



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: April 5, 2011
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Subject: Request from Mayor Brucker to Engage *Arnie Berghoff & Associates* for Public Affairs Services.

Attachments:

1. Proposal from Arnie Berghoff & Associates
2. Arnie Berghoff & Associates – General Information
3. Correspondence – City and DWP

INTRODUCTION

Mayor Brucker has recommended that the City contract with the Los Angeles-based public affairs firm Arnie Berghoff & Associates to promote the City's position on two issues of key interest to the City:

- 1) Engaging with the Los Angeles Metropolitan Transportation Agency (MTA), Los Angeles Board of Supervisors and regional organizations regarding staging, scheduling and other matters regarding the Westside Subway Extension, and
- 2) Engaging with the City of Los Angeles' Department of Water and Power (DWP) regarding the Lower Franklin Canyon Reservoir property ('Orange Groves') to acquire or convert this to community parkland on behalf of the residents of both Beverly Hills and Los Angeles.

DISCUSSION

The MTA continues to move forward on several key areas regarding the Westside Subway Extension, including a release of the Draft Environmental Impact Study Report and community dialogue relating to staging, construction and scheduling. Key decisions will be brought before the MTA and Los Angeles County Board of Supervisors in the next six months which will have a significant impact on the Beverly Hills community.

Simultaneously, the Los Angeles Department of Water and Power has undergone several restructurings or management transitions. As such, the City has an opportunity to re-present its proposal to purchase or secure long-term access to the property to increase park land availability for residents of Beverly Hills and Los Angeles.

FISCAL IMPACT

A contract between the City and Arnie Berghoff & Associates would require a six-month commitment at a monthly retainer fee of \$7,500 per month, for a six-month total of \$45,000. Funds for this initiative would be identified from the City's FY 2010-11 and FY 2011-12 budgets.

RECOMMENDATION

Should the City Council approve the Mayor's request, provide direction to the City Manager to enter into a six-month contract with Arnie Berghoff & Associates to promote the City's interests before key MTA, City and County decision makers and agencies.

Cheryl Friedling
Approved By



Attachment 1



arnie berghoff & associates

Government and Public Affairs Advocacy

Proposal for Governmental Advocacy Services

City of Beverly Hills

March 29, 2011

VIA E-Mail

Cheryl Friedling
Assistant City Manager
City of Beverly Hills

Dear Cheryl:

Following my preliminary discussions with some elected officials of the City of Beverly Hills, I am pleased to provide you with this proposal for government advocacy and public relations services. As a 27 year resident of Beverly Hills, and as a parent of children who benefitted from attending Beverly Hills schools, it would be an honor to work for my city.

Goal/Objective

Based on our discussions, it is quite clear that the City wishes to represent its interests – and the interests of its citizens – in the pending Metro decisions regarding the Westside Subway extension, particularly as it relates to alternative sites in Century City, and staging and scheduling matters. This is a complex matter, involving not only the City of Beverly Hills and its residential and business communities, but the City of Los Angeles, Los Angeles County, and the region as represented on the Metro Board.

As such, it will require a well thought-out and sound strategy that is skillfully carried out.

In addition, the City wishes to purchase or secure long-term access to the "Orange Grove" property above Coldwater Canyon Park currently that is owned and controlled by LADWP. The City is seeking convert this property into green space or other passive recreational uses.

Staffing

As my firm's website indicates (www.arnieberghoff.com), I have been closely involved in Los Angeles public affairs and politics since 1973. I have strong relationships with the City and County elected officials who serve on the Metro Board, as well as superior working relationships with the City of Los Angeles and the LADWP. In addition, my group includes Mike Bohke who served on former Supervisor Yvonne Burke's staff for 12 years as her Metro staff person and advisor. Also, my group also includes Robert Rozanski, who worked for the LADWP for 35 years, and served as its acting General Manger for 9 months prior to his retirement.

