



Government Relations & Public Affairs Committee

Item #13-3-2
Action

March 4, 2013

Request for Proposals for Federal Advocacy Services

Issue: Should the Board release a request for proposals (RFP) for federal advocacy services?

Recommendation: That the Government Relations & Public Affairs Committee recommend that the Board authorize the Chief Executive Officer to release the RFP for federal advocacy services.

Discussion: The current federal advocacy contract is scheduled to sunset with the end of Fiscal Year 2012/13 on June 30, 2013. To advance the renewal of the agency's federal advocacy contract, staff proposes the release of an RFP. The contract relationship with The Ferguson Group began in 1999 and has renewed annually without interruption or solicitation of proposals for competition. To ensure fiscal accountability, staff recommends releasing the RFP at an amount consistent with the agency's current federal advocacy contract, which accounts for coordinated advocacy responsibilities between SACOG staff and a contract lobbyist.

The RFP will be released to an extensive list of advocacy firms. A selection panel made up of SACOG staff and member jurisdiction representatives will convene to score the proposals based on the criteria set forth in the RFP. Staff will make a recommendation to the Government Relations & Public Affairs Committee and subsequently to the SACOG Board of Directors prior to the expiration of the current advocacy contract on June 30, 2013.

Approved by:

Mike McKeever
Chief Executive Officer

MM:RS:ef

Attachment

Key Staff: Kirk Trost, Chief Operating Officer/General Counsel, (916) 340-6210
Rebecca Sloan, Director of External Affairs & Member Services, (916) 340-6224
Erik Johnson, Government & Media Affairs Coordinator, (916) 340-6247

Scope of Work/Services for Federal Advocacy Services

I. BACKGROUND

SACOG is seeking a highly qualified lobbyist to plan, develop, coordinate, and implement the federal advocacy services. Since 1999, SACOG has contracted with outside firms to ensure that, as a regional agency, SACOG maintains a high-level of effective advocacy resources before Congress and federal agencies. SACOG operates through a Chief Executive Officer (CEO) under the policy direction of a 31-member Board of Directors comprised of city and county elected officials. SACOG is committed to maintaining and increasing the effectiveness of its advocacy program, including attracting funding for SACOG and its members.

II. BUDGET/TERMS

SACOG is seeking proposals for federal advocacy services not-to-exceed \$40,000 per year. The CEO may enter into a three-year contract for services, with the option to extend for two additional years at the discretion of the CEO.

III. RFP TIMELINE

March 25, 2013	Issue Request for Proposals
April 30, 2013	Closing date for receipt of proposals
May 2, 2013	Finalists contacted to schedule interviews
May 20, 2013	Conduct interviews; recommend consultant
June 20, 2013	Contract award, execute contract
July 1, 2013	Start of Project/Begin Work

IV. SCOPE OF WORK/SERVICES

The scope of work is described below. The selected consultant or consulting team will be expected to perform all technical and other analyses necessary to complete the scope of work. The consultant will receive general direction from SACOG staff. Tasks will include the following:

Tasks:

1. Hold at least one meeting annually with SACOG staff to discuss the services and process to be used.
2. Work with SACOG staff to develop a set of specific goals for federal advocacy services.
3. Implement and provide federal advocacy services to meet the established goals.
4. Make occasional presentations to the SACOG Board of Directors and its Board policy committee(s) dealing with legislation upon request by the CEO, or his/her designee(s), likely to be scheduled semi-annually.

V. CONTRACT DELIVERABLES

1. Provide SACOG staff with a specific plan and schedule of visits to be made with federal legislators or their staffs, and with key staff of federal agencies.
2. Conduct advocacy services and provide at least monthly reports to SACOG staff.
3. File all applicable reporting and disclosure requirements, including any required filings by SACOG.