



## City of Cambridge

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TO: City Council  
FROM: David J. Deutsch, Acting City Manager  
SUBJECT: Lobbyist  
DATE: March 23, 2022

A number of Maryland jurisdictions use a lobbyist to represent the community in Annapolis and in Washington. Although certain staff members and elected officials have positive relationships, particularly with various State officials, often our effectiveness is limited given that staff and Councilmembers are generally unable to spend the time in Annapolis to continually promote the City's legislative program. The attached proposal from State and Local Advisors (SLA) describes an approach that could improve the City's success rate in dealing with the State and federal government.

The proposal contains a fee proposal of \$1,500 per month. If you were to approve the proposal with an effective date of April 1, 2022, the resulting current fiscal year cost would be \$4,500. If you endorse this proposal the annual cost is \$18,000 (12 x \$1,500), which would need to be budgeted in the FY23 Budget. SLA proposes a two-year contract.

If you engage SLA as your representative, I recommend requiring the firm to provide a minimum of two reports at Council Meetings, one of which could be during the General Assembly Annual Session, and the other perhaps in the Fall to have an opportunity for Council to work with SLA to develop its legislative priorities.



## STATE AND LOCAL ADVISORS SERVICES ON BEHALF OF CAMBRIDGE, MARYLAND

### 1. MONITORING

By leveraging existing relationships at the State and Federal levels, State and Local Advisors (SLA) will monitor legislation and proposals that may potentially impact Cambridge. We will also provide assessments of a bill(s) ramifications to the City and - working with the Council and City Manager devise a strategy that maneuvers towards a favorable outcome for Cambridge. Furthermore, we will also make our 37th District Legislative Delegation, County, State and Federal Governments aware of any adverse impact that proposed legislation may have upon the City and work accordingly to mitigate any adverse effects.

It must be said that “Monitoring” can be resolute and ascertainable but in many ways it is subtle and often instinctive in nature as well. Meaning, one can never overstate the importance of relationships and the ability to “drill down” within an Agency or Legislature to identify -and work with- those who are most influential in determining the outcome of a Bill or potential Agency policy directive. It is here that experience and longevity in Annapolis are essential. With over 30 years of combined experience we have worked with many of these officials - both elected and appointed, Democrat and Republican - in “the trenches”. It is hard to place a value on such relationships but their impact is undeniable.

### 2. BILL TRACKING

SLA utilizes State of the Art legislative Bill Tracking software such as ADVOKIT and LexisNexis to stay up to date with pending and proposed legislation. But nothing can replace the “personal connection”. We have longstanding relationships with those in Legislative Services and due to our permanent presence in Annapolis we find it most effective to physically visit the Bill Drafters and their department, as oftentimes Bills are dropped/drafted with little notice. So it is imperative that one visit the office of Legislative Services to request a daily copy of the most recent Bills. Bills will be analyzed and potential impacts indicated in their transmittal to the City.

### 3. LEGISLATIVE ADVOCACY

Advocacy in and of itself should not be constrained to just the Legislative Branch. While we will work with the City to develop a list of Legislative priorities, it is also essential that a series of goals and objectives in relation to the City’s needs and requirements of the State be

indicated as well. Once a Legislative Agenda is agreed upon and adopted we will embark upon a strategic approach to make sure that all the relevant parties at the State, Regional and Federal levels are informed and well aware of Cambridge's positions.

Advocacy is conducted on a year round basis. It is conducted at Agency meetings, briefings and visits. It is in these areas that preexisting relationships are so valuable. Often policy and decisions are made in less than formal settings. Due to our familiarity with the "opinion shapers and policy makers" we are able to advocate in ways that often are not available to others. By no means is this nefarious in nature but is rather an advantage that we uniquely can offer our clients. It is a benefit that has taken years to cultivate and cannot be quantified. We will also leverage our relationships to make sure that the Mayor and Council, as well as the City Manager and any others deemed necessary are afforded the opportunity to convey their sentiments directly.

#### 4. COORDINATION OF LEGISLATIVE/REGULATORY EFFORTS

Experience tells us that in order to be successful all efforts must first be agreed upon, then advocated for before adoption and implementation is possible. We will work with the City to craft a Legislative Agenda and provide seasoned advice on the capabilities, limitations and potential pitfalls of proposed legislative action. We will then take the City's "vision" and working with the Bill Drafters, turn these ideas and objectives into actionable legislation. In turn we will act as a conduit for improved - and enhanced - relations, and communication between the City and the State. By doing so we can leverage our relationships on behalf of the City and make sure that all legislators and Administration officials are aware of Cambridge's priorities. But what really moves the needle when seeking to influence legislators and policy makers are Coalitions! This is an often overused word but its importance cannot be denied. Cambridge is the premier municipality within Dorchester County and ranks as one of the leading cities in the State. But Cambridge cannot go it alone. It is here that our previous and existing clients, along with Paul's past service as a city councilman give us a distinct advantage. Not only are we able to enlist the support of members of our District 37 delegation and the Eastern Shore as a whole but through the Maryland Municipal League (MML) and relationships across the state we are able to leverage the power of others on behalf of Cambridge. However, while coalitions are important - and effective - we must never lose site of the fact that our interests lie first and foremost with Cambridge.