Scope of Work

- Representation of the City of Beverly Hills before Metro, and the (City) of Los Angeles, including the Department of Water and Power.
- Provide strategic advice to the City of Beverly Hills on issues that are relevant to the subway extension initiatives, and the "Orange Grove" DWP matter.
- Preparation and implementation of a strategic plan designed to accomplish the City of Beverly Hill's goals as set forth above.
- Provide information, analysis and advice.
- Provide strategic public relations advice and press relations services
- Monitoring and reporting of local government issues relevant to the City of Beverly Hills on these matters.

Proposed Fee and Term Structure

- A Monthly Retainer Fee of \$7,500 per month
- A minimum six month contract

The proposed fees are a substantial reduction from my customary corporate fee; I clearly recognize the current financial situation of the City of Beverly Hills and believe that my services will greatly assist the quality of life in the City.

Best Regards,

Arnie

arnie berghoff & associates
arnie@arnieberghoff.com
 website: www.arnieberghoff.com
(213) 623-3736 x 101

Attachment 2

Clients

CURRENT CLIENTS

Affirmed Housing Group
American Medical Response (AMR)
Areas, USA
Athens Services
Beverly Hills/Greater Los Angeles Association of Realtors
BNSF Railway
Cisco Systems, Inc.
Clear Channel Airports
Computer Sciences Corporation (CSC)
Emerson Process Management Power & Water Solutions, Inc.
Englander, Knabe & Allen (Westfield Concession Mgt.)
Gates Group Capital Partners
Green Conversion Systems, LLC (GCS)
Kawada Company, Ltd.
KPMG LLP
Oracle America, Inc.
Pasadena-Foothill Association of Realtors
Phoenix Plastics, Inc.
Policy Studies, Inc. (PSI)
Redflex Traffic Systems
SAS Institute, Inc.
Serco, Inc.
South Bay Association of Realtors
The Nuance Group (USA), Inc.
The Wilkinson Group
Wagniere Family Partnership

Below is a list of current and past clients of **arnie berghoff & associates**. In just fourteen years in business, we have provided high-quality government affairs and lobbying services to over 100 clients, including many Fortune 500 companies.

PAST CLIENTS

AEG
Allied Waste Industries
Altrio Communications, Inc.
American Airports Corporation
Archstone
Bearing Point (formerly KPMG Consulting)
Bisno Development Company
BP Solar
Browning-Ferris Industries (BFI)
Budget Finance Company
California Grocers Association
California Mortgage Association
California Sign Association

Cendant, Inc.
Computer Business Works, Inc.
Conquest Student Housing
Convergys
Data-Triage Technologies
ElderMedia Group
Englander & Associates (Hilton-LAX)
Englander & Associates (Margaret Shimizu, Inc)
Englander & Associates (Shamrock Base Corp)
eLoyalty Corporation LLC
Fifteen Group Land & Development LLC
Friedman Investment Group
Goldenboy Partners
Hatch Mott MacDonald
Hillside Memorial Park
Highlands Golf, LLC
Honeywell, DMC
Hotel Association of Los Angeles
Independent Taxi Company
INDUS International
Investment Las Vegas, Inc.
Jackson Shrub Supply, Inc.
John Laing Urban
Johnson Development Company
Kenross Estates
Keystone Towing/United Towing Company
KOR Group
Las Lomas Land Company, LLP
Lawson Software
Lennar Partners, Inc.
Liang Urban
Lion Apparel, Inc.
Little Tokyo Service Center Development Corp.
Los Angeles Airport Hilton Hotel
Los Angeles Area Hotel and Lodging Association
Lumber City Corporation
Manarino Realty Corporation
Mani Bros., Inc
Medtronic Physio-Control
Mercury Public Affairs, LLC
MetroPCS
Miller Family Companies
Modern Parking, Inc.
Morrison-Knudsen Corporation
MWH
National Strategies

