

CITY OF EL CENTRO



Request for Proposals for Legislative Advocacy Services

Requested By:

**City of El Centro
City Manager's Office
1275 W Main St
El Centro, CA 92243
Phone: (760) 337-4540
Fax: (760) 352-6177**

CITY OF EL CENTRO

Request for Proposals For Legislative Advocacy Services

DUE DATE AND TIME:

May 31, 2022 Until 5:00 P.M.

The words "Request for Proposal – Legislative Advocacy Services" must be clearly marked on the outside of the envelope containing one (1) original and four (4) copies of the proposal. The original must be unbound.

PROPOSAL SUBMISSION:

City of El Centro
Office of the City Clerk
Attn: RFP Legislative Advocacy Services
1275 W. Main Street
El Centro, California 92243

Any technical questions concerning this Request for Proposals (RFP) may be directed to:

Liz Zarate, Management Assistant
City Manager's Office
1275 W. Main Street
El Centro, California 92243
Phone: (760) 337-4540
Email: ezarate@cityofelcentro.org
Subject Line: **RFP Legislative Advocacy Services**
Deadline to submit technical questions: **May 24, 2022**

The City of El Centro reserves the right to reject any or all proposals, to request additional information for the purposes of clarification, to accept or negotiate any modification to any proposal following the deadline for receipt of all proposals, waive any informality or any irregularities in any proposal, modify or extend the proposal due date and time and to select the proposal that best meets the City's needs. All proposals are submitted at the responder's sole cost and expense.

1. GENERAL:

The City of El Centro (City) is seeking proposals from a qualified, experienced firm to provide Legislative Advocacy Services to augment the City's existing relationships with State legislators and policy administrators.

2. RFP PROPOSED TIME SCHEDULE:

- RFP Release Date: **May 4, 2022**
- Proposals Due Date: received via mail or overnight delivery no later than 5:00 p.m. on **May 31, 2022**
- Possible interviews at City's discretion.
- Selection of proposer: **June 7, 2022**
- Council Approval (Tentative Date): **June 21, 2022**

3. PROPOSAL SUBMISSION

Proposals must be for the entire scope of services outlined in this RFP. Incomplete proposals will not be considered. Submissions received after the deadline will be rejected. Submissions by facsimile or electronic mail will not be accepted.

Proposals shall be submitted and addressed as follows:

U.S. Mail, In-person or Courier Service:

Office of the City Clerk
City of El Centro
Attn: **RFP Legislative Advocacy Services**
1275 W. Main Street
El Centro, CA 92243

Please clearly identify the package: "**RFP Legislative Advocacy Services**"

4. CONTACT WITH CITY OFFICIALS AND REPRESENTATIVES:

The sole and designated City Representative as contact person for all questions and matters regarding this RFP is Liz Zarate, Management Assistant. The Representative can be reached via e-mail at (ezarate@cityofelcentro.org) Any contact with any City official or representative other than the designated City Representative may result in the disqualification of that proposer with no further consideration given to any proposal submitted.

All questions regarding the specifications in this RFP are required to be addressed to the City Representative by email with (**Legislative Advocacy Services - RFP**) in the email subject line by the designated date and time on page two (2) of this RFP.

5. CONTRACT PERIOD:

The initial term of the agreement shall be for three (3) year(s) from the date of execution. The contract thereafter may be renewed contingent upon satisfactory performance of the vendor and mutual written agreement of both the City and vendor on an annual basis up to an additional two (2) years.

6. COMMUNITY PROFILE:

The City of El Centro operates under the Council – Manager form of government established by the Government Code. The governing body consists of five council members with a mayor elected annually.

Pursuant to the City Code, the City Manager is charged with the responsibility of the general supervision and direction of the administrative operations of the City. The City's budget for fiscal year 2021 is \$119,325,396 and reflects a workforce of 247 employees. The City of El Centro provides all traditional municipal services including police, fire, emergency communications, street maintenance and parks and recreation activities. In addition, the City operates a water and sewer system and a City library system.

El Centro is the center of one of Southern California's most promising new commercial and industrial regions. There are two international border crossings nearby for commercial and noncommercial vehicles. Covering 11 square miles, it is the largest city in Imperial County. El Centro is located 616 miles southwest of San Francisco, 117 miles east of San Diego and 245 miles west of Phoenix AZ. and just 15 minutes from the international industrial complexes in Mexicali, Baja California. El Centro is accessible via Interstate 8, State Highway 86, and State Highway 111.

