



# CITY OF LODI

# COUNCIL COMMUNICATION

**AGENDA TITLE:** Authorize City Manager to Provide the San Joaquin County Council of Governments with a Letter of Support for its Proposal to Host a League of California Cities Grassroots Coordinator in its Stockton Office

**MEETING DATE:** August 28, 2001

**PREPARED BY:** Janet L. Hamilton, Management Analyst

**RECOMMENDATION:** To authorize the City Manager to provide the San Joaquin County Council of Governments with the attached letter of support for San Joaquin County Council of Governments' proposal to host a League of California Cities Grassroots Coordinator in its Stockton office.

**BACKGROUND:** The League of California Cities has issued a Request for Proposal to host the office of the Grassroots Coordinator to a number of agencies within each division (see Exhibit A). The San Joaquin County Council of Governments will be submitting a proposal and has asked for a letter of support from member cities. The City Managers have met and agree that San Joaquin County Council of Governments' office would be a centrally located site to house the office of the Grassroots Coordinator for the Central Valley Division (Region 3 on attached map). Pending Council approval, the attached letter pledging the City of Lodi's support for the project will be submitted to the organization for inclusion in its proposal.

**FUNDING:** None

Respectfully submitted,

  
for H. Dixon Flynn  
City Manager

Attachments

APPROVED: \_\_\_\_\_

H. Dixon Flynn -- City Manager

CITY COUNCIL

ALAN NAKANISHI, Mayor  
PHILLIP A. PENNINO,  
Mayor Pro Tempore  
SUSAN HITCHCOCK  
EMILY HOWARD  
KEITH LAND

# CITY OF LODI

CITY HALL, 221 WEST PINE STREET  
P.O. BOX 3006  
LODI, CALIFORNIA 95241-1910  
(209) 333-6700  
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H. DIXON FLYNN

City Manager

SUSAN J. BLACKSTON

City Clerk

RANDALL A. HAYS

City Attorney

August 28, 2001

Dan Harrison  
Director of Administration  
League of California Cities  
1400 K Street  
Sacramento, CA 95814

Dear Mr. Harrison:

On behalf of the City of Lodi, I am writing this letter in support of the San Joaquin Council of Governments' proposal to host a Grassroots Coordinator in their offices located in Stockton on behalf of the Central Valley Division of the California League of Cities. The San Joaquin Council of Government is a regional partner and collaborator for San Joaquin County's seven incorporated cities, the County of San Joaquin, and beyond.

SJCOG is a technical and information resource strategically located in the Central Valley Division. Housing a League Grassroots Coordinator would compliment their role as a local resource to the regional community.

Placing a Grassroots Coordinator in the San Joaquin Council of Governments' offices would be ideal to assist in the continued advocacy efforts of regional interest. If you have additional questions, please do not hesitate to call.

Sincerely,

H. Dixon Flynn  
City Manager

HDF/jlh



Better Cities - A Better Life

# EXHIBIT A

## League of California Cities

1400 K Street  
 Sacramento, CA 95814  
 916 658 8200  
 FAX 916 658 8240  
 www.cacities.org

July 16, 2001

**TO:** City Managers and Other Interested Parties

**FROM:** Chris McKenzie, Executive Director

**SUBJECT:** Opportunity to House League Grassroots Coordinator

League officers and board members are thrilled with the overwhelming turnout and support for the grassroots network. Sixty-nine percent of cities voted and nearly 95% of them voted in support of creating the grassroots network.

We have already begun the process of implementing the new program. Our intention is to distribute the new staff members throughout the state where they will work with city officials, legislators' district staffs, media representatives, and potential coalition partners. Through the attached request for proposals, the League seeks to identify cities or other agencies (e.g., COGs) that may wish to host one or more of the grassroots coordinators by providing office space and other services in city hall or another facility.

Please review the RFP and respond if your city or agency has an interest in having a coordinator stationed in your facility. If you have questions concerning this process, please contact Dan Harrison in the League's Sacramento office (916-658-8267 or [harrisod@cacities.org](mailto:harrisod@cacities.org)).

