County of Sacramento

700 H Street, Suite 7650
Sacramento, CA 95814

County of Sacramento

Request for Proposals (RFP): State Advocacy Services

RFP ISSUE DATE:
July 22, 2020

RFP DUE DATE:
August 7, 2020 by 5:00 p.m. to

Office of the County Executive
County of Sacramento
Attn: Elisia De Bord
700 H Street, Suite 7650
Sacramento, CA 95814

RFP Contact:
Elisia De Bord, Governmental Relations and Legislative Analyst
(916) 874-4227, deborde@saccounty.net

TABLE OF CONTENTS

Section	Title	Page
I.	INTRODUCTION	3
II.	TENTATIVE SCHEDULE	4
III.	SCOPE OF WORK	5
IV.	SUBMISSION REQUIREMENTS	7
V.	EVALUATION AND SELECTION CRITERIA	10

Attachment: 2020 Federal & State Legislative Priorities

SECTION I. – INTRODUCTION

The County of Sacramento will enter into an agreement for professional state advocacy services with a qualified contractor. The contract term is December 2, 2020 through December 2, 2023, with an option to extend for two one-year terms through 2025.

The contractor reports to the Office of the County Executive and will provide state advocacy services on behalf of the County.

Sacramento County Overview

The County of Sacramento was incorporated in 1850 in response to the needs of a growing population and was one of the original 27 counties of California. In 1933, the Sacramento County Charter was established, along with the County Executive position.

The County is governed by five members of the Sacramento County Board of Supervisors, elected on a non-partisan basis to serve staggered four-year terms, each representing one of the five districts. The County Executive is responsible to the Board for planning, organizing, and directing County activities. Other elected officials include the Assessor, District Attorney, and the Sheriff.

In 1972, an amendment to the County Charter was implemented to organize the County on an agency basis for more effective administration of functions for which the County Executive is responsible to the Board of Supervisors. Approved by the electorate, the amendment established agency heads to groups of County Departments. The four agencies within the County, which report to the County Executive and Assistant County Executive, are Administrative Services, Municipal Services, Public Works and Infrastructure, and Social Services.

Sacramento County has more than 30 departments and offices that provide services to County residents. The County is responsible, pursuant to the County Charter or ordinances, or by State or Federal mandate, to provide health and welfare, criminal justice and municipal services (including law enforcement), as well as other services to County residents.

The total population of Sacramento County is 1,546,000. The County is unique in that there are a large percentage of residents who live in the County (594,000) but not within the boundary of any of the seven incorporated cities. Therefore, the residents who live in the unincorporated area rely upon the County to provide city-like services such as garbage pickup, code enforcement and animal regulation. The County works with the seven cities within its boundaries, as well as service providers and special districts, to enhance services to residents. Cities within the County are Citrus Heights, Elk Grove, Folsom, Galt, Isleton, Rancho Cordova and Sacramento.

Major services include the Airport System, Animal Care and Regulation, Clerk Recorder, Criminal Justice, Health and Welfare, Property Tax System, Regional Parks, Transportation, Waste Management and Recycling, Voter Registration, and Water Resources. The County's total operating budget for 2019-20 is $4.5 billion, and there are more than 12,300 full-time employees.

The County's five-member Board of Supervisors includes:

- District 1, Supervisor Phil Serna
- District 2, Supervisor Patrick Kennedy
- District 3, Supervisor Susan Peters
- District 4, Supervisor Susan Frost
- District 5, Supervisor Don Nottoli

Nav Gill is the County Executive and reports to the Board of Supervisors. More information about the County can be viewed at www.saccounty.net.

This Request for Proposals process will result in retaining one contractor to provide the services herein.

SECTION II. – TENTATIVE SCHEDULE

The following is a tentative schedule for this process. These dates may be modified without notice. Changes will be advertised in the form of an addendum to this RFP and posted online at: http://www.legadv.saccounty.net/Pages/default.aspx. It is the applicant's responsibility to stay abreast of schedule changes.

RFP issued by the County	July 22, 2020
Deadline to submit questions or requests for clarifications	July 31, 2020
Proposals due	August 7, 2020
Oral interviews	August 31-September 4, 2020
Contract negotiations by	September 18, 2020
Contract considered by Board of Supervisors	October 20, 2020
If approved, notice to proceed	October 21, 2020

SECTION III. - SCOPE OF WORK

The County desires to retain a provider of professional services for state advocacy. The contractor shall report to the Office of the County Executive. Contractors must have knowledge of the broad array of state matters that affect county governments.

