

# Federal Advocacy Update Van Scoyoc Associates (VSA)

Ms. Jennifer LaTourette, President & COO, VSA

External and Stakeholder Relations & Advocacy Committee

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# Federal Advocacy Update, VSA



Ms. Jennifer LaTourette is the President and Chief Operating Officer (COO) of Van Scoyoc Associates (VSA). In this role, she represents a broad array of clients, utilizing her experience on Capitol Hill to advance client goals and advocate for funding and legislative language supporting clients' priorities. Jennifer's clients represent a wide variety of industries, including public transportation, healthcare, research institutes, laboratories, non-profits, trade associations, and corporations. Over the course of her career, she has effectively represented both individual organizations and consortium projects.

Before becoming a lobbyist, she worked for Members of the House and Senate for nearly a decade and brings a wealth of experience covering issues for both Republican and Democratic Members of Congress. Jennifer is consistently recognized as one of *The Hill's* top lobbyists.

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## Contract Overview & Scope

- Initiated: May 2019
- Duration: 3-year base with two option years
- Total Value: Not to exceed \$533,800.00
- ✓ Federal advocacy for public transportation
- ✓ Policy and legislative monitoring
- ✓ Provide impact assessment and assistance to guide GCRTA's funding, programs, and projects in accordance with legislative opportunities and landscape.

## Strategic Collaboration

- Work closely with GCRTA to create, update and maintain agency's legislative agenda and annual strategy.
- ✓ Advocacy support, including coordination of delegation sessions, meetings and hearings
- ✓ Draft proposed legislation and related research, including responses to legislation and administrative actions
- ✓ Monitor federal legislative process, funding opportunities and hearings affecting GCRTA's legislative agenda.

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Questions? Please ask.