



CITY OF KIRKLAND
City Manager's Office
123 Fifth Avenue, Kirkland, WA 98033 425.587.3001
www.ci.kirkland.wa.us

MEMORANDUM

To: Kurt Triplett, City Manager
From: Erin Leonhart, Intergovernmental Relations Manager
Date: July 6, 2010
Subject: STATE LOBBYIST FOR 2011 LEGISLATIVE SESSION

RECOMMENDATION:

It is recommended that the City Council approve contracting with Waypoint Consulting Group for state lobbying services starting in summer 2010 through the end of the 2011 State Legislative Session with a combination of 2010 Professional Services funds budgeted for this purpose (\$26,000) and Council Reserve funds and/or a partially funded 2011 Service Package (\$4,000 for remainder of 2011 Legislative Session, \$36,000 per year for an annual contract).

BACKGROUND

Since 2006, the City has contracted with a state lobbyist (Mike Ryherd) to represent our interests in Olympia. The state lobbyist's focus tends to be on legislation; however, Mr. Ryherd secured \$3.75 million in State funds for support of economic development and public safety facility design. In Kirkland's 2009-2010 budget funds were approved to continue state lobbyist support at \$30,000 per year.

Mike Ryherd retired after the 2009 Legislative session. Due to financial issues in Kirkland as well as Olympia, the Council Legislative Committee recommended that a full-time lobbyist not be hired for the 2010 session. Kirkland contracted with Gordon Thomas Honeywell at a reduced rate for advisory services only through the session with an option to expand services if we chose to pursue legislation or funding in 2011.

OPTIONS

Given the need for capital funds, in particular for the Public Safety Building, and for legislative support to protect local government funding (i.e., Annexation Sales Tax Credit), the Council Legislative Committee requested proposals from and met with representatives from Gordon Thomas Honeywell and Waypoint Consulting Group to discuss potential lobbying services for the 2011 Legislative Session (including preparation time). Proposals from the two organizations are attached and options from those proposals are:

1. **Option One (Gordon Thomas Honeywell –Specific Issue/Appropriation Lobbying)** – At a cost of \$3000/month for an annual contract, his option would include:
 - a. Regular tracking and reporting about legislation;
 - b. Proactive consulting with the City to develop Capital and/or Transportation budget request concepts and complete staff work to move the requests forward, such as preparing application forms and completing support and justification documents;
 - c. Proactive lobbying the Legislature on up to two policy issues and/or budget requests; and
 - d. Lobbying defensively on legislation that negatively impacts the City.

2. **Option Two (Gordon Thomas Honeywell – Developing a Legislative Program)** – At a cost of \$4000/month for an annual contract, this option would include:
 - a. Regular tracking and reporting about legislation;
 - b. Working with the city to develop a holistic legislative program;
 - c. Proactive consulting with the City to develop Capital and/or Transportation budget request concepts and complete staff work to move the requests forward, such as preparing application forms and completing support and justification documents;
 - d. Proactive lobbying the Legislature on all issues developed under the legislative program; and
 - e. Lobbying defensively on legislation that negatively impacts the City.
3. **Option Three (Waypoint Consulting Group – Monitor and Advise)** – At a cost of \$1,500/month for an annual contract, this option would include:
 - a. Regular tracking and reporting about legislation and budget items (operating, capital and transportation) in the legislature and proposed by the Executive that could impact the City of Kirkland;
 - b. Advice at each stage of the legislative process;
 - c. Leading up to and during the legislative session, work with other interested stakeholders, including the Association of Washington Cities and others with similar interests and advise the City of Kirkland on the development of the City's legislative agenda and on pre-session strategy in order to be well situated for the 2011 session.
4. **Option Four (Waypoint Consulting Group – Active Participation)** – At a cost of \$3,000/month for an annual contract, this option would include:
 - a. Working with the City of Kirkland and other entities concerned with municipal-related legislation to help draft a workable legislative agenda based on the City's priorities;
 - b. Actively lobby and advocate for the City on all matters of interest to Kirkland including (details included in proposal);
 - c. Working on budget items in any of the three budgets – transportation, capital and operating.

