

Memorandum



CITY OF DALLAS

DATE May 4, 2018

TO Honorable Members of the Ad Hoc Legislative Committee

SUBJECT **Review of City Membership Organizations and State Governmental Consultants**

On Monday, May 7, 2018, you will receive a briefing on the Review of City Membership Organizations and State Governmental Consultants. The briefing is attached for your review.

Please let me know if you need additional information.

Kimberly Bizer Tolbert
Chief of Staff, City Manager

[Attachment]

cc: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Biliera Johnson, City Secretary
Daniel F. Solis, Administrative Judge
Majed A. Al-Ghafry, Assistant City Manager
Jo M. (Jody) Puckett, Assistant City Manager (Interim)

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors

Review of City Membership Organizations and State Governmental Consultants

Legislative Ad Hoc
Committee

May 7, 2018

Larry Casto
City Attorney

Brett Wilkinson
Managing Director
Office of Strategic Partnerships and
Government Affairs

Clifford Sparks
State Legislative Director



City of Dallas

Overview and Purpose

- To provide an overview of City memberships, to discuss the cost and benefits of these organizations, and to seek Legislative Ad Hoc Committee input on continuing specific memberships.
- To review the need for State Legislative Consultants during the Interim Session of the Texas Legislature.



Agenda

- City Memberships
 - Background
 - Overview
 - Membership Considerations
 - Memberships Review
 - Next Steps
- State Governmental Consultants
 - Background
 - Overview
 - Recommendations



City Memberships



Background

- In October 2017, the City Council voted to approve City memberships over \$50,000.
- Staff was directed to provide updates to the Legislative Ad Hoc Committee on the Texas Municipal League and the North Texas Commission.
- In December 2017, the City Council was notified that the City Manager would be doing a City-wide internal review of all City memberships.
- Since December, City staff has reviewed memberships across the organization.