Thank you for your strong support of the League and your help as we implement an ambitious grassroots program that will extend cities' influence in Sacramento.

|                   |                |         |              |
|-------------------|----------------|---------|--------------|
| Post-it® Fax Note | 7671           | Date    | # of pages ▶ |
| To                | Janet Hamilton | From    |              |
| Co./Dept.         |                | Co.     |              |
| Phone #           |                | Phone # |              |
| Fax #             | 269336807      | Fax #   |              |

*Our mission is to restore and protect local control for cities  
 through education and advocacy to enhance the quality of life for all Californians*



# League of California Cities

1400 K Street  
 Sacramento, CA 95814  
 916 658 8200  
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 www.cacities.org

## HOST CITY FOR LEAGUE OF CALIFORNIA CITIES GRASSROOTS NETWORK COORDINATOR

### REQUEST FOR PROPOSAL

### JULY 2001

|  |   |
|--|---|
| <p>Inquiries concerning this RFP should be directed to:</p> <p><b>Dan Harrison</b><br/>         Director of Administration<br/>         League of California Cities<br/>         1400 K Street<br/>         Sacramento, CA 95814<br/>         916-658-8267<br/>         FAX: 916-658-8240<br/>         harrisod@cacities.org</p> | <p>Inquiries concerning other elements of the grassroots network should be directed to:</p> <p><b>Dwight Stenbakken</b><br/>         Legislative Director<br/>         League of California Cities<br/>         1400 K Street<br/>         Sacramento, CA 95814<br/>         916-658-8213<br/>         FAX: 916-658-8240<br/>         stenbakd@cacities.org</p> |
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**DEADLINE: 5:00 P.M., August 31, 2001**

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#### SECTION 1--GENERAL INFORMATION

**The League.** The League of California Cities is built upon the collective strength of all 476 cities in California. Our mission is to restore and protect local control for cities through education and advocacy to enhance the quality of life for all Californians.

**The Grassroots Network.** The member cities of the League of California Cities approved the creation of a grassroots network through a mail ballot just completed earlier this month. The purpose of the grassroots network is to increase the effectiveness of cities' joint efforts to protect local control and reduce the likelihood of city revenues being taken by the state.

The new grassroots network will consist of fourteen new staff members or contractors plus three existing staff members projected to work in ten field offices to support the

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League's sixteen regional divisions and all 476 cities in advancing legislation that benefits all cities. A map and table describing the proposed distribution of staff among League divisions is attached to this RFP as Attachment A.

**The City.** The League through this request for proposals seeks to identify cities or other local agencies that may wish to host one or more of the grassroots coordinators by providing office space and other services in city hall or another facility. The term "city" used throughout this RFP applies to cities and other interested public agencies.

**Contractors.** The League may engage contractors to serve as grassroots coordinators in some regions. If or where this occurs, the contractors most likely will work from their home or business office, and may not require additional office facilities.

## SECTION 2--RFP PROCESS INSTRUCTIONS

**Purpose for RFP.** This RFP is intended to provide interested cities with information regarding the opportunity to host a League grassroots coordinator in city hall by making unused city office space available to one or more grassroots coordinators. The space and facilities requirements are outlined in section 4.

**The Proposals.** All interested cities are encouraged to respond to this RFP. The proposal should be organized as follows:

1. **Letter of Transmittal:** Each interested city should submit a one-page letter of transmittal that describes the main features of the proposal. The letter should be signed by an official in position to make such a decision for the city.
2. **Proposal Response Form:** Each proposal should include the completed Proposal Response Form, which is section 9 of this RFP.
3. **City Responses to Questionnaire:** Each proposal should include the city's response to the questions listed in section 6 of this RFP.

**The Submission:** Ten copies of each proposal should be delivered or mailed to:

League of California Cities  
Grassroots Network Advisory Committee  
C/O Dan Harrison  
1400 K Street  
Sacramento, CA 95814

**The Deadline:** Proposals must be received in the Sacramento office of the League no later than **5:00 p.m., on Friday, August 31, 2001.**

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### **SECTION 3--THE ROLE OF A GRASSROOTS COORDINATOR**

Grassroots coordinators will work in the field to increase the impact of the League's divisions by helping busy city officials focus strategic attention on state legislators, the governor or others whose policy decisions affect cities. The coordinators will build relationships with local elected officials, the local media, and other individuals and organizations in the region that could be part of a local coalition on a particular statewide public policy issue or pending legislation.

The coordinators will:

- Arrange meetings for city officials with legislators, plan news conferences, organize letter-writing campaigns, and coordinate grassroots efforts with community groups with similar agendas.
- Support mayors, council members and city managers in drafting sample letters from cities; and assist city staff to understand and influence the legislative process.
- Provide regular presentations on legislative developments and insights into the political dynamics influencing legislative developments.
- Meet regularly with legislative staff, media representatives and community groups about the League's legislative priorities.

The League is recruiting seasoned, professional, political organizers familiar with the legislative process and experienced in political campaigns as its grassroots coordinators.

### **SECTION 4--REQUIREMENTS FOR HOSTING A GRASSROOTS COORDINATOR**

**Where Will the League's Field Offices Be Located?** The League intends to create ten field offices throughout the state. Decisions concerning the location of these offices will take into account the ability for coordinators to serve each of the League's sixteen regional divisions, maintain close contact with legislative district offices, foster relationships with the media, and have access to all cities.

A map of the distribution of field offices by region is attached to this RFP as Attachment A. The back of the map indicates the number of coordinators expected to be located in each office, as well as the number of cities and the number of legislative districts served by each field office.

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**Required Facilities.** The League is seeking the following facilities for each grassroots coordinator. Some cities are offering such facilities at no cost or very low cost to the League:

- Furnished office space (including, as a minimum, a desk, chair, bookcase, filing cabinet, and two guest chairs)
- Telephone and telephone service, including voicemail
- Shared use of FAX and copy machines
- Shared use of the city's high-speed internet access
- Shared use of a conference room
- Parking convenient to the office space

**Desired Facilities.** The following facilities are desirable; it is hoped many of these would be available to a League grassroots coordinator at no cost to the League or at the lowest possible cost:

- Desktop computer and printer (or shared use of a printer)
- Use of city teleconferencing equipment
- Light use of secretarial support

**Multi-year Term.** The League will begin placing newly hired coordinators as early as November 1, 2001. Office space must be available by that time. The League membership will vote in 2007 on whether to continue the program beyond 2008. The League hopes for at least a three to five year commitment from cities desiring to host a grassroots coordinator. We will also request a six-month notice if the city is no longer in a position to host a grassroots coordinator.

## **SECTION 5--TERMS AND CONDITIONS**

A draft "Hosting Agreement" is attached to this RFP as Attachment B. The draft agreement outlines the terms and conditions the League is seeking in the hosting agreement.

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## **SECTION 6---QUESTIONNAIRE**

Answers to the following questions should make up most of the city's proposal. In the proposal, please answer the questions in order and use the same numbering scheme.

1. Will the city be able to provide all the "required facilities" (see section 4)? Please provide an explanation, if needed.
2. At what office building will these facilities be provided? Please provide address and description.
3. Will these facilities be available at no cost to the League? Please explain.
4. Does the office meet ADA standards?
5. Which "desired facilities" will the city be able to provide (see section 4)? Please explain the facilities and costs, if any.
6. Is parking available convenient to the office? Please explain.
7. Are there other facilities or services the city would provide, making this an even more attractive location for a League grassroots coordinator?
8. Will office space be available beginning November 1, 2001?
9. For what term can the city commit office space to be available for a League grassroots coordinator?
10. What state legislators have district offices near the office?
11. What regional newspaper, radio and/or television offices are located near the office?
12. Describe the office's proximity to other cities in the League division.
13. Describe the office's proximity to freeways.
14. Describe the office's proximity to an airport.
15. What other advantages can you identify for this location?

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## SECTION 7--SELECTION PROCESS

**Grassroots Advisory Committee.** The League president will appoint a grassroots network advisory committee made up of city officials who are well acquainted with League activities, the legislative process and goals for the grassroots network. One of the committee's first tasks will be to review the proposals and recommend office locations for the new grassroots coordinators.

**Selection Criteria.** The criteria upon which evaluation of the proposals will be based includes, but is not limited to, the following:

1. Strategic location, such as proximity to offices of key legislators and other cities in the division.
2. Price
3. Adequacy of facilities and services available
4. Probability for highest impact on League lobbying efforts

**Selection Process.** One or more representatives of the advisory committee may conduct discussions with city officials representing the most attractive proposals. These discussions may clarify elements of the proposal or explore other elements of the League's needs and the city's facilities and services.