The Council Legislative Committee recommends **Option Four** – contracting with Waypoint Consulting Group at the Active Participation level. Waypoint consists of Majken Ryherd and Jim Richards who, until recently, held key staff positions in the State House of Representatives. They agreed to an initial 10-month contract (\$30,000 total), which would allow time for them to get to know Kirkland and assist with development of the 2011 Legislative Agenda and capital budget requests.

Staff contact on this issue is Erin Leonhart, Intergovernmental Relations Manager.

ATTACHMENT A – GORDON THOMAS HONEYWELL PROPOSAL
ATTACHMENT B – WAYPOINT CONSULTING GROUP PROPOSAL



**CITY OF KIRKLAND
PROPOSAL TO PROVIDE GOVERNMENTAL AFFAIRS SERVICES**

Submitted by
Gordon Thomas Honeywell Governmental Affairs

May 26, 2010

Contact Information

Gordon Thomas Honeywell Governmental Affairs
1201 Pacific Avenue; Tacoma, WA 98401
Phone: (253) 620-6500
Fax: (253) 620-6565
E-mail: tims@gth-gov.com

Throughout the 2010 legislative session, Gordon Thomas Honeywell Governmental Affairs provided the City of Kirkland with legislative monitoring services. In looking forward to the next legislative biennium, the City of Kirkland may find it advantageous to become more involved in the state legislative process. GTH-GA has compiled the attached proposal that describes different levels of legislative services available to the City.

The following proposal is broken into 5 sections:

- 1) About Gordon Thomas Honeywell Governmental Affairs
- 2) Gordon Thomas Honeywell Governmental Affairs' Team of Professionals
- 3) Washington State Governmental Affairs Experience & Successes
- 4) Effective Advocacy and Dynamic Solutions: Our Strategies
- 5) Scope of Work

1201 Pacific Ave, Suite 2100
Tacoma, WA 98401
Phone: (253) 620-6500
Fax: (253) 620-6565

www.gth-gov.com

203 Maryland Ave., NE
Washington, DC 20002
Phone: (202) 544-2681
Fax: (202) 544-5763

Section I
About Gordon Thomas Honeywell Governmental Affairs

Gordon Thomas Honeywell Governmental Affairs (GTH-GA) is a full-service governmental affairs firm with offices in Tacoma, Washington and Washington, DC. GTH-GA has worked diligently to provide a high level of service at a competitive market rate to our many clients. For nearly 20 years, our firm has brought success to clients at every level of government – local, state, federal, and international.

In 1987, GTH-GA was founded as a Washington State-based governmental affairs firm, a foundation on which we pride ourselves. Since then, our business has expanded to include other areas of government, but our most dominant business group remains the Washington State Governmental Affairs Group. Our Washington State governmental affairs consultants are a group of professional lobbyists serving over 20 different clients in Olympia.

Our consultants have taken a professional, information-driven approach to lobbying in Washington State. The governmental affairs profession is rapidly changing to become a more professional service, and Gordon Thomas Honeywell Governmental Affairs is at the forefront of this evolution. Our professionalism is reflected in our year-round work schedule and polished presentation of public policy information. Many of GTH-GA's clients have commented that this professionalism is refreshing in the governmental affairs profession.

GTH-GA has a long history of successfully representing local governments to the state and federal governments. Our consultants have over 50 years of experience representing local governments, who comprise nearly half of our Washington State clientele. This local government experience has not only built an expertise towards the issues that local governments face, but has also created strong relationships among policy makers and stakeholders throughout the local government arena in Olympia. We hope to add the City of Kirkland to our list of valued local government clients.

For additional information on Gordon Thomas Honeywell Governmental Affairs' other business groups and/or full client list, please visit www.gth-gov.com.