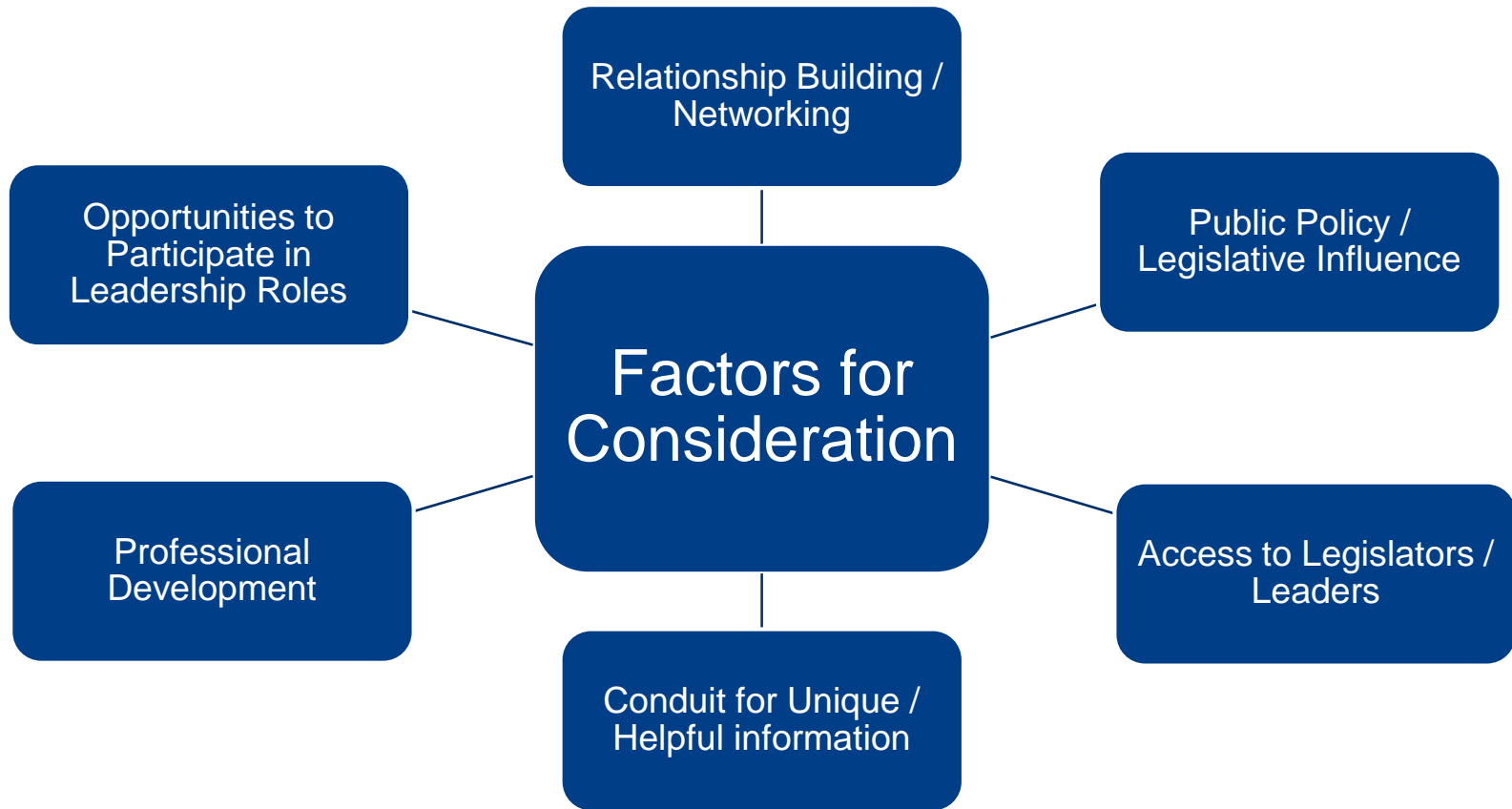
Overview

City memberships generally fall within three categories:

- 1) City department specific advocacy/trade organizations
- 2) Professional associations
- 3) Local, state and national advocacy organizations in which city councilmembers participate



Membership Considerations



City Department Specific Advocacy/Trade Organizations

Many City departments are members of advocacy/trade organizations that support that department's mission. Examples of these organizations include:

- Texas Coalition of Cities for Utility Issues
- National Community Development Association
- Government Finance Officers Association
- Public Risk Management Association
- Water Research Foundation
- Airports Council International
- American Planning Association
- National Fire Protection Association
- Texas Floodplain Management Association
- American Public Works Association
- American Library Association
- Municipal Waste Management Association
- National Recreation and Park Association
- The Dallas Regional Chamber
- Association of Local Government Auditors



Professional Associations

City staff across the organization are members of professional associations. The associations are important for professional development, continuous learning, best practices and networking within City staffs' respective fields of professional expertise. **Many of these organizations also provide legislative/policy advocacy services.** Examples of these organizations include:

- International Municipal Lawyers Association
- International City/County Management Association
- Association of Public Safety Communication Officials
- Texas Police Chiefs Association
- American Association of Airport Executives
- Society for Human Resources Management
- Institute of Transportation Engineers
- American Institute of Architects
- American Institute of Certified Planners
- Institute of Internal Auditors
- Society of Animal Welfare Administrators
- Finance Executives International



National, State and Local Advocacy Organizations

The City of Dallas is a member of several organizations in which City Councilmembers primarily participate. These include:

- The United States Conference of Mayors (USCM)
- The National League of Cities (NLC)
- The Texas Municipal League (TML)
- Transportation Excellence for the 21st Century (TEX-21)
- The North Central Texas Council of Governments (NCTCOG)
- The North Texas Commission (NTC)
- The Dallas Regional Mobility Coalition (DRMC)



The United State Conference of Mayors (USCM)

