a wide range of issues, including homeland security, appropriations, transportation, public safety, and grant opportunities, among others.

FISCAL IMPACT

Several expert individuals or lobbying firms are available with experience in regional transportation policy, should the Council direct staff to move forward with this proposal. It is estimated that a part-time consulting lobbyist could be retained for approximately \$25,000 – \$30,000 annually.

RECOMMENDATION

Staff seeks direction from the City Council regarding its interest in utilizing the services of a professional lobbyist to represent the interests of the City on local/regional transportation issues.

Cheryl Friedling
Approved By

KR
for CF