



City of Rochester

City Hall Room 308A, 30 Church Street
Rochester, New York 14614-1290
www.cityofrochester.gov

Lovely A. Warren
Mayor

December 8, 2020

TO THE COUNCIL

Ladies and Gentlemen:

Re: Statement of Necessity

We are submitting this Statement of Necessity so that action may be taken during the December Council Meeting for an Agreement with Mercury Public Affairs LLC for State Lobbying Services.

Respectfully submitted,

Lovely A. Warren
Mayor

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2020 DEC -9 A 10:39





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City Hall Room 308A, 30 Church Street
Rochester, New York 14614-1290
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FINANCE INTRODUCTORY NO.

434

Lovely A. Warren
Mayor

December 8, 2020

MAYOR - 33

TO THE COUNCIL

Ladies and Gentlemen:

Re: Agreement – Mercury Public Affairs LLC – State
Lobbying Services

Transmitted herewith for your approval is legislation establishing \$96,000 as maximum annual compensation for an agreement with Mercury Public Affairs LLC (Christopher Bombardier, Managing Director, Charlie King, Partner) to research, track, and advocate for the City's legislative and administrative agenda with New York State. The term will be for one year (January 1 – December 31, 2021) with the option of one, one-year renewal contingent upon approval of both parties. The cost of the agreement for the first year will be funded from the 2020-21 (\$48,000) and 2021-22 (\$48,000) Budgets of the Mayor's Office, contingent upon approval of the latter budget.

Until this year, the City engaged Ostroff Associates primarily to advocate for ROC the Riverway and other capital priorities, while engaging Capitol Hill Management Services on other State priorities. Mercury Public Affairs LLC was selected through a request for proposal (RFP) process as described in the attached summary.

The scope of services includes:

- Arrange for introduction, consideration, and approval of specific bills,
- Identify, review, and present comments on legislation affecting the City,
- Review of the State budget with respect to its impact on the City,
- Arrange and coordinate meetings between State and City officials,
- Coordinate Rochester's activities with the NY State Conference of Mayors and the other large cities in New York, and
- General guidance on legislative matters.

Respectfully submitted,

Lovely A. Warren
Mayor



Vendor / Consultant Selection Process Summary

Department: Mayor's Office
Project / Service Title: New York State Lobbying Services
Consultant Selected: Mercury Public Affairs LLC
Method of selection: X Request for Proposal [Complete 1-7]
 Request for Qualifications [Complete 1-7]
 From the NY State Department of Transportation list of pre-approved regional engineering firms [Complete 4-7]

1. Date RFP / RFQ issued: October 20, 2020

2. The RFP / RFQ was also sent directly to:

Ostroff Associates
Capitol Hill Management
Bolton St. Johns
Wilson Esler
Patrick B. Jenkins & Associates
Hill, Gosdeck, McGraw & Nemeth (HGMN)

3. Proposals were received from

<u>FIRM</u>	<u>City/ST</u>
Mercury Public Affairs LLC	New York, NY
Leading with Our Values, LLC	Brooklyn, NY

4. Evaluation criteria

<u>Criteria</u>	<u>Weighting Points possible</u>	<u>Points received by Mercury</u>
Proposal	30	27
Experience	25	20
Cost	20	12
References	15	8.25
Key Principal Commitment	<u>10</u>	<u>8</u>
SUBTOTAL	100	75.25

Bonus Points

City business: 10% of total	.10 x 0
Prime is an MWBE: 10% of total	.10 x 0
Prime uses 10% - 20% MWBE subs	.05 x 0
Prime uses 20%+ MWBE subs	.10 x 0
Workforce goals for M & W met	<u>.10 x 0</u>
BONUS POINTS SUBTOTAL	0

TOTAL POINTS RECEIVED by the Firm: 75.25

5. Review team included staff from: Mayor's Office (2), Office of Management and Budget (1), Law Department (1)

6. Additional considerations/explanations

7. MWBE Officer has reviewed the recommended firm's proposal for MWBE and Workforce goals. MWBE Officer Initials: *CMJ/mr* **Date:** *12/8/2020*

Form date 1/4/19

434

Ordinance No.

Authorizing an agreement for State lobbying services

BE IT ORDAINED, by the Council of the City of Rochester as follows:

Section 1. The Mayor is hereby authorized to enter into a professional services agreement with Mercury Public Affairs LLC for the provision of State lobbying services. The term of the agreement shall be one year with the option to extend the term for one additional year. The maximum annual compensation for the agreement shall be \$96,000. The compensation for the first year shall be funded in the amounts of \$48,000 from the 2020-21 Budget of the Office of the Mayor and \$48,000 from the 2021-22 Budget of the Office of the Mayor, contingent upon approval of the latter Budget. If the option is exercised, the compensation for the subsequent year shall be funded from subsequent years' Budgets of the Office of Mayor, contingent upon their approval.

Section 2. The agreement shall contain such additional terms and conditions as the Mayor deems to be appropriate.

Section 3. This ordinance shall take effect immediately.