Nestor Traffic Systems, Inc.
New Pacific Realty Company
Nexus IS
Oxbow Caron and Minerals, Inc.
Quicksilver Towing Inc.
Pacific Sports, LLC
Pacific Theaters, Inc.
PeopleSoft USA, Inc.
Petards
Priceline.com
Recurrent Energy
Regency's Outdoor Advertising, Inc.
Republic Services, Inc. (Consolidated Disposal Services)
Robertson Properties
RTI Properties, Inc.
RW Selby Development Corp.
Sabre, Inc. (Travelocity.com)
Sage Communities
Schindler Elevator Corporation
Select Medical Corporation
Sempra Energy Solutions
Shamrock Base Corporation
Sonnenblick – Del Rio Development Corporation
Sovereign Properties III, LLC
Spear Technologies
Staff Pro
Telecrime
The Airtel Plaza Hotel
Voith Siemens, Inc.
W.P. Carey & Co., LLC
Washington Mutual/Ahmanson Land Company
Watts Industries
Wildwood School
Wilson & Vallely Towing, Inc.

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About Us

Arnie Berghoff, President

Before founding **arnie berghoff & associates**, Arnie served as the Western Divisional Vice President of Government Affairs for Browning-Ferris Industries (BFI) for 6 years. **arnie berghoff & associates** was founded in 2008 by lifelong Los Angeles resident Arnie Berghoff, who was one of the nation's leaders in the collection, treatment, recycling and disposal of medical and solid waste. Arnie directed BFI's legislative activities in six Western States.

Prior to his time at BFI, Arnie spent 5 years as the Director of External Affairs for Pacific Enterprises, a diversified holding company with subsidiaries including the Thrifty Corporation and Pacific Enterprises Oil and Gas Company. Arnie was responsible for community relations and a \$5 million annual charitable contributions program. Arnie has also worked at the Southern California Gas Company, first as Supervisor of Legislative Analysis (1982-1984) and then as Manager of Consumer Affairs (1984-1987).

Arnie possesses substantial experience within government as well. He served in the Chief Legislative Analyst's Office of the City of Los Angeles for nearly 10 years, from 1973-1982, specializing in the areas of state and federal legislation, grants and issues management. As head of the Grant Monitoring Unit, Arnie provided the City Council with management audits of over \$600 million in state and federal grant programs.

Arnie's work in the community includes a passion for curing diabetes because his lovely adult daughter has had Type 1 Diabetes since she was four years old. He is a past Chairman and currently an active board member of the Los Angeles Chapter of the American Diabetes Association (ADA). Arnie co-founded the long-running, annual Los Angeles Political Roast to benefit ADA.

Arnie has also served as a LA County Consumer Affairs Commissioner and as a Commissioner on the Private Industry Council of LA County. He is an active member of the Los Angeles Area Chamber of Commerce, the Central City Association and the Valley Industry and Commerce Association. Arnie co-founded the "trade" association for LA lobbyists, the Los Angeles Lobbyist and Public Affairs Association.

Arnie graduated from UCLA with a Bachelor's Degree in Political Science (1970) and a Masters of Public Administration Degree (1972).

Arnie lives in Beverly Hills, California with his wife. They are proud parents of two children who live and work in New York City.

Arnie can be reached at (213) 623-3736 x101 or arnie@arnieberghoff.com.

Geri Cochrane, Director of Operations

Geri Cochrane has been with **arnie berghoff & associates** since 2002. She oversees all the finances and scheduling for the company. She is the firm's liaison to ethics agencies and departments, ensuring that ethics registrations and filings are completed accurately and on time. Geri is a retired Los Angeles city employee with more than thirty years experience across several city departments. Her last position was as Executive Administrative Assistant to Los Angeles City Controller Rick Tuttle.

Attachment 3



Jimmy Delshad, Mayor

August 2, 2010

Mr. Austin Beutner, Interim General Manager
Los Angeles Department of Water & Power
111 North Hope Street
Los Angeles, CA 90012

Dear Mr. Beutner:

On behalf of the City of Beverly Hills, I am writing to request that the Department of Water & Power and the City of Beverly Hills continue our discussions to convert Lower Franklin Canyon in Los Angeles into a passive recreation area for residents of both Los Angeles and Beverly Hills. We are interested in elevating these discussions to include the possibility of another transactional approach, perhaps including a sale or long-term asset transfer.

This 3.8 acre property is owned by the Department of Water & Power, and is adjacent to both the cities of Los Angeles and Beverly Hills. Over the past two years, negotiations have occurred between DWP, the City of LA and Beverly Hills that would convert this under-utilized property into open space.

Selling surplus assets is an avenue you have suggested considering to help manage DWP's fiscal challenges. This particular property, commonly known as the "Orange Grove," is an example of an underutilized asset which could not only benefit DWP, but could also be put to good public use. I would be interested in accelerating these discussions and hope that we can schedule a meeting soon to discuss a potential purchase of this site.

Thank you in advance.

Sincerely,

A handwritten signature in cursive script, appearing to read "Jimmy Delshad".

Jimmy Delshad, Mayor
City of Beverly Hills

cc: Beverly Hills City Council
Councilman Paul Koretz
Mr. Christopher Koontz, Councilman Koretz' Office
Ms. Emily Kane, Councilman Koretz' Office
Mr. Mike Shull, Department of Recreation & Parks, City of Los Angeles
Mr. Douglas K. Sunshine, DWP
Steve Zoet, Department of Recreation & Parks, City of Beverly Hills

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CC, JK, CF, SZ

Department of Water and Power



the City of Los Angeles

ANTONIO R. VILLARAIGOSA
Mayor

Commission
LEE KANON ALPERT, *President*
THOMAS S. SAYLES, *Vice-President*
ERIC HOLOMAN
JONATHAN PARFREY
BARBARA E. MOSCHOS, *Secretary*

AUSTIN BEUTNER
General Manager
RAMAN RAJ
Chief Operating Officer

August 19, 2010

Mr. Jimmy Delshad, Mayor
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, California 90210

Dear Mayor Delshad:

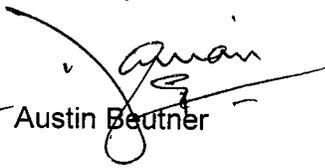
Subject: Lower Franklin Reservoir

Thank you for your letter of August 2, 2010, requesting that the Los Angeles Department of Water and Power (LADWP) continue its discussions with the City of Beverly Hills regarding your interest in the "Orange Grove" area of LADWP's Lower Franklin Reservoir property. I acknowledge your desire to purchase or secure long-term access to the property to increase open space availability to residents of Los Angeles and Beverly Hills.

LADWP is currently developing a Real Estate Strategic Plan (Plan) that will help us determine which of our properties to capitalize, including properties such as the Lower Franklin Reservoir property. The Plan will also identify opportunities for property sales and leases, as well as identify which properties are to remain operational and not be open to the real estate market. Once the Plan is completed, it would be appropriate to discuss your new proposal and determine the best course of action.

If you have any questions, please contact me at (213) 367-1320, or Mr. James B. McDaniel, Senior Assistant General Manager – Water System, at (213) 367-1022.

Sincerely,


Austin Beutner

RFH:jmm

- c: Councilmember Paul Koretz
- Mr. Christopher Koontz, Councilmember Koretz' Office
- Ms. Emily Kane, Councilmember Koretz' Office
- Mr. Mike Shull, Department of Recreation and Parks, City of Los Angeles
- Mr. Steve Zoet, Department of Recreation and Parks, City of Beverly Hills
- Mr. James B. McDaniel, LADWP

Water and Power Conservation ... a way of life

111 North Hope Street, Los Angeles, California 90012-2607 Mailing address: Box 51111, Los Angeles 90051-5700
Telephone: (213) 367-4211 Cable address: DEWAPOLA