The committee will recommend a location for each of the proposed field offices to the League executive committee. The executive committee's goal is to announce final locations in October 2001.

## SECTION 8--INQUIRIES

|   |  |
|---|--|
| <p>Inquiries concerning this RFP should be directed to:</p> <p style="text-align: center;">Dan Harrison<br/>         Director of Administration<br/>         League of California Cities<br/>         1400 K Street<br/>         Sacramento, CA 95814<br/>         916-658-8267<br/>         FAX: 916-658-8240<br/>         harrisod@cacities.doc</p> | <p>Inquiries concerning other elements of the grassroots network should be directed to:</p> <p style="text-align: center;">Dwight Stenbakker<br/>         Legislative Director<br/>         League of California Cities<br/>         1400 K Street<br/>         Sacramento, CA 95814<br/>         916-658-8213<br/>         FAX: 916-658-8240<br/>         stenbakd@cacities.org</p> |
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**SECTION 9---PROPOSAL RESPONSE FORM**

The undersigned, upon acceptance, agrees to provide office space for a field office of the League of California Cities in accordance with the requirements specified in the "Request for Proposal for Host City for League of California Cities Grassroots Network Coordinator."

Name of City: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Signature of Authorized Representative: \_\_\_\_\_

Printed Name of Authorized Representative: \_\_\_\_\_

Title of Authorized Representative: \_\_\_\_\_

League Regional Division: \_\_\_\_\_

**Number of Copies**

Please submit 10 copies of the proposal. Each copy must include:

1. Letter of transmittal
2. The Proposal Response Form
3. Answers to all questions in Section 6.

**Due Date**

All proposals must be received in the League's Sacramento office by **5:00 p.m. on August 31, 2001.**

**Proposal Submission**

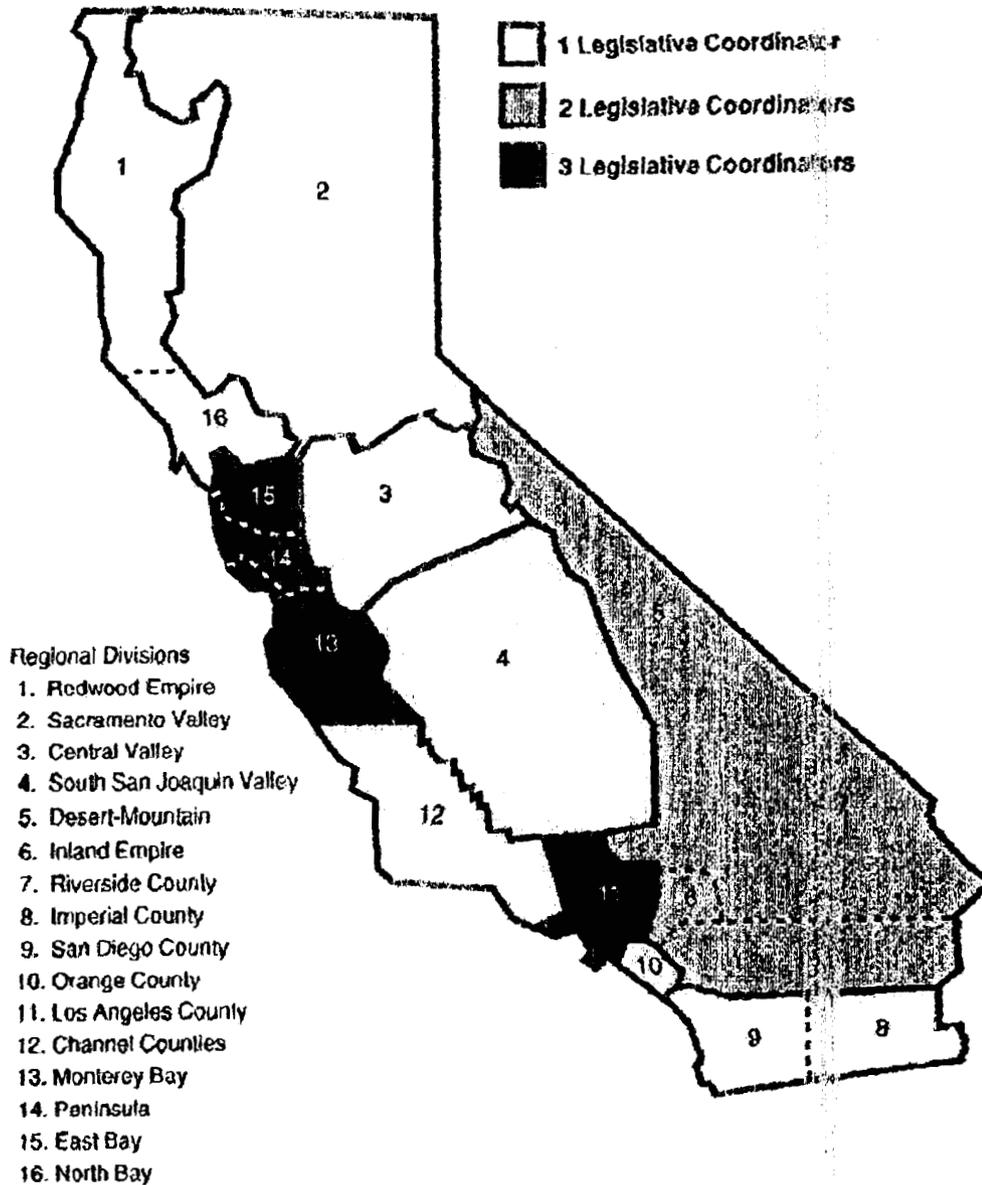
Mail proposals to: League of California Cities  
Grassroots Network Advisory Committee  
C/O Dan Harrison  
1400 K Street  
Sacramento, CA 95814