1201 Pacific Ave, Suite 2100
Tacoma, WA 98401
Phone: (253) 620-6500
Fax: (253) 620-6565

www.gth-gov.com

203 Maryland Ave., NE
Washington, DC 20002
Phone: (202) 544-2681
Fax: (202) 544-5763

Section II

Gordon Thomas Honeywell Governmental Affairs' Team of Professionals

GTH-GA's Washington State Governmental Affairs Group is a collaborative team of Olympia-based lobbyists. There are currently seven governmental affairs consultants serving in the Washington State Governmental Affairs Group: Tim Schellberg, Cindy Zehnder, Al Ralston, Noah Reandeau, Briahna Taylor, Bryce Yadon, and Megan Schrader. While each consultant is responsible for specific clientele, our consultants often coordinate strategies and utilize each other's networks to accomplish legislative agenda items. Tim Schellberg, Cindy Zehnder and Briahna Taylor would be the primary consultants serving the City of Kirkland.

Tim Schellberg



Tim Schellberg is the president of Gordon Thomas Honeywell Governmental Affairs. Tim maintains an active governmental affairs practice and manages the firm's business groups. Tim primarily represents clients in the Washington State Legislature and Congress on a variety of topic areas including local government, transportation, technology, biotechnology, public safety, utilities, and more. Tim has represented local government clients since the beginning of his practice, bringing each client a great deal of success.

Tim received his undergraduate degree from Washington State University in 1988 and his Juris Doctorate from Seattle University in 1991. Tim now lives in Gig Harbor with his wife and two children.

Cindy Zehnder



Cindy Zehnder manages the firm's Washington State Governmental Affairs Division. Cindy's in-depth knowledge of Washington State policy and politics has been built over her 30-year career in public affairs. She has extensive negotiation experience in public and private sectors and is adept at managing public relations, stakeholder outreach, and communications strategies for organizations.

Prior to joining the firm, Cindy served as Chief of Staff to Governor Chris Gregoire where she provided leadership to the senior staff and managed the Governor's Office operations, including legislative relations, policy development, budget, communications, crisis management, and constituent relations. She was directly responsible for the twenty-seven executive cabinet agencies and chaired the Natural Resources and Economic Recovery Subcabinets as well as the senior transportation policy group. From 2003 to 2007, Cindy was the CEO of Washington State's public affairs network, TVW, which televises all major legislative, executive branch, and Supreme Court proceedings. For five sessions prior to that, Cindy served as Chief Clerk of the Washington State House of Representatives where she was responsible for all legislative operations.

1201 Pacific Ave, Suite 2100
Tacoma, WA 98401
Phone: (253) 620-6500
Fax: (253) 620-6565

www.gth-gov.com

203 Maryland Ave., NE
Washington, DC 20002
Phone: (202) 544-2681
Fax: (202) 544-5763

Cindy began her career as a truck driver and dockworker followed by a number of leadership positions within the Teamsters union, including International Representative, Coordinator of the Washington Joint Council of Teamsters; and Secretary-Treasurer and Principle Officer of the Freight, Tanker, and Carhaul Drivers in King County. Cindy has a long history of community involvement including participation in the University of Washington Board of Regents, Fred Hutchinson Cancer Research Center, the Ruckelshaus Center, the Evans School of Public Affairs, WSU Tri Cities, and UW Tacoma. She has served on the executive board of the National Caucus of State Legislatures, the Trust for Representative Democracy, the NCSL Foundation Board, the National Association of Clerks and Secretaries, and the National Association of Public Affairs Networks. She was recently appointed by Governor Gregoire to chair Washington State's Workforce Board. Cindy received a bachelor's degree and master's degree in educational psychology from the University of Washington. She lives in Olympia with her partner, Mike Branstetter.

Briahna Taylor



Briahna is a governmental affairs consultant serving the firm's city and county clients in the Washington State Governmental Affairs group. She joined Gordon Thomas Honeywell Governmental Affairs as a governmental affairs assistant in 2006 and quickly advanced to a consultant position. To complement her expertise in Washington State government, Briahna is currently enrolled in Seattle University's School of Law part-time evening program studying municipal law.