The successful proposer will provide comprehensive, bipartisan government relations to assist with the development and implementation of a state legislative strategy. Services required by the County include legislative and administrative representation with members of the executive branch, members and staff of the legislature, pertinent state offices and agencies, relevant interest groups, coalitions and associations. The successful proposer will meet with state authorities and represent the County's interests as directed by the County.

Project services will include, but not be limited to, the following:

1. Engage in advocacy on behalf of the County on state matters and on county-sponsored legislative proposals in consultation with the County's Governmental Relations and Legislative Officer and other staff, as deemed appropriate.

2. Represent the County in meetings with members of the executive branch, state legislature, state agencies, boards, commissions, committees, and other bodies.

3. Represent the County at public hearings in the state legislature or at agency meetings including providing testimony, as necessary.

4. Draft and assist in drafting materials, correspondence, legislation, amendments, and resolutions to advocate in support of the County's legislative goals.

5. Identify, review, and analyze any and all legislative bills, proposed regulations, resolutions, ballot issues, and state budget proposals of potential interest to Sacramento County in a timely manner and provide the necessary analysis and recommended County action.

6. Maintain positive professional bi-partisan relationships with the California state delegation, other key members of the legislature and their staff, the executive branch, other officials, and interest groups like the California State Association of Counties as directed by the County. Recommend and perform appropriate liaison and follow-up work with members of the legislature and their staff and other stakeholders as necessary.

7. Conduct research and provide information on state policy issues. Provide copies of bills, committee reports, state agency rules or other information reasonably

available that are pertinent to issues in the County's adopted 2020 Federal and State Legislative Priorities (Attached).

8. Report on and advise the County of state legislative and regulatory initiatives that affect County programs and provide briefings on emerging issues that affect the County. Reporting will include a minimum of one monthly written report on major activities and accomplishments directly related to the County and its adopted 2020 Federal and State Legislative Priorities.

9. Participate in weekly meetings or teleconference calls with the Governmental Relations and Legislative Officer to report on and engage in dialogue related to advocacy efforts, rising issues, and other information as necessary.

10. Assist in preparation of the annual end of session report on legislation provided to the Board of Supervisor and other County staff.

11. Assist the County in identifying relevant local and state funding and/or grant opportunities including assisting in securing funding and completing grant applications. Recommend and perform appropriate liaison and follow-up work to obtain the most favorable consideration of requests.

12. Arrange for meetings and provide briefing materials for Board members and County staff for meetings with state representatives, testifying before legislative committees and state agencies, attending state conferences, or conducting other state business.

13. Make firm's lead advocate on the County contract available for meetings with County staff and elected officials, as needed. Also make the firm's lead advocate on the County contract available to attend and participate in County Board of Supervisor meetings, as needed.

14. Assist the County in completing and filing its required Fair Political Practices Commission reports.

Proposers must be willing to agree to the following required contract terms and conditions:

Conflicts of Interest: In accepting the Agreement, Consultant covenants that it presently has no interest, and will not acquire any interest, which would conflict in any manner or degree with the performance of the Services under this agreement, or with the interests of the County. Conflicts of Interest are defined as any acts or relationships which would constitute a conflict under the California Political Reform Act.

If Consultant becomes aware during the term of the Agreement of any conflict of interest or any potential conflict of interest with regard to a prospective client, Consultant must disclose the information to the County Executive, and shall request the County Executive to waive such conflict or potential conflict on a case by case basis. If there is no waiver, the Consultant may not be in any situation which would be a conflict. Failure to abide by this provision is grounds for immediate termination of this relationship between the County and Consultant.

SECTION IV. – SUBMISSION REQUIREMENTS

Time and Place for Submission of Proposals – Proposal must be received by 5:00 p.m., on Friday, August 7, 2020. Postmarks will not be considered in judging the timeliness of submissions. Proposals may be delivered in person or mailed in a sealed envelope addressed to:

County of Sacramento
Office of the County Executive
Attention: Elisia De Bord
700 H Street, Suite 7650
Sacramento, CA 95814

Late Submissions – Responses to the RFP received after the submission date will not be considered. If proposals are mailed, proposers must ensure that they are received no later than the submission deadline.