- Purpose: USCM is a non-partisan organization of mayors of cities with populations of 30,000 or more. Conference members speak with a united voice on organizational policies and goals to: promote the development of an effective national city and metro area focused policy; strengthen federal-city relationships; ensure that federal policy meets urban needs; provide mayors with leadership and management tools that allow them to do their jobs better and make them more effective as leaders; and create a forum in which mayors can share ideas, information, and best practices.
- Annual Membership Dues: \$40,235



USCM (cont'd)

- Benefits:
 - Federal legislative advocacy services for municipalities
 - Influence with Congress and the Administration
 - Annual conferences provide opportunities for networking, professional development and the sharing of best practices
 - Grant opportunities
 - Mayor Rawlings serves as a Trustee on the board (one of only 13), and serves as the Chair of the USCM Education Task Force
- Staff Recommendation: Continue membership



The National League of Cities (NLC)

- Purpose: NLC is a resource and advocate for the nation's cities and their leaders, Working in partnership with the 49 state municipal leagues, NLC serves as a resource to and an advocate for the more than 19,000 cities, villages and towns it represents. NLC strives to: proactively drive federal policy; promote innovation and provide proven strategies and valuable resources that address the challenges cities face; raise the profile of city governments as key leaders and partners in improving the quality of life for the nation; and expand the capacity of city officials to serve as ethical, effective and engaged leaders.
- Annual Membership Dues: \$34,607



NLC (cont'd)

- Benefits:
 - Federal legislative advocacy services for municipalities
 - Annual conferences provide opportunities for networking, professional development and the sharing of best practices
 - Grant opportunities
 - Councilmember participation in various NLC committees and task forces
 - March Conference provides a good lobbying opportunity with the City's Congressional delegation and Administration officials
 - Youth programs provide opportunity for the City's Youth Commission
- Staff Recommendation: Continue membership. Membership requires participation in respective state municipal leagues.

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The Texas Municipal League (TML)

- Purpose: The purpose of TML is “to render services which individual cities have neither time, money, or strength to do alone.” TML’s functions include: representing cities’ interests at the State and Federal levels; conducting a wide variety of training sessions and conferences; providing legal and technical information on all aspects of city government; and serving as the forum for molding the diverse views of the city officials into coherent statewide policies.
- Annual Membership Dues: \$55,778



TML (cont'd)

- Benefits:
 - State legislative advocacy services for municipalities
 - Opportunity to guide state-wide municipal policy
 - Tracking, supporting, and/or opposing thousands of City related bills
 - Organizing opposition and testimony on bad legislation
 - Annual conference provides opportunities for networking, professional development and the sharing of best practices
 - Convenes a Big City Lobbyists group
- Staff Recommendation: Continue membership



Transportation Excellence for the 21st Century (TEX-21)

Purpose: TEX-21 is a 20+ year old collective, grassroots effort to improve the transportation infrastructure in the States of Texas and Oklahoma. With its growing membership of cities, counties, ports and other entities, TEX-21 creates strategies to increase investment in transportation infrastructure, improve the planning and management of our transportation facilities, and increase public awareness of the importance of multi-modal transportation that is required for efficient economic development and sustainability.

Annual Membership Dues: \$25,000



TEX-21 (cont'd)

- Benefits:
 - Federal and State transportation policy and legislative advocacy
 - Promoting major transportation corridors
 - City representative on the Board of Directors
 - Federal and State legislative caucuses
 - Promoting the competitiveness of Texas Ports
- Staff Recommendation: Dues for 2018 have not been paid. Staff does not participate in this organization. Recommend TEX-21 representative discuss membership benefits with the Legislative Ad Hoc Committee.



The North Central Texas Council of Governments (NCTCOG)

- Purpose: NCTCOG is a voluntary association of, by and for local governments, and was established to assist local governments in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development. NCTCOG's purpose is to strengthen both the individual and collective power of local governments and to help them recognize regional opportunities, eliminate redundancy, and make joint decisions.
- Annual Membership Dues: \$127,017



NCTCOG (cont'd)

- Benefits:
 - Participation in a variety of committees related to local government programming including:
 - air quality, recycling and sustainability
 - homeland security and criminal justice
 - demographics
 - public works and water supply planning
 - flood control
 - Councilmember participation on the Regional Transportation Council and City representative on the NCTCOG Executive Board.
- Staff Recommendation: Continue membership



The North Texas Commission (NTC)

- Purpose: NTC is a public-private partnership dedicated to advancing the vibrancy of the North Texas region. The goals of NTC are to 1) educate - through marketing the region on a national and international scale; 2) advocate - for issues with no city or county boundary, such as long-range water planning, air quality and the business vitality of the community; and 3) Collaborate - through programs such as Leadership North Texas and Leadership North Texas University.
- Annual Membership Dues: \$60,000



NTC (cont'd)

- Benefits:
 - Regionwide membership of businesses, chambers, municipalities, universities, and public agencies
 - Legislative advocacy
 - Marketing the region
 - Support on major regional initiatives/events
 - City representatives on the Executive Committee and Board of Directors
 - Staff participation in leadership development programs
- Staff Recommendation: Dues for 2018 have not been paid. Staff continues to work with NTC to further develop benefits to the City of Dallas. NTC hired a new Chief Executive Officer who will start on June 18, 2018. Recommend NTC representative discuss membership benefits with the Legislative Ad Hoc Committee.



Dallas Regional Mobility Coalition (DRMC)

- Purpose: The Dallas Regional Mobility Coalition (DRMC) is a transportation advocacy group made up of cities, counties and transportation agencies in a five-county region (Dallas, Denton, Collin, Rockwall and Ellis) with a primary mission to advance critical mobility projects through advocacy efforts with state and federal elected officials and regional transportation agencies.
- Annual Membership Dues: \$37,500



DRMC (cont'd)

- Benefits:
 - Transportation advocacy
 - Councilmember participation (4) on the Board of Directors
 - Monthly opportunity for City policy makers to hear from State legislators about their perspective on transportation
 - Interaction with other local elected officials on the latest issues
 - Project reports from transportation providers such as the RTC/NCTCOG, TxDOT, NTTA and DCTA
 - Unified local position on transportation issues to State elected officials.
- Staff Recommendation: Continue membership



Next Steps

- Annual review of City department specific advocacy/trade organizations and professional association memberships
- Seek Legislative Ad Hoc Committee feedback on continuing memberships in the following organizations:
 - US Conference of Mayors (USCM)
 - National League of Cities (NLC)
 - Texas Municipal League (TML)
 - Transportation Excellence for the 21st Century (TEX-21)
 - North Central Texas Council of Governments (NCTCOG)
 - North Texas Commission (NTC)
 - Dallas Regional Mobility Coalition (DRMC)
- Annual City Council approval of memberships over \$50,000



State Governmental Consultants



Background

- Government Consultants have historically been a critical piece of the City's legislative strategy.
- The City Council approved five contracts in October 2016 for state government consultants to help the City pursue its legislative program in the 85th Session.
- Following the 85th Legislative Session, the State Governmental Consultant contracts were suspended in order to reevaluate the City's state government relations program.



Overview

- The 85th Legislative Session posed serious threats to the City's ability to serve the needs of its residents.
- The changing landscape of the Texas Legislature has required the City to revisit its legislative strategy.
- With key leadership changes, and the ongoing threat to local decision making, the City has been more active during the interim session.
- Interim committee hearings provide an opportunity for the City to voice its priorities early in the legislative process.



Recommendations

- State governmental consultants are needed during the Interim to communicate with committees, provide research, facilitate meetings with members of the Legislature, and build critical relationships.
- Staff is recommending retaining two of the five governmental consultants to ensure meaningful engagement during the Interim session.
- These consultants will provide strategic support with state leadership in Austin and members of the Dallas delegation concerning the City's priorities.
- Staff will bring back recommendations for 2019 State governmental consultant contracts after the November elections.



Questions?



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