Prior to joining GTH-GA, Briahna served as legislative staff and, in 2005, was commissioned by the State Auditor to research and author a monograph on the history of the State Auditor's Office. Briahna graduated summa cum laude from Pacific Lutheran University with a Bachelor of Arts in Political Science and English-Writing.

1201 Pacific Ave, Suite 2100
Tacoma, WA 98401
Phone: (253) 620-6500
Fax: (253) 620-6565

www.gth-gov.com

203 Maryland Ave., NE
Washington, DC 20002
Phone: (202) 544-2681
Fax: (202) 544-5763

Section III
Washington State Governmental Affairs Experience & Past Successes

With over 20 clients and decades of combined governmental affairs experience, Gordon Thomas Honeywell Governmental Affairs has earned a reputation as one of Washington State's most established and respected lobbying firms. GTH-GA has developed extraordinary contacts within the legislative and the executive branches of government. These contacts, coupled with our professional work ethic, legal background, issue experience, and effective strategies have created unparalleled success for our clients. Below is a sample of some of our more notable budget requests and policy requests.

Successful Budget Requests

2010 Legislative Session (Non Budget Year)

- \$500,000 for intersection at 150th & Murray Road in Lakewood.
- \$235,000 for Frontage Road in Gig Harbor.
- \$200,000 for Arch Bishop Murphy intersection.
- Language to provide funding to SR 522 in Kenmore in the 2011-13 Transportation Budget.
- \$100 million in the Capital Budget for NEEC (energy efficiency upgrades to public schools).

2009 Legislative Session

- \$3 million in the Transportation Budget for the design of Lewis Street overpass in Pasco.
- \$2.5 million in the Capital Budget for a wastewater treatment plant expansion in Gig Harbor.
- \$1 million in the Capital Budget to construct an emergency operations center in Snohomish County.
- \$500,000 in the Operating Budget for the Western State Hospital Community Policing program in Lakewood.
- \$400,000 in the Transportation Budget to fund a route development plan for US 2 in Snohomish County.
- \$200,000 in the Capital Budget to fund Greenacres Park in Spokane Valley.

2008 Legislative Session (Non Budget Year)

- \$500,000 in the Capital Budget for improvements in the Tillicum area of Lakewood.
- \$300,000 in the Capital Budget for the Greenacres Park in Spokane Valley.
- \$1 million in the Capital Budget for improvements to Gig Harbor's wastewater treatment plant.

2007 Legislative Session

- Over \$3 million in the Capital Budget for parks in the cities of Spokane Valley, Lakewood, and Gig Harbor.
- \$5 million in the Transportation Budget for road improvements related to Saint Anthony's Hospital in Gig Harbor.
- \$400,000 in the Capital Budget to build a pedestrian overpass in Pasco.
- Over \$20 million in the Capital Budget for the Washington Association of Sheriffs and Police Chiefs to implement the School Mapping Program (2004 through 2007).

1201 Pacific Ave, Suite 2100
Tacoma, WA 98401
Phone: (253) 620-6500
Fax: (253) 620-6565

www.gth-gov.com

203 Maryland Ave., NE
Washington, DC 20002
Phone: (202) 544-2681
Fax: (202) 544-5763

- \$5 million in the Operating Budget for the Washington Economic Development Association for local economic development activities.
- \$3 million in the Operating Budget for the Washington Association of Sheriffs and Police Chiefs to implement the statewide victim notification system.
- \$1 million in the Operating Budget for Western State Hospital mitigation in the City of Lakewood.

2006 Legislative Session (Non Budget Year)

- \$1 million in the Capital Budget for critical incident mapping for Prepared Response.
- \$3 million in the Capital Budget for completion of the Vancouver Crime Lab for Washington Association of Sheriffs and Police Chiefs.
- \$1.575 million in the Operating Budget for rural drug task forces to fight methamphetamine use for Washington Association of Sheriffs and Police Chiefs.
- \$2.5 million in the Capital Budget for restoration and repair of the Tacoma Rainier's baseball stadium for Tacoma.
- \$1 million in Capital Budget for restoration and repair of the Tri-City Dust Devils baseball stadium for Pasco.
- \$851,000 in the Operating Budget for additional law enforcement training academy slots for Washington Association of Sheriffs and Police Chiefs.
- \$132,000 in the Operating Budget to convene a workgroup on sex offender notification for the Washington Association of Sheriffs and Police Chiefs.
- \$500,000 in the Operating Budget as pilot funds for first responder communications interoperability for Motorola.

Policy Issues

Gordon Thomas Honeywell Governmental Affairs is highly practiced in lobbying the many policy issues that impact municipalities. Through effective lobbying, well-developed information, and working to develop compromises with opposing stakeholders, GTH-GA will be able to accomplish City of Kirkland's priority agenda items.

2010 Legislative Session

- Passed legislation making technical changes to the Tri-Cities public facility district (Pasco).
- Developed a work group to address local government regulation of house-banked social card rooms (Lakewood).
- Passed HB 2961, requiring electronic logging of pseudoephedrine purchases at no cost to the state (Appriss).
- \$505 million bill passed to go to voters to create jobs by funding energy efficiency upgrades to public buildings (NEEC).

2009 Legislative Session

- Passed legislation allowing local governments to create revolving loan accounts for public works projects (Snohomish County).
- Passed legislation allowing Snohomish and Pierce counties to lease buildings with an option to purchase them (Snohomish County).

1201 Pacific Ave, Suite 2100
Tacoma, WA 98401
Phone: (253) 620-6500
Fax: (253) 620-6565

www.gth-gov.com

203 Maryland Ave., NE
Washington, DC 20002
Phone: (202) 544-2681
Fax: (202) 544-5763

- Passed legislation allowing local governments limited moratoria authority along their shorelines (Gig Harbor).
- Passed legislation allowing the creation of a regional public facility district in the Tri-Cities (Pasco).
- Defeated legislation regarding municipal wards (Spokane Valley).
- Defeated legislation pre-empting local authority to establish rental inspection programs (Pasco).
- Defeated legislation that created an impact fee exemption that would have cost local governments millions of dollars (Snohomish County).
- Successfully amended a bill regulating RVs in mobile home parks (Pasco & Lakewood).
- Passed legislation to improve residential energy efficiency and reduce greenhouse gas emissions (Northwest Energy Efficiency Council)
- Passed legislation providing a major western Washington water utility with additional authority (Cascade Water Alliance).

2008 Legislative Session

- Passed comprehensive gang legislation that offered new tools to law enforcement and human services groups for prevention, intervention, and suppression of gang activity.
- The successful political navigation through climate change legislation so as to support climate change solutions and protect the interests of the client.
- The successful amendment to a bill to protect online directories from new regulations.

2007 Legislative Session

- Led the effort in passing HB 1001, to create the Washington State Auto Theft Authority, the most comprehensive auto theft legislation in the history of the state.
- Passed House Bill 2670, paving the way for financing infrastructure improvements needed to build Saint Anthony's Hospital.

Previous Sessions

- In a two-year effort, GTH-GA employees designed and orchestrated the passage of authority for Pierce County to enact a one-tenth of one-percent tax to support the Point Defiance Zoo, Northwest Trek, and parks in all of the cities in unincorporated Pierce County. In addition to legislative work on the issue, GTH-GA was also involved in negotiations between the government and other parties in Pierce County, and facilitated their contact with various legislators.

1201 Pacific Ave, Suite 2100
Tacoma, WA 98401
Phone: (253) 620-6500
Fax: (253) 620-6565

www.gth-gov.com

203 Maryland Ave., NE
Washington, DC 20002
Phone: (202) 544-2681
Fax: (202) 544-5763

Section IV
Effective Advocacy and Dynamic Solutions: Our Strategies

Understanding Our Clients

The key to Gordon Thomas Honeywell Governmental Affairs' success is our commitment to understanding our client's business. A consultant's ability to recommend effective solutions to complex issues relies on a strong understanding of our client's needs and priorities. Your issues become our issues.

Developing a Successful Agenda

Gordon Thomas Honeywell Governmental Affairs uses strategic planning skills and program development experience to help clients develop a respected and successful governmental affairs program. A successful legislative agenda would take advantage of the current legislative climate and meet our client's needs. In providing services to other local governments, GTH-GA has taken a leadership role in helping clients identify the ideal legislative request.

Lobbying the Legislature and State Executive Branch

With decades of experience lobbying the Legislature and Executive Branch, GTH-GA's relationship network is far reaching, including close relationships with legislative leaders on both sides of the aisle, the Governor's policy staff, and many state agency directors. This network is continually expanding to meet the needs of our growing client base

During the legislative session, GTH-GA employees are on the ground in Olympia actively advocating for our client's issues. But, Gordon Thomas Honeywell Governmental Affairs' professionals are not only continually developing state government relationships, they are becoming policy experts, researching and developing materials on issues and then effectively advocating for those issues.

Grant Opportunities

Gordon Thomas Honeywell Governmental Affairs recognizes that aggressive grant research and persistence with the grant application process can be extremely rewarding to local governments. GTH-GA has extensive experience with federal and state grants and will ensure that our clients are taking full advantage of federal and state grant opportunities.

Partnerships

Partnerships with other cities and stakeholders are imperative to gaining legislative knowledge. Specifically, GTH-GA actively participates in the Washington State Association of Counties and/or the Association of Washington Cities. GTH-GA is also an active member in organizations such as the Washington Association of County Officials (WACO), the Washington Association of Prosecuting Attorneys (WAPA), the Washington Public Ports Association (WPPA), the Washington State Association of Municipal Attorneys (WSAMA) and more.

Develop Local Support

1201 Pacific Ave, Suite 2100
Tacoma, WA 98401
Phone: (253) 620-6500
Fax: (253) 620-6565

www.gth-gov.com

203 Maryland Ave., NE
Washington, DC 20002
Phone: (202) 544-2681
Fax: (202) 544-5763

GTH-GA uses its relationships to acquire and manage the active support of Washington's business and civic community for legislative agenda items. The chance of legislative success is significantly increased when a strong local coalition is involved in the lobbying campaign.

In the Newspaper

Gordon Thomas Honeywell Governmental Affairs has found that integrating media with lobbying efforts can be quite effective in achieving legislative success. In the past GTH-GA has worked to develop media complementing the legislative agenda item, including letters to the editor, etc.

Reporting

Gordon Thomas Honeywell Governmental Affairs has a long standing tradition of providing regular reports to clients. Typically, GTH-GA provides its local government clients with weekly reports. These reports include detailed updates on priority agenda items, a weekly schedule of pertinent upcoming legislative hearings, relevant media (newspaper and journal articles, editorials, blogs and information broadcasts), as well as bill tracking and reporting information for all legislation that may impact the city. GTH-GA provides each client with an end-of-session report that recaps the legislative session in full.

1201 Pacific Ave, Suite 2100
Tacoma, WA 98401
Phone: (253) 620-6500
Fax: (253) 620-6565

www.gth-gov.com

203 Maryland Ave., NE
Washington, DC 20002
Phone: (202) 544-2681
Fax: (202) 544-5763

Section V
Service Options and Fees

1. Specific Issue/Appropriation Lobbying

Services

- Provide the City with a weekly legislative report during the legislative session that includes weekly hearing schedules and a summary of bills important to the City. Identify legislation that impacts the City of Kirkland specifically.
- Provide the City with real-time updated bill tracking, accessible via the web.
- GTH-GA registers as the City's lobbyist with the Public Disclosure Commission.
- Proactively consult with the City to develop Capital and/or Transportation budget request concepts. GTH-GA will complete all the staff work to move the requests forward, such as preparing application forms and completing support and justification documents.
- Proactively lobby the Legislature on up to two policy issues and/or budget requests.
- Lobby defensively on legislation that negatively impacts the City.

Contract Duration & Fees

GTH-GA will provide the services described above for \$3,000/month. Because pursuing proactive policy changes and budget requests requires a significant amount of preparation work prior to session in order to be successful, these services are offered through an annual contract.

1201 Pacific Ave, Suite 2100
Tacoma, WA 98401
Phone: (253) 620-6500
Fax: (253) 620-6565

www.gth-gov.com

203 Maryland Ave., NE
Washington, DC 20002
Phone: (202) 544-2681
Fax: (202) 544-5763

2. Developing a Legislative Program

Services

- Provide the City with a weekly legislative report during the legislative session that includes weekly hearing schedules and a summary of bills important to the City. Identify legislation that impacts the City of Kirkland specifically.
- Provide the City with real-time updated bill tracking, accessible via the web.
- Work with the city to develop a holistic legislative program. Under the program, GTH-GA will:
 - Develop & lobby multiple proactive legislative requests.
 - Strategically facilitate the development of a successful legislative agenda.
 - Complete extensive policy research on potential legislative agenda items.
 - Participate in stakeholder group discussions on issues impacting the City.
 - Plan events to develop close relationships with the legislative delegation.
 - Work with the Association of Washington Cities and the Washington State Association of Counties.
- Proactively consult with the City to develop Capital and/or Transportation budget request concepts. GTH-GA will complete all the staff work to move the requests forward, such as preparing application forms and completing support and justification documents.
- Lobby the Legislature on all issues developed under the legislative program, including multiple budget and policy requests.
- Lobby defensively on legislation introduced that negatively impacts the City.
- GTH-GA registers as the City's lobbyist with the Public Disclosure Commission.

Contract Duration & Fees

GTH-GA will provide the services described above for \$4,000/month. Because pursuing proactive policy changes and budget requests requires a significant amount of preparation work prior to session in order to be successful, these services are offered through an annual contract.

1201 Pacific Ave, Suite 2100
Tacoma, WA 98401
Phone: (253) 620-6500
Fax: (253) 620-6565

www.gth-gov.com

203 Maryland Ave., NE
Washington, DC 20002
Phone: (202) 544-2681
Fax: (202) 544-5763

June 9, 2010

TO: Erin Leonhart, Intergovernmental Relations Manager
City of Kirkland

FROM: Majken Ryherd & Jim Richards
Waypoint Consulting Group

RE: Lobbying Options for the 2011 Legislative Session

Thank you for your interest in Waypoint Consulting Group and the possibility of representing the City of Kirkland. As you requested, here is an overview of two government relations/lobbying approaches for the upcoming 2011 Legislative Session.

Option #1: Monitor and Advise

In this option, Waypoint Consulting Group would track legislation and budget items (operating, capital and transportation) in the legislature and proposed by the Executive that could impact the City of Kirkland. We would inform the City of Kirkland of each bill's progress through the Legislature, including sponsorship, committee assignment, movement to other committees and/or to the Rules Committee and potential floor action. We would provide our advice at each stage of the legislative process. Leading up to and during the legislative session, we would talk with other interested stakeholders, including the Association of Washington Cities and others with similar interest, about the development of their legislative agendas and advise the City of Kirkland on the development of the City's legislative agenda and on pre-session strategy in order to be well situated for the 2011 session.

The monthly retainer proposed would be \$1,500 for an annual contract commencing September 1, 2010.