Format – Proposers must submit one original (wet signature), plus **six** copies of the proposal. Proposals submitted by fax will not be accepted. Proposals will be placed into three-ring binders for the selection committee. Please use three-hole punched paper, print double-sided to the maximum extent practical, and bind the proposal with a binder clip, rubber band, or submit it in a three-ring binder. Please do not bind your proposal with a spiral binding, glued binding, or anything similar. You may use tabs or other separators within the document.

If your response is lengthy, please include a table of contents.

An electronic version of the proposal must be submitted along with the seven hard copies. Emailed are acceptable.

All documents, materials and electronic files submitted as part of the bid proposal will become the property of the County upon submission.

Content – Those interested in responding to this RFP must submit the following information, in the order specified below:

1) **Introduction and Executive Summary**

Submit a letter of introduction and an executive summary of the proposal. The letter must be signed by a person authorized by your firm to obligate your firm to perform the commitments contained in the proposal. Submission of the letter will constitute a representation that your firm is willing and able to perform the commitments contained in the proposal.

2) **Approach to Provisions of Services**

Describe the services and activities that your firm proposes to provide the County. Include the following information:

i) Overall strategy to accomplish Scope of Work
ii) Schedule and ability to complete the various tasks detailed above, and to do so within the timeframes required by the legislative process; and
iii) Assignment of work within your firm's work team

3) **Firm Qualifications**

Provide information on your firm's background and qualifications which addresses the following:

i) Name, address, and telephone number of a contact person; and
ii) A brief description of your firm, as well as how any joint venture or association would be structured; and
iii) A description of not more than three clients similar in size and scope for whom your firm has worked including client name, reference and telephone numbers, staff members who worked on various policy aspects, budget, schedule and project/client summary. Descriptions should be limited to one page for each project/client. If joint consultants or subconsultants are proposed, provide the above information for each.

4) **Team Qualifications**

i) Provide a list identifying the following:
   (1) Each key person on the team
   (2) The team leader
   (3) The role each will play in executing the Scope of Work, and
   (4) A written assurance that the key individuals listed and identified as team leaders will be performing the work and will not be substituted with other personnel or reassigned to other clients without the County's prior approval.
   (5) Provide a description of the experience and qualifications of the team members, including brief resumes if necessary.

5) **Experience**
Provide detailed information about the firm's specific experience and role in the following subject areas including examples of similar work performed for other clients: 1) home rule authority; 2) state budget items; 3) health and human services; 4) health care; 5) land use; 6) transportation; 7) 1991 and 2011 realignment; 8) public safety; 9) public employee pensions; 10) election law; 11) urban counties; and 12) aviation.

6) **References**
Provide references for the lead firm, main point of contact, and all subconsultants, including the name, address and telephone number of at least **two** but no more than **four** recent clients (must be other public agencies).

7) **Fee Proposal**
The County intends to award a contract to the firm that it considers will provide the best overall services. The County reserves the right to accept other than the lowest priced offer and to reject any proposals that are not responsive to the request for a fee proposal. Please provide the total monthly fee for the identified Scope of Work with a not-to-exceed figure, which will be the basis for the contract.

Point of Contact – All questions regarding this RFP shall be directed to Elisia De Bord at deborde@saccounty.net by email.

Reservations – The County reserves the right to do the following at any time:

- Reject any proposal without indicating any reason for such rejection;
- Waive or correct any minor or inadvertent defect, irregularity, or technical error in a proposal or the RFP process, or as part of any subsequent contract negotiation;
- Request that respondents supplement or modify all or certain aspects of their proposals or other documents or materials submitted;
- Terminate this RFP and issue a new RFP;
- Procure services specified in this RFP by other means;
- Extend a deadline specified in this RFP including deadlines for accepting proposals;
- Negotiate with any or none of the respondents;
- Modify in the final contract any terms described in this RFP;
- Terminate failed negotiations with a respondent without liability, and negotiate with other respondents;
- Disqualify any respondent on the basis of real or apparent conflict of interest, or evidence of collusion that is disclosed by the proposal or other data available to the County;

- Reject a proposal that is in breach of, or, in default under, any other agreement with the County; and
- To accept all or a portion of a respondent's proposal.

Notification of Withdrawal of Proposal – A proposal may be withdrawn by a respondent by formal written notice prior to the RFP due date and time. All proposals not withdrawn prior to the due date will become the property of the County of Sacramento.

