



SHAKER HEIGHTS

Administration Committee Agenda

Via Conference - Zoom

Tuesday, July 13, 2021, 8:00 am

This virtual meeting is being held pursuant to Ordinance 21-54 and Resolution 21-55, enacted by City Council on June 22, 2021.

Join the Zoom meeting as a viewer or listener from a PC, Mac, iPad, iPhone or Android device. Join online at <https://zoom.us/j/98833542366?pwd=N3VrVFV4eEZLOWJBSFJFU0ZJbkFzUT09>

Password: 33553400; Description: Administration Committee; or join by phone at 833-548-0282 (toll free); Webinar ID: 988 3354 2366, Password: 33553400. International numbers available at <https://zoom.us/u/amN71NpvB>.

1. Approval of the June 8, 2021 meeting minutes

Documents:

[ADMINMIN060821 DRAFT.PDF](#)

2. G2G Advocacy Contract Amendment-Additional Funding

Documents:

[G2G ADVOCACY CONTRACT EXT.PDF](#)

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**Administration Committee
Tuesday, June 8, 2021
8:00 A.M.
Via Teleconference - Zoom**

Members Present: Carmella Williams, Chairperson, Council Member
Tres Roeder, Council Member
Rob Zimmerman, Council Member
James Brady, Resident Member
Brian Rosenfelt, Resident Member

Others Present: David E. Weiss, Mayor
Jeri Chaikin, CAO
Sandra Middleton, Human Resources Director
Frank Miozzi, Information Technology Director
Julie Voyzey, Communications & Marketing Director

The meeting was called to order by Chairperson Carmella Williams at 8:01 a.m.

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Approval of the April 13, 2021 Meeting Minutes

Chair Williams asked if there were any changes or comments to the minutes of the April 13, 2021 meeting minutes.

It was moved by Member Brian Rosenfelt and seconded by Council Member Rob Zimmermam that the minutes be approved as submitted.

Minutes of the April 13, 2021 meeting were approved as submitted.

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Shaker Life Art Director Contract

Communications and Marketing Director Julie Voyzey stated the department is asking the Committee's recommendation to enter into a two-year personal services contract for Shaker Life Art Direction with Boom for \$76,000, effective January 1, 2022 to December 31, 2023. Shaker Life is the primary communications vehicle for the City, focused on retaining residents, but increasingly a key attract tool as well, as realtors request copies to share with clients. The magazine content reflects reasons that people stay or move to Shaker including community diversity, architecture, proximity to Cleveland and the Shaker schools.

CITY OF SHAKER HEIGHTS

The City issued an RFP in 2012 for art direction and received six submissions. Boom was determined to be best suited and awarded a three-year contract. The City then awarded Boom a new three-year contract in 2016 without an RFP. In 2018, the City issued another RFP and received four submissions with Boom awarded another three-year contract.

Collaboration with Boom has been incredibly productive. They have overseen a complete redesign and regularly bring innovative and creative ideas. They have a clear understanding of the magazine's mission. Under their art direction, the magazine has won several national awards and has seen a steady growth in ad sales, with record-breaking ad sales in the spring issue of \$67,000, partly attributable to the exquisite presentation and design as well as the relevant and interesting content.

The 2018 RFP was an extensive submission process where designers were required to provide a cover design and two-page feature spread, a new take on the work/live feature section as well as samples of comparable projects. The committee concluded Boom was the best submission as their level of sophistication and artistic presentation met expectations and their specific experience placing fractional ads within content, which is important as the layout can become complicated. Boom also offered a flat rate rather than a per page proposal.

The request for a new contract is \$38,000 per year, an increase of \$5,000, to account for the increasing complexity of the layout due to ad sales, increasing time commitment due to more visual presentation, additional photos and more complex photography. Following completion of the requested contract, the department plans to reevaluate the magazine team and consider a refresh design, issuing an RFP in 2023 for art direction. Sufficient funds are allocated in the department's annual budget for the contract proposal and the department requests the approval to award a two-year contract for art direction to Boom for \$76,000 effective January 1, 2022 to December 31, 2023.

A member inquired about the RFP process, asking why it might be done one year and then issue a contract renewal without an RFP in another cycle. CAO Jeri Chaikin responded continuity, providing an example. For example, the City issued an RFP, along with an extensive interview process, to select the owner's representative for the Van Aken District phase one, and recommended for continuity to continue with the same rep for the next phase without an RFP, which was just approved by Council.

Director Voyzey stated the magazine team is complex including a contracted editor, ad manager, various writers and photographers, and art director. It is sort of a whole ecosystem of different contractors working together. Changing one is complicated and results in losing productivity. CAO Chaikin added that Council ordinance does not require competitive bidding for professional services such as this, although the City routinely issues RFPs for items that exceed \$25,000, requiring Council approval, but also for other consulting services contracts that are less than \$25,000.

Chair Williams indicated she hears positive feedback on the magazine so Boom obviously does good work. She thanked the director and her team for the work on this publication. She noted that upon approval of this Committee, the contract will go to Finance Committee and Council for approval

and asked for a motion to approve the recommendation for a two-year contract with Boom for \$76,000.

It was moved by Member Jim Brady and seconded by Member Brian Rosenfelt approving the recommendation for a two-year contract with Boom for art direction of Shaker Life for the period January 1, 2022 to December 31, 2023 in the amount of \$76,000.

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There being no further business, the meeting was adjourned at 8:14 a.m.

Carmella Williams, Council Member, Chair
Administration Committee



Memorandum

To: Members of the Administration Committee

From: Joyce G. Braverman, Director, Planning
Laura Englehart, Director, Economic Development

cc: David E. Weiss, Mayor
Jeri E. Chaikin, Chief Administrative Officer

Date: July 2, 2021

Re: Request for Government Advocacy Contract Extension and Appropriation

Background

Several Federal and State funding opportunities are newly available now and during the next few years. At the Federal level, both the appropriations process and transportation/infrastructure legislation are underway in Congress, and U.S. Department of Transportation RAISE grants for transportation and infrastructure investments are currently in process. At the State level, the State of Ohio will be further allocating its first of two rounds of American Rescue Act funds, and a State Capital budget will be drafted in 2022.

Earlier this year, staff researched opportunities, solicited and received consultant proposals, and devised a strategy to take advantage of these opportunities. In April, staff selected and hired G2G Consulting to provide advocacy services at the federal level at a contract price not to exceed \$24,000 for services through mid-August 2021 – until the traditional Congressional recess. (Background on that competitive selection process is provided below).

In early April, staff briefed Council at a public work session about the funding opportunities and discussed how, at the time, U.S. House legislative processes were already well underway with some imminent submission deadlines. Discussion also included some realistic assessments of how competitive the opportunities are and the fact that, while we have previously been successful in seeking state and federal funding, we are now at a disadvantage because we do not currently have a sitting U.S. House Representative. Due to the need to move quickly and the uncertainty of not having a Representative, the initial contract was started immediately but on a short-term basis.

Now, after three months of advocacy services, we have ongoing opportunities that remain open and it requires a contract extension to continue to effectively pursue them. Accordingly, we request approval from this Committee to amend G2G Consulting's contract to increase the amount up to a maximum total of up to \$60,000 for services to be provided through March 2022 (a 12-month contract) or until services are no longer needed (whichever is earlier). Of that total contract amount, \$24,000 has already been committed from the Economic Development Department's 2021 operating budget. An additional appropriation of \$36,000 is now requested from the General Fund for the contract extension.

Priority Projects

The City is currently focused on advancing a number of large projects that will help us achieve our City goals. Two projects in particular have been the focus of our federal advocacy efforts: (1) the Sanitary Sewer Overflow project at Lomond and Lynnfield, totaling approximately \$2.5M; and (2) Lee Road

Corridor road reconstruction, signalization, streetscape, and multi-purpose path to reimagine and improve Lee Road, totaling approximately \$14M.

Advocacy Consultant Selection Process

To assist the City with lobbying for funding opportunities for these priority projects, staff solicited and received proposals from:

1. G2G Consulting - \$5,000/month for either State or Federal work, both for \$7,000/month. Federal lobbying for Ohio entities; also lobbies in Columbus.
2. The CJR Group, Inc. - \$5,000/month for either State or Federal work, both for \$7,500/month. State lobbying priority; active at the Federal level in the past.
3. LNE Group - \$20,000 for 3 months April-June; and \$20,000 from June 30 until a federal budget is enacted. Proposal focused on federal lobbying.

Staff interviewed all three of these firms and subsequently recommended separating Federal and State advocacy efforts based on the timing of available opportunities. Staff recommended proceeding with the Federal work immediately and engaging a consultant separately for the State advocacy work in 2022 when the State capital budget process begins.

G2G Consulting was selected for the Federal engagement due to their experience, federal relationships and approach. G2G is a bipartisan team of funding experts and government affairs professionals who have spent decades working for and with government at all levels to advocate for funding priorities. They approached our engagement by creating a Strategic Roadmap, which includes targeted outreach to key federal agencies and Members of Congress, what to expect could be gained from each, and the scope of work involved to effectively pursue funding. The next section of this memo outlines where the engagement currently stands and what types of services an extended contract would provide.

Services Provided to Date and Forward-Looking Strategy

At the start of our work together, G2G jumped into the federal appropriations filing process, first learning our priorities followed by making prompt, formal submissions on the City's behalf and conducting outreach to key Congressional offices across Northeast Ohio. G2G advised on legislative deadlines and messaging for each targeted Member of Congress, obtained and completed their required forms, ensured all deadlines were met, and arranged for introductions, meetings and follow-ups with Congressional offices to explain the City's funding needs and why they are important.

Because we do not currently have a Representative in the U.S. House, we were unsuccessful in requesting an appropriation for our sewer project via the House appropriations process. Congressman Ryan did submit our Lee Road reconstruction project to the House Transportation and Infrastructure committee as one of twelve priority community projects for the House version of the infrastructure bill. Congressman Ryan's support continues to be helpful as we now pursue appropriations on the Senate side.

We currently have an appropriations request in to U.S. Senator Sherrod Brown's office seeking federal funding to assist with future engineering and implementation of our upcoming Lee Road Action Planning process. (Senator Portman's office does not accept appropriations requests). In June, upon invitation, a regional representative from Senator Brown's office toured the Lee Road Corridor with Mayor Weiss, the Planning and Economic Development Directors, SHDC Director Nick Fedor, and our G2G representatives to learn more about what we intend to accomplish in the upcoming Lee Road Action Planning process and how we will implement its recommendations. The timeline for a decision on whether our Senate appropriations request will be made is not yet known, but it is likely that the U.S. Senate Appropriations Committees will not be marking up appropriations bills until after the August

recess. G2G continues to provide guidance as well as outreach and advocacy services as this process continues, and a contract extension is needed to continue this work.

Additionally, the City is applying for a \$1M grant through the U.S. Department of Transportation's (DOT) Rebuilding American Infrastructure with Sustainability and Equity (RAISE) discretionary grant program. This highly competitive grant is one of the few U.S. DOT discretionary programs for which regional and local governments can directly compete for multimodal transportation funding. The Planning Department is submitting an application July 12, 2021 and grant decisions are expected by November 22, 2021. In June, G2G arranged for us to have a pre-application meeting with a program manager from DOT and will continue to advocate on behalf of the City as the competitive grant process proceeds.

Conclusion

With ongoing, open federal funding opportunities that we are currently seeking, we recommend extending G2G Consulting's contract to continue to provide government advocacy services on behalf of the City through March 2022. Accordingly, we request approval from this Committee to amend G2G Consulting's contract to increase the amount up to a maximum total of up to \$60,000 for services to be provided through March 2022 (a 12-month contract) or until services are no longer needed (whichever is earlier). Of that total contract amount, \$24,000 has already been committed from the Economic Development Department's 2021 operating budget. An additional appropriation of \$36,000 is now requested from the General Fund for the contract extension.