



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Sarah Zárate

SUBJECT: See Below

DATE: April 7, 2025

Approved

Date:

4/15/25

COUNCIL DISTRICT: Citywide

**SUBJECT: Agreement Between the City of San Jose and Holland & Knight, LLC
for Federal Legislative Advocacy Services**

RECOMMENDATION

Adopt a resolution authorizing the City Manager or her designee to:

- (a) Negotiate and execute an agreement with Holland & Knight, LLC to provide federal legislative advocacy services for a five-year term beginning July 1, 2025 through June 30, 2030, with a maximum compensation amount not to exceed \$780,000, subject to the appropriation of funds; and
- (b) Exercise up to two one-year options to extend the agreement, with the last option ending on June 30, 2032, to provide ongoing services for an estimated annual cost of \$156,000, subject to the appropriation of funds.

SUMMARY AND OUTCOME

City Council's action will allow the City to have representation at the federal level to provide strategic advocacy on the City's top legislative, funding, and regulatory priorities.

BACKGROUND

The City exercised the final one-year contract option with Holland & Knight, LLC for federal legislative advocacy services on July 1, 2024, pursuant to its existing agreement beginning July 1, 2019. This final option term ends June 30, 2025.

On January 6, 2025, the City issued a Request for Proposals (RFP) for federal legislative advocacy services. The Administration posted the RFP to Biddingo, the City's e-procurement system, and closed the solicitation on February 14, 2025. The Administration conducted outreach to advocacy firms representing local jurisdictions and private sector clients to provide information on the RFP and encourage proposals. In addition to this outreach, Biddingo sent daily notification emails to 5,189 Biddingo users who expressed an interest in lobbying procurements. Eleven firms viewed the procurement, and ten of those firms downloaded the RFP. The City received one qualifying proposal for the RFP solicitation.

ANALYSIS

A three-member RFP evaluation team comprised of the City Manager's Office and policy-focused City staff developed the scope of work and evaluation criteria in the RFP. The evaluation criteria were as follows:

Proposal Responsiveness (Pass/Fail): The proposal responds to all requirements in the RFP, including response to questions, all required forms, and references.

Experience of Proposer (30%): The proposer has experience conducting legislative and regulatory advocacy and government relations by working with Congress, the President, federal agencies, and stakeholder groups.

Firm's Scope of Work and Services (30%): The firm's scope of work and services align with the categories outlined in the RFP, including legislative and regulatory advocacy, establishing an active presence for the City at the federal level, bill tracking/monitoring services, and federal budget and grant advocacy.

Example of Firm's Success and Legislative and Regulatory Knowledge (10%): The firm understands policies that impact the City, and has a successful record of accomplishment of advocating for its clients' priorities.

Customer Satisfaction/Firm Reputation (10%): The firm has a reputation for customer satisfaction.

Fee Structure/Cost (10%): The proposed fee structure and overall contract cost.

Local Business Enterprise (5%): The firm is a local business.

Small Business Enterprise (5%): The firm is a small business. In accordance with City policy, only local businesses can qualify for the small business enterprise criteria.

The evaluation team met and scored the application based on the evaluation criteria. Based on the scores, the Administration recommends the City Council authorize the City Manager or her designee to negotiate and execute a contract with Holland & Knight, LLC for federal legislative advocacy services. The evaluation team was impressed by the depth of the firm's experience with local government, a proven track record on raising the profile of its clients and delivering results, and the existing synergies with the firm's other clients, including the cities of Cleveland, Phoenix, San Diego, and Seattle.

Protests

No firms issued a protest during the 10-day protest period following the Notice of Intended Award.

EVALUATION AND FOLLOW-UP

The Administration will monitor and evaluate the performance of the federal advocacy services contract. At the end of the contract term, the Administration will conduct an RFP process for federal legislative advocacy services.

COST SUMMARY/IMPLICATIONS

The annual cost for this contract is \$156,000 and funding has been included in the City Manager's Office non-personal/equipment budget in the various funds listed in the Budget Reference Table. If the City Manager exercises the two, one-year options, the estimated cost would remain the same per year, subject to appropriations of funds.

BUDGET REFERENCE

The table below identifies the fund and appropriations to fund the contract recommended as part of this memorandum.

Fund #	Appn. #	Appn. Name	Total Appn	Amt. for Contract	2024-2025 Adopted Operating Budget Page	Last Budget Action (Date, Ord. No.)
001	0112	City Manager's Office Non-Personal/Equipment	\$2,631,484	\$90,730	456	02/11/2025 31176
346	0112	City Manager's Office Non-Personal/Equipment	\$18,375	\$17,800	981	06/18/2024 31102
513	0112	City Manager's Office Non-Personal/Equipment	\$18,375	\$17,800	1014	06/18/2024 31102
523	0112	City Manager's Office Non-Personal/Equipment	\$24,500	\$23,740	922	06/18/2024 31102
541	0112	City Manager's Office Non-Personal/Equipment	\$6,125	\$5,930	1017	06/18/2024 31102

COORDINATION

The Administration coordinated this memorandum with the City Attorney's Office and the City Manager's Budget Office.

PUBLIC OUTREACH

This memorandum will be posted on the City's Council Agenda website for the April 29, 2025 City Council meeting.

COMMISSION RECOMMENDATION AND INPUT

No commission recommendation or input is associated with this action.

HONORABLE MAYOR AND CITY COUNCIL

April 7, 2025

Subject: Agreement Between City of San José and Holland & Knight, LLC for Federal Legislative Advocacy Services

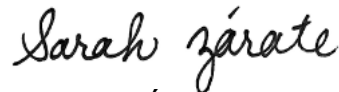
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CEQA

Not a Project, File No. PP17-003, Agreements/Contracts (New or Amended) resulting in no physical changes to the environment.

PUBLIC SUBSIDY REPORTING

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California Government Code or the City's Open Government Resolution.

A handwritten signature in black ink that reads "Sarah Zárate". The signature is written in a cursive, flowing style.

SARAH ZÁRATE
Director, City Manager's Office of
Administration, Policy, and
Intergovernmental Relations

For questions, please contact Jessica Lowry, Senior Executive Analyst, Open Government Manager, at Jessica.lowry@sanjoseca.gov.