Option #2: Active Participation

In this option, Waypoint Consulting Group would work with the City of Kirkland and other entities concerned with municipal-related legislation to help draft a workable legislative agenda based on the City's priorities. We would actively lobby and advocate for the City on all matters of interest to Kirkland. This would include, but would not be limited to:

- Developing legislative concepts/language and legislative agenda in conjunction with the City's Legislative Committee, City Manager and Intergovernmental Relations staff.
- Coordinating meetings with legislators and with Governor and agency staff (prior to and during session);
- Coordinating and/or participating in meetings with other stakeholders with similar interests (AWC, etc) prior to and during session.

- Finalizing drafting and work with drafting amendments and budget provisos as they change in the legislative process;
- Coordinating an executive branch strategy as needed depending on the agenda items.
- Facilitating legislation sponsorship and introduction in both the House and Senate as needed;
- Seeking assignment to favorable committees for review;
- Getting legislation heard before each relevant committee, and coordinating the appropriate people to testify before various committees;
- Advising city officials and staff on interaction with legislative and executive branch via phone and e-mail;
- Communicating with agency officials to ensure their support;
- Monitoring opposition activities designed to kill or unfavorably alter City legislation, and taking appropriate action to ameliorate opposing stakeholders and action;
- Working with chairs and committee members to ensure legislation isn't altered (or is altered per the City's wishes) before passing out of committee;
- Working with leadership, Rules Committee members, and leadership staff to move bills out of the Rules Committees;
- Advancing floor action;
- Working on budget items in any of the three budgets – transportation, capital and operating – similar tasks to the above but often with less public process;

The monthly retainer proposed under this option would be \$3,000 for an annual contract commencing August 1, 2010.

Other options within these price ranges are also possible. We would be happy to discuss these and other ideas when we meet or at your convenience.

Thank you again for your interest.

Waypoint Consulting Group
Government Relations & Public Affairs Consulting

About Waypoint

Navigating any complex process can be difficult and frustrating, and the Legislature is a perfect example. There are thousands of ways a bill or budget request can be derailed through the legislative process. At Waypoint, we believe that good policy advocacy starts with a thorough understanding of the legislative process and how a bill does – or doesn't – become law. Waypoint principals Majken Ryherd and Jim Richards have a combined 40 years experience working in the Washington State Legislature, lobbying before it, or working on public affairs issues impacted by legislative and executive branch decisions.

Our intimate knowledge of the Capitol doesn't stop with bill filings and committee hearings. We bring our expertise in stakeholder and coalition management, fiscal and policy development, and strategic know-how to bear to affect legislative outcomes. We have strong working relationships with both Democratic and Republican legislators and their staffs. We know whom to talk to and when.

Outside Olympia, Waypoint principals have the public affairs skills to help your organization map its way through the decision-making process, from policy development to stakeholder management and media relations. Waypoint can help guide strategic planning affecting local, state and federal policies by working with key stakeholders and decision makers in ways that are effective and smart.

Whatever your government affairs needs, Waypoint can help you find your way.

About the Principals

Majken Ryherd has many years of experience working for and with the Washington state Legislature as well as consulting internationally. Most recently she was Chief of Staff to the Speaker of the House in the Washington State Legislature. She has lobbied for a variety of interests in health, housing and human services with expertise in operating and capital budgets, coalition building and advocacy.

Majken's international experience includes consulting on tobacco control in Nigeria, Bangladesh, Burkina Faso and Niger and serving as a Peace Corps volunteer in Senegal.

Jim Richards has a unique blend of public affairs, communications, government relations and management experience gained in both the public and private sectors. He has served as Deputy Chief of Staff to the House of Representatives Democratic Caucus in Olympia, a Governor's Deputy Press Secretary, as an Assistant Director to a large state agency, and as a lobbyist on behalf of various interests. In the business world, Jim has worked as a public affairs and communications consultant, a Vice President for Corporate Communications, and a small business partner and owner.

Contact

Majken Ryherd	206/214-5887	majken@thewaypointconsultants.com
Jim Richards	253/227-5321	jim@thewaypointconsultants.com