7. SCOPE OF SERVICE:

The City is seeking to enter into a professional services agreement with a qualified, experienced firm to provide State advocacy services. The scope of services shall include, but is not limited to, the following:

- a. Work with the City Manager and key staff to discuss legislative goals, objectives, opportunities and priorities.
- b. Advocate the City's position to members of the State Assembly, State Senate, the Executive Branch, and other interested parties.

- c. Identify opportunities for elected officials and City officials to participate in the legislative process and make recommendations. Those opportunities include, but are not limited to, communication to legislators, providing testimony at legislative hearings, and communication with the Governor and the Governor's staff.
- d. Support a positive relationship with the Governor's office, State Legislature, and/or other State and local agencies.
- e. Assist in establishing relations between Council Members, City staff and legislative persons, including Chairs and consultants of key committees and other important decision makers.
- f. Provide sufficient support to lobby aggressively on any number of legislative priorities as determined by City. Support would include proactively searching for potential legislative vehicles relating to those topics and affecting the outcome of those proposals.
- g. Research, provide information, and prepare reports/memo as requested by on a variety of topics, including but not limited to:
 - 1. State laws or proposed legislation
 - 2. Legislative hearings, reports and testimony
 - 3. State regulations/policies
 - 4. State funding opportunities for proposed City projects
 - 5. Technical memoranda or reports impacting City operations.
- h. Provide an updated state legislative bill matrix on legislation of interest to City upon request by the City. Request will be made on an as needed basis. Bill matrix shall include current status of legislation, house and/or committee of where legislation is residing, summary of the bill, and City position on legislation.
- i. Lobby for the City's position on legislation and regulatory matters of interest including attendance at key legislative hearings and expressing the City's position at these hearings.
- j. Coordinate and cooperate with other organizations, municipalities, companies and firms having similar legislative objectives as the City. Where appropriate, advocate positions on legislation and work to secure language in law that will advance the City's interests.

- k. Identify potential future legislative issues or opportunities that may interest the City, and help to position the City to benefit from new laws, programs or funding opportunities.
- l. Provide the City with copies of bills (introduced or amended) or proposals pertaining to issues of concern/interest to City, particularly those affecting or relating to the City. Track said legislation and provide the City with advance notice of hearings or critical actions relating to those bills or issues.
- m. Provide “value added” services such as webinars, grantsmanship symposia, training resources, etc.
- n. Prepare briefing materials such as memos summarizing legislation.
- o. Draft letters of opposition/support on legislation as directed by City and provide to City for review and modification.
- p. Coordinate meetings with State Legislators and agency department leaders to provide the City the opportunity to meet face-to-face with key decision-makers on pertinent City issues.
- q. Provide monthly reports of activities pursued or accomplished on behalf of the City.
- r. Provide regular updates on the political landscape in Sacramento to help provide context, and identify opportunities and potential issues.

8. **PROPOSAL FORMAT:**

The proposal should be straightforward, concise and provide “layperson” explanations of technical terms that are used. Emphasis should be concentrated on conforming to the RFP instructions, responding to the RFP requirements, and on providing a complete and clear description of the offer. Proposals that appear unrealistic in terms of technical commitments, lack of technical competence or are indicative of failure to comprehend the complexity of this proposal may be rejected. The proposal should contain the sections in the order indicated below. This standardization will facilitate evaluation of the comparative merits of all proposals submitted. The proposal should contain the sections in the order indicated below.

8.1 COVER LETTER

Provide a letter of introduction, approximately one (1) page in length, including the name, address, and telephone number of the person(s) to

contact who will be authorized to represent the firm. This letter shall be signed by an officer of the bidding firm authorized to bind the firm to all commitments made in the proposal.

8.2 PROJECT SUMMARY SECTION

The Project Summary Section should describe the Proposers understanding of the City, the work to be done, and the objective to be accomplished referring to specific sections of the Scope of Service.

8.3 METHODOLOGY SECTION

Provide a detailed description of the approach and methodology to be used to accomplish the Scope of Service of this RFP to achieve client satisfaction, along with a proposed time line to complete the project.

8.4 FEE SCHEDULE

The fee schedule should include any total project cost, hourly rate, miscellaneous fees and other anticipated expenses.

8.5 EXCLUDED OR SUBCONTRACTED SERVICES

Provide details of any necessary services relating to the Legislative Advocacy Services process which will not be included in the proposal, including those which the Consultant expects to be performed by City staff and/or by other contractors or subcontractors. If the Proposer intends to subcontract any portion of the work, identify the subcontractor(s) and provide details regarding their qualifications.