#### 5. ENHANCE INTERGOVERNMENTAL RELATIONSHIPS

Given Paul's close relationships throughout within both the Executive and Legislative branches, we intend to help foster a better understanding of Cambridge's importance and to convey what issues are vital to its future success. But as mentioned previously not all efforts to enhance relationships takes place in formal settings. Previous exiting relationships cannot

be overstated. While there may be some connection with the City and the State it is imperative that these connections grow and flourish. Invitations to key administration officials will be extended. Invitations to visit and to gain a better understanding of Cambridge's importance and of its needs. We will also create opportunities for the Mayor, Council, and City Manager to meet with influential decision makers so that they may convey Cambridge's positions firsthand. Relationships within MML and the Maryland Association of County Officials (MACO) will be leveraged on behalf of the City so that MML and MACO will be keenly aware of Cambridge's interests when relevant legislation and policy is being deliberated. As a former City Councilman Paul is aware that the impression that sometimes Cambridge is overlooked can be successfully debunked. Cambridge deserves its fair share and we intend to advocate accordingly.

## 6. ESTABLISH AN ACTIVE PRESENCE

As previously stated, our facilities in Annapolis will be YOUR facilities. You are welcome at anytime to utilize our office for meetings and general administrative tasks when visiting. While we intend to "establish a strong identity in Annapolis" on behalf of the City of Cambridge, we might also add that it is just as important that we do the same in Baltimore where a majority of the Agencies are located. It might also be mentioned that a constant presence involves attending and participating with MML and MACO. Additionally we attend the Maryland Chamber of Commerce, Chesapeake Bay Commission, Lower Shore Mayors Association, Rural Maryland Council, Main Street Maryland, Black Caucus legislative events and other meetings/events where issues of importance to the City will be discussed. It is through our long existence and wide reaching influence that we will be able to advocate in areas that might not initially come to mind. We also intend to frequently attend City Council meetings and are happy to meet with any relevant staff or others as directed by the Council and City Manager.

## 7. STATE BUDGET AREAS

As part of the "Legislative Agenda", and working with Staff we will be able to determine potential grants and other sources of funding. Once these targets have been agreed upon we will be better able to determine a proper course of action to assure that the most effective strategy will be employed in their pursuit. Such strategies will involve informing legislators and commiserate staff but it will also include working with the various agencies so that a positive outcome may be achieved.

## 8. LIST OF DELIVERABLES : HOW DELIVERABLES SHALL BE MEASURED

Deliverables are generally categorized as tangible and intangible. Tangible Deliverables are easier to quantify. They are usually based on what the specific legislative agenda is and then compared to outcomes. It is important to note that while we always strive to “deliver” sometimes it is a building process. Meaning some are a heavier lift than others. We will always be honest and upfront with the City about their Legislative Agenda. That is not to say that we will not strenuously advocate on your behalf but we will also be realistic in our expectations.

As for intangibles, they are a bit more subtle and harder to quantify but just as important nonetheless. Intangibles can be described as increase receptiveness to the City’s overtures as made to the Administration, its agencies and the Legislature. They can also be measured by increased access and attention paid to the City and its needs.

At SLA we will always put the City’s agenda first and spend our time pursuing it both during and beyond the Legislative Session.

**TENTATIVE SCHEDULE BY PHASE AND TASKS COMPLETED:**

This is predicated on the establishment of a Legislative Agenda. Once an Agenda is determined then the task(s) will be broken down and a strategy adopted in accordance with the Council and City Manager’s wishes and expectations.

**LIST OF PERSONNEL WHO WILL PERFORM SERVICES:**

Paul D. Ellington

**NEGATIVE HISTORY OVER LAST TEN (10) YEARS: N/A**

**PROPOSED FEE STRUCTURE FOR LOBBYING SERVICES: \$1500 per month.**

**THREE (3) REFERENCES:**

Weston Young  
Worcester County Administrator  
1 West Market Street  
Snow Hill, Md. 21863  
410.548.4801  
Weston.young@co.worcester.md.us

Jaime Giandomenico

Airport Manager  
Ocean City Airport  
12724 Airport Road  
Berlin, Md. 21811  
410.213.2471

John Einhaus  
Executive Director  
Glenn L. Martin Museum  
701 Wilson Point Road  
Baltimore, Md. 21220  
443.622.1177  
PERSONNX@msn.com

**FIVE (5) EXAMPLES OF SUCCESSFUL PREVIOUS LOBBYING OUTCOMES IN THE LAST FIVE (5) YEARS FOR MARYLAND GOVERNMENT ORGANIZATIONS:**

1. Successfully worked with the Hogan Administration to draft Executive Order on School Safety.
2. Able to successfully advocate for \$400,000 in Governor's Budget for Bookmobile for Wicomico County.
3. Able to work to secure multiple bonds in Supplemental Budget ranging from \$75,000 for handicap bathrooms at the 4H Center in Wicomico to \$125,000 bond for roof repair to library in Pottsville, in Wicomico County.
4. Worked at the federal level with the FAA to extend the runway at Salisbury Airport to 7800 feet.
5. Worked to establish a dedicated fund for opioid litigation to be established at the State level.

LIST OF MUNICIPAL/GOVERNMENT CLIENTS AND OTHERS IN LAST 12 MONTHS:

Wicomico County and its 7 municipalities.

Greater Crisfield Action Committee

Maryland Airport Managers Association

Glenn L. Martin Airport Museum

CONTACT INFORMATION OF LEAD INDIVIDUAL/CONTACT:

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