

10. Recommendation to Enter into a Contract for Services with E2 Strategies LLC in the Amount of \$96,000 for General Federal Advocacy Consulting Services



**EAST BAY REGIONAL PARK DISTRICT
BOARD OF DIRECTORS MEETING
AGENDA STAFF REPORT**

DATE	January 16, 2024
TITLE	Authorization to Enter into a Contract for Services with E2 Strategies LLC in the Amount of \$96,000 for General Federal Advocacy Consulting Services
DIVISION	General Manager's Office
FROM	Erich Pfuehler, Chief of Government and Legislative Affairs Dr. Ana M. Alvarez, Deputy General Manager
APPROVED	Sabrina B. Landreth, General Manager

A handwritten signature in black ink, appearing to be "S. Landreth", written over a horizontal line.

RECOMMENDATION

The General Manager recommends the East Bay Regional Park District (Park District) to enter into a one-year contract with E2 Strategies LLC for General Federal Advocacy Consulting Services in the amount of \$96,000, with an option to extend the agreement for two one (1) year extensions.

BACKGROUND

For over twelve years, the Park District has utilized the services of E2 Strategies LLC (Peter Umhofer, Principal), to help promote the District's profile in Washington D.C., including the facilitation of meetings with U.S. Senate and House of Representatives staff, and key decision makers at several Federal agencies and departments. Considering his effective, ongoing advocacy, staff recommends retaining the services of Mr. Umhofer and his consulting company E2 Strategies LLC with a one-year contract from January 2024 through December 2024. The contract is not to exceed \$8,000 a month. The Board Legislative Committee unanimously supported the General Manager's recommendation at their January 10, 2024 meeting.

ANALYSIS

The Park District benefits from a consistent presence in Washington D.C. to support the Board, General Manager and Government and Legislative Affairs staff. The 2023 Federal Advocacy Conference was successful in advancing two Community Project Benefit applications, a Federal Department of Transportation Rebuilding American Infrastructure with Sustainability and Equity (RAISE) grant application, productive work with the Federal Emergency Management Administration (FEMA) and advancing language regarding bifurcation and transfer of the 14-acre Oakland Army Base property to the Park District. These priorities remain in

2024, in addition to work to advance additional funding for the Land and Water Conservation Fund. While additional support may be helpful and considered as the year advances, the Park District would benefit from its history of collaboration with E2 Strategies.

FISCAL IMPACT

The assumed fiscal impact would be \$96,000 for 2024.

SOURCE OF FUNDS	
101-2011-000-6191	\$ 96,000
Total Funds Available	\$ 96,000

USE OF FUNDS	
E2 Strategies LLC	\$ 96,000
Total Funds Available	\$ 96,000

ATTACHMENTS

None.



**EAST BAY REGIONAL PARK DISTRICT
RESOLUTION NO. 2024-01-
JANUARY 16, 2024**

**RECOMMENDATION TO ENTER INTO A CONTRACT FOR SERVICES WITH
E2 STRATEGIES LLC IN THE AMOUNT OF \$96,000 FOR GENERAL FEDERAL
ADVOCACY CONSULTING SERVICES**

WHEREAS, the East Bay Regional Park District (Park District) has a need for advocacy services at the Federal level and is actively working to secure legislation and funding to advance its mission; and

WHEREAS, E2 Strategies LLC has experience advocating on a wide range of policy issues including Federal land transfer, wildfire protection and resilience, equitable access and natural resources protection policy in alignment with the Park District's Legislative Program.

NOW, THEREFORE BE IT RESOLVED, that the Board of Directors of the East Bay Regional Park District hereby authorize the General Manager to execute a contract for E2 Strategies LLC for legislative advocacy services at the Federal level for a one-year contract with an option to extend the agreement for two one (1) year extensions. The contract is a base flat payment of \$8,000 per month; and

BE IT FURTHER RESOLVED, that the General Manager is hereby authorized and directed, on behalf of the Park District and in its name, to execute and deliver such documents and to do such acts as may be deemed necessary or appropriate to accomplish the intentions of this resolution.

Moved by Director _____, and seconded by Director _____, and adopted January 16, 2024, by the following vote:

FOR:

AGAINST:

ABSTAIN:

ABSENT: