

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

Request for Proposals (RFP) – State Legislative Lobbying Services

SUMMARY STATEMENT

The Town has held a professional services agreement with the Sacramento firm of Aaron Read & Associates for State legislative advocacy services since September 2000. Although the firm has represented the Town on legislative issues, municipalities are not Aaron Read & Associate’s primary clients. The company has far more experience representing the private sector.

With the potential for millions of dollars to be made available at the federal and state level to local governments for infrastructure projects, it is imperative that the Town of Apple Valley secure the services of a lobbyist highly skilled in advocating for local governments.

An RFP has been prepared to solicit proposals from lobbyists experienced in representing local governments in Sacramento to pursue funding and advance the Town’s interests on legislative issues. Staff recommends Council approve the RFP and authorize the Town Manager to solicit proposals for Council’s consideration.

Recommended Action:

Approve the proposed Request for Proposal (RFP) and direct the Town Manager to solicit proposals from experienced and qualified firms.

Proposed by: Frank W. Robinson, Town Manager

Item Number _____

T. M. Approval: _____

Budgeted Item Yes No N/A



Town of Apple Valley

Request for Proposals

For State Legislative Advocacy Services

Issued:

January 14, 2009

PROPOSALS DUE:

February 26, 2009

Town Of Apple Valley Request For Proposals

State Legislative Advocacy (Lobbying) Services

Project Description

The Town of Apple Valley is seeking proposals from experienced and qualified firms to provide State legislative advocacy (lobbying) services. The lobbying firm shall identify and analyze legislation, budget items and other issues that could impact the Town. It shall work with Town staff to assess the potential impacts of such legislation, budget items and issues and advance the Town's interests through various means, including contact with officials from the Administration and Legislature and collaboration with entities that share the Town's interests.

The Town of Apple Valley is located in the Victor Valley of the County of San Bernardino. Known as the "High Desert", Apple Valley is located 95 miles northeast of the Los Angeles metropolitan area, 140 miles north of San Diego, and 185 miles south of Las Vegas. Incorporated in 1988, the Town currently has a population of 72, 922 within its incorporated boundaries of 78 square miles. The ten priorities that make up Vision 2010 can be found at www.applevalley.org. Respondents to this RFP should be aware that the Town will be commencing its Vision 2020 visioning process in February 2009.

Scope of Work

The successful proposer will, in accordance with the highest legal, ethical and professional standards, provide lobbying services including, but not limited to the following services:

1. Monitor, identify, analyze and prioritize legislation and opportunities for the Town with respect to issues under consideration by the State Legislature, regional agencies and the Office of the Governor of California.
2. Lobby the state government, administrative offices and other organizations, as necessary, to pursue the Town's legislative objectives, including funding of capital projects and various other programs, projects and activities. Lobbying is defined as efforts to pursue funding and/or efforts to pass, stop or amend legislation as desired by the Town through face-to-face, electronic and written communications with appropriate persons.
3. Provide timely telephone or e-mail updates with designated staff; provide staff reports during the legislative session and attend meetings with Town officials as reasonably requested.

4. Completing in a timely manner all forms and reports required of lobbyists by the state and other relevant jurisdictions.

Qualification Requirements

The Town of Apple Valley requests firms submit a proposal that expresses **their** interest and ability to successfully perform the requested scope of services. The Town specifically requires the successful proposer to:

1. Have at least ten years experience in providing legislative advocacy (lobbying) services or that a principal in the firm have a minimum of ten years experience.
2. Be a firm with demonstrated experience in bi-partisan relationships.
3. Be a registered lobbyist with the Office of the Secretary of State.

Proposal Content and General Instructions

Proposals should contain the following information, including:

1. A narrative description reflecting the respondent's understanding of the Town's requirements and the manner in which respondent expects to accomplish Town goals and objectives.
2. A proposed outline of priorities based on current legislative issues that impact the Town.
3. Name, address, telephone and fax numbers, and e-mail address of your firm.
4. A general description of your firm, including type of work performed and key personnel.
5. Indicate by name and title all the individual(s) who would be assigned responsibility for providing services to the Town on behalf of the respondent. Submit resumes for each identified individual.
6. Provide your associated fees for providing services, and/or a retainer amount based on the above outline of tasks.
7. A minimum of three **current** references, preferably from local government. Additional references may be provided that date from an earlier timeframe, but not exceeding ten (years) from the date the services were initially provided.
8. Please describe the outcome of lobbying efforts conducted by your firm in the last five years .

Procedures for Submission

Interested firms are invited to submit six (6) copies of their proposal in a sealed envelope and sent to the Town of Apple Valley, c/o Frank Robinson, Town Manager, 14955 Dale Evans Pkwy, Apple Valley, California, 92307. The deadline for receipt of the proposal is **5:00 p.m., February 26, 2009.** The envelope shall show the notation, "State Legislative Advocacy Services" in the lower right hand corner.

All material submitted becomes the property of the Town and will not be returned.

Please note: Proposals submitted via fax will not be accepted.

Evaluation Criteria

1. Organization, presentation and content of proposal
2. Experience and demonstrated record of successfully advocating and securing funds for municipal clients
3. The firm's ability to effectively lobby on behalf of the Town
4. Cost proposal for services

Review Process

Town staff will review the proposals based on completeness and qualifications. The Town will select the top candidates to be interviewed. Key personnel should appear at this meeting. A recommendation will then be provided to the Town Council for final selection.

Contact Information

If you have any questions regarding this RFP please contact Frank Robinson, Town Manager, at (760) 240-7000, ext. 7051.