Attachment A



# Grassroots Network

## *Proposed Distribution of Staff Among League Divisions*





Attachment B

**--Draft-- HOSTING AGREEMENT  
LEAGUE GRASSROOTS NETWORK COORDINATOR**

This Agreement is made and entered into as of this \_\_\_\_\_ day of \_\_\_\_\_, 2001, by and between the League of California Cities ("the League"), a nonprofit corporation located in Sacramento, California, and the City of \_\_\_\_\_ ("City"), located at \_\_\_\_\_, California.

**RECITALS**

- A. The League's membership has approved the Grassroots Network Coordinator (League GRN Coordinator") program to enhance cities' advocacy of statewide city issues before the Legislature; and
- B. City has the facilities and resources to provide space and equipment for a League GRN Coordinator; and
- C. Close proximity to League activities and staff will assist the City in its own efforts to track and participate in legislative advocacy efforts in service to its community; and
- D. The City's space and equipment are suitable for the League's needs for its GRN Coordinator for the geographic area in question.

**AGREEMENT**

The League and City agree that City will provide the facilities and resources to host \_\_\_ League GRN Coordinator(s), subject to the following terms and conditions.

- A. **City Commitment.** City agrees to provide the following beginning November 1, 2001:
  - 1. **Office Space.** Furnished office space to accommodate \_\_\_ Coordinator(s), including a desk, chair, bookcase, filing cabinet and two guest chairs for each Coordinator.
  - 2. **Office Machines.** Use by Coordinator(s) of City computer, telephone, telephone line and voicemail service, as well as shared use of facsimile machine, copy machine, and computer printer, all maintained in proper working order.
  - 3. **Internet.** Shared use of the City's high-speed Internet access.
  - 4. **Conference Room.** Shared use of a City conference room.
  - 5. **Parking.** Parking convenient to the office space location.
  - 6. **Access to City Office.** All keys and security devices needed to access the office location during business or non-business hours.
  - 7. **Support Staff.** Occasional support activities, including for example, photocopying, word processing, meeting arrangements.
- B. **League Commitment.** The League is responsible for the following:
  - 1. **Coordinator Employment.** Selection, training, supervision and compensation of Coordinator(s).
  - 2. **Adherence to League Policies.** Securing Coordinator compliance with League policies, including those relating to personal conduct, harassment and discrimination, workplace safety, and compliance with laws applicable to Coordinators' activities.