Public Records - The County is a public agency subject to the disclosure requirements of the California Public Records Act (CPRA). If the County receives a CPRA request for documents (as defined by the CPRA) and said request relates to the Deliverables and/or services provided pursuant to this Agreement, the County will notify Contractor of the request and confer with Contractor regarding an appropriate response to said request. If Contractor contends that any documents are Contractor's confidential or proprietary material, not subject to the CPRA, and/or exempt from the CPRA, and Contractor wishes to prevent disclosure of said documents, Contractor shall instruct County to withhold said documents. If Contractor fails to respond to County in writing prior to the County's deadline for responding to the CPRA request, the County may disclose the requested information under the CPRA without liability to the County. Contractor shall defend, indemnify and hold the County harmless against any claim, action or litigation (including but not limited to all judgments, costs, fees, and reasonable attorney's fees) that may result from denial of a CPRA request.

SECTION V. – EVALUATION AND SELECTION CRITERIA

Minimum Qualifications

1) Have an office based in Sacramento with at least two non-clerical staff that would be assigned full-time or part-time to this contract. Proposer must submit names and resumes.

2) Have a least one person assigned to the contract with significant experience testifying at hearings before the legislature and state agencies. Proposer must provide resume.

3) Have relationships with the County's legislative delegation and their staff. Proposer must provide a list of contacts and/or supporting documentation that demonstrates existing relationships. The list need not be comprehensive.

4) Have broad bipartisan relationships with state legislators, legislative staff, state agencies, and executive branch officials. Proposer must provide a list of contacts or supporting documentation that demonstrates existing relationships. The list

need not be comprehensive.

5) Have a least 7 years cumulative experience representing counties (does not have to be consecutive services, or with the same county). Proposer must submit supporting documentation.

6) Have knowledge of the broad array of state matters that affect county governments. Proposer must provide supporting documentation.

7) Maintain a broad set of working relationships with non-governmental stakeholder groups. Proposer must provide a list of contacts or supporting documentations that demonstrates existing relationships. The list need not be comprehensive.

8) Have no existing representation agreements with clients with structural conflicts of interest with Sacramento County's current legislative agenda (Attachment A). Proposer must provide a comprehensive list of clients. It is the sole discretion of the County to determine potential conflicts of interest.

Any proposal that does not demonstrate that the proposal meets these minimum requirements by the deadline to submit proposals will be considered non-responsive and will not be eligible for evaluation for award of the contract.

Evaluation and Selection Criteria

Proposals will be evaluated by a selection committee comprised of individuals with expertise in general policy making and governance in Sacramento. The County intends to evaluate the proposals generally in accordance with the criteria itemized below.

1) Written Proposal Overview & Evaluation (60 points)

Up to three of the firms with the highest scoring written proposals will be interviewed by the selection committee.

a) Approach to Accomplish Scope of Work (20 points)

i) Understanding of the scope of work and the tasks to be performed

b) Strategy to accomplish variety of tasks required including staffing plan, strategy to communicate with County staff, strategy to communicate with legislators and department/agency staff

c) Assigned Staff (20 points)

i) Recent experience of staff assigned to the contract and a description of the tasks to be performed by each staff person; and
ii) Professional qualifications and education; and
iii) Workload, staff availability and accessibility.

d) Experience of Firm and Subconsultants (20 points)

i) Expertise of the firm and subconsultants in the fields necessary to complete tasks; and
ii) Quality of recently completed projects/clients, including adherence to scheduled, deadlines, and budgets; and
iii) Experience with similar projects/clients; and
iv) Results of reference checks

2) Oral Interview Overview and Evaluation Criteria (100 points)

Following the evaluation of the written proposals, up to three of the proposers receiving the highest scores will be invited to an oral interview with County staff and electeds. The interview will consist of standard questions asked of each of the proposers. A list of questions will be provided to the firms invited for the interview no less than seven calendar days prior to the interview. There will be four general parts of the oral interview.

a) Explanation of why the firm is best situated to represent Sacramento County
b) Explanation of why past lobbying experience is relevant and helpful to Sacramento County
c) Demonstration of an in-depth knowledge of the structure and programs of County government
d) A hypothetical example of a policy issue, and how a firm would respond

Oral interviews will last no more than two hours per firm. Each of these four general areas will be scored a maximum of 25 points for a total possible score or 100 points. Each member of the selection committee will assign each firm a score. The firm with the highest aggregate score will be selected.