8.6 LIST OF SIMILAR SERVICES

Provide a complete listing of all similar services that have been provided and or in process.

9. **CAMPAIGN CONTRIBUTIONS:**

- 9.1 Proposers must disclose any contributions of \$100 or more to City Council members with the past 5 years.

10. **TERMS AND CONDITIONS:**

10.1 SIGNED SUBMISSION OF PROPOSALS

The Proposer must sign the submission of proposals in longhand with his/her usual signature. Submission of proposals by partnerships must

be signed with the partnership name by the principal partner, followed by the signature and designation of the partner signing; submission of proposals by corporations must be signed with legal name of the corporation by president and secretary, or other person(s) authorized to bind it in the matter. The name of each person signing shall be typed or printed below the signature.

10.2 LATE SUBMISSION OF PROPOSALS

Any submission of proposals received after the due date and time specified in this RFP will **NOT** be considered.

10.3 WITHDRAWAL OF SUBMISSION OF PROPOSALS

Any Proposer may withdraw his submission of proposals, either personally or by written or facsimile request at any time prior to the time set for the proposals opening, provided that written confirmation of any facsimile withdrawal of the signature of the service provider is placed in the mail and postmarked prior to the time set for the opening thereof. Negligence on the part of the service provider in preparing his/her submission of proposals confers no right of withdrawal or modification of his/her submission after such submission has been opened.

10.4 ADDENDUM TO THE RFP

If it becomes necessary to revise any part of this RFP, an addendum to the RFP will be posted on the City's website. All addenda issued during the time of bidding will be incorporated into any resulting contract.

11. REJECTION OF PROPOSALS

- 11.1 The RFP does not commit the City to award any contract.
- 11.2 The City reserves the right, at its sole discretion, to reject any or all proposals without penalty, to waive irregularities in any proposals or in the RFP procedures, and to be the final judge as to which is the responsible, qualified proposal.
- 11.3 Any proposal which contains items not specified, items which are incorrect, which does not complete all the items scheduled, or does not respond to items in the manner specified in this RFP, may be considered non-responsive and may be rejected on these bases in the sole discretion of the City.

12. PROPOSAL VALIDITY PERIOD

Submission of the proposal will indicate that the pricing, terms, and conditions stated in the Proposer's response remain valid for 90 days from the date of submittal of the proposal to the City. Failure to agree to this time period is grounds for rejection of the proposal.

13. AWARD OF CONTRACT

- 13.1 Award of any contract arising from any proposal submitted as a result of this RFP may require approval by the El Centro City Council as presented by City Ordinances and Codes. City Council agendas are posted on www.cityofelcentro.org/.
- 13.2 The City's standard terms and conditions shall govern any contract awarded. If, after award of contract, Proposer provides additional terms or conditions, such terms or conditions shall be void.
- 13.3 The City reserves the right to award a contract for services described in this RFP in part or in whole to a single bidder or to multiple bidders; whichever may be deemed in the best interest of the City.
- 13.4 The award will be made in writing to the responsible bidder whose proposal is determined to be the most advantageous for the City, taking into account all the evaluation criteria set forth in this RFP.

14. SELECTION

Proposals will be evaluated to determine the consultant or firm best suited to complete the scope of services based on qualifications, experience and pricing including qualifications and experience as provided in a resume or statement of qualifications; ability to effectively communicate and conduct presentations; cost of annual contract; and reference checks. All Proposers should identify or affirm each of the following requirements:

- 14.1 Have a minimum of three (3) similar contracts within the last three (3) years providing the same or similar services requested in this RFP.
- 14.2 Have no outstanding or pending complaints as determined through the Better Business Bureau or State of California Department of Consumer Affairs.
- 14.3 Have the administrative and fiscal capability to provide and manage the proposed services.

The City reserves the right to interview one or more Proposers either in person or via zoom.

15. PERMITS AND LICENSES

The successful Proposer shall secure and maintain in force such licenses and permits as are required by law, including but not limited to a City Business License. It is the responsibility of the Proposer to provide lobbyist reports as required by law.

16. REFERENCES

The Proposer shall submit with their proposal a list of at least **three (3)** current clients using the same services as are being proposed, with contact names, addresses, and telephone numbers. The Proposer consents to the City's contacting references to determine, among other things, the Proposer's success in meeting the legislative advocacy needs of the that contracting agency in a timely manner.

17. AGREEMENT

The Proposer will be required to execute an agreement.