

REQUEST FOR PROPOSALS (RFP)

for
State and Federal
Legislative Advocacy Services

The City of El Monte seeks Consultant Services for State and Federal
Legislative Advocacy Services.

RFP & PROJECT SCHEDULE

May 2, 2022 RFP Released
May 6, 2022 RFP Questions Due
May 9, 2022.....City Responses Posted
May 16, 2022 RFP Proposals Due
May 23-25, 2022 Selection Committee Review
July 1, 2022..... Estimated Contract Start Date

Introduction

BACKGROUND

The City of El Monte is a general law city incorporated under California law in 1912. The City serves a population of approximately 115,000 and is located 12 miles east of Downtown Los Angeles in the heart of the San Gabriel Valley. The governing body is a five-member City Council composed of the Mayor and four (4) Councilmembers. The Mayor is elected at-large and serves a term of two years. The four Councilmembers are elected at-large and serve four-year terms. (In November 2022, the City of El Monte will move to district elections with six (6) district representatives serving terms of four (4) years and a Mayor elected at-large for a term of two (2) years.)

The City is approximately 9.8 square miles offers a full range of municipal services including its own Police Department and Water Department. The City has 308 full-time employees and provides several services in-house, including management and administrative services, finance and accounting, public safety, parks and recreation, environmental services, planning, building & safety, public works, and engineering. Fire services are provided via contract with Los Angeles County.

The City interacts with numerous other government agencies, including but not limited to: the California Department of Parks and Recreation; the California Department of Transportation; the California Department of Finance and the County of Los Angeles. In addition, the City has actively and successfully solicited Federal earmarks during the FY2023 Congressionally Directed Spending (Earmark) Request portal.

THE ENGAGEMENT

The City is interested in contracting with a highly qualified firm that can engage decisionmakers on legislative and quasi-legislative actions. The City seeks the services of a government relations and lobbying firm that can serve as the conduit for communication with elected officials and other agencies. Particularly, the City will rely on the selected Consultant to advocate for its requests for Congressionally Directed Spending (Earmarks) submitted to but its Representative and Senators in the Federal Government. Also, of significant importance to the City of El Monte is its relationship with the State Department of Parks and Recreation, specifically as it relates to the design and development of park and open space for our park-poor community. As a registered lobbyist with the Secretary of State, the consultant will be bound by the Political Reform Act and the regulations of the Fair Political Practices Commission, including compliance with lobbying reporting requirements by filing disclosure reports on behalf of the City.

Scope of Work

The Consultant will be responsible for monitoring, identifying and prioritizing challenges and opportunities for the City. These efforts may include the following:

- Work with the City Council, the City Manager, and key staff to discuss goals, objectives, opportunities, and priorities
- Support a positive relationship with the Governor's office, State Legislature, State Department of Finance, the California Department of Parks and Recreation, the Resources Agency, the California Department of Transportation, and/or other agencies
- Identify and monitor legislation and state regulatory processes, including pertinent administrative, legislative, and regulatory matters that may impact the City
- Provide legislative and regulatory lobbying, as needed
- Engage key officials (City Manager and City Council) and stakeholders to support the City's objectives to secure permits, grants, incentives, and favorable laws and regulations
- Pursue legislative, regulatory and/or policy directives to help address issues with unhoused populations, transitional housing and permanent housing
- Pursue greater public funding for the City
- 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
- Assist with communications and messaging
- Provide regular updates to the City Council and City Manager on the political landscape in Sacramento to help provide context, and identify opportunities and potential issues
- Draft legislation and amendments, as necessary
- Provide weekly written briefing reports for the City Manager and City Council on key issues and legislative committee activity during the legislative session
- Lobby for the City's position on legislation and regulatory matters of interest at the State and Federal levels

THE PROPOSAL

Proposals should not include any materials to be returned to the Consultant and should be a concise statement. Double sided proposals are preferred; copies should be printed on recycled and/or FSC certified paper. Please avoid superfluous use of paper (such as separate title sheets, or chapter dividers and unnecessary attachments or documents not specifically requested). The proposal **must be no longer than 10 pages** (not including staff resumes).

Each proposal must include the following information:

1. Cover Letter: Summarize why the Consultant is the best firm to complete the scope of work.
2. Organization, Credentials and Experience
 - a. Provide a summary of the company’s qualifications, credentials, and related professional experience.
 - b. Describe the size of your company, and indicate the principal, company official(s), and other personnel who will be assigned to work on behalf of the City.
 - c. Provide a list of three of the Consultant’s municipal clients with contact information (names, titles, addresses, phone numbers and email addresses) for the appropriate persons at the client company that the City can contact.
3. Understanding of the Scope of Work
Provide a narrative of the company’s understanding of the Scope of Work and detailed proposal to meet the City’s goals and priorities.
4. Professional Services Agreement
The selected provider must use and comply with the terms and conditions of the City’s standard Professional Services Agreement as provided in Attachment 1 of this RFP.
5. Compliance
Provide a written statement that the Consultant shall comply with the California Labor Code pursuant to said regulations entitled: Federal Labor Standards provisions; Federal Prevailing Wage Decision; and State of California Prevailing Wage Rates, respectively.
6. Litigation
Firms are required to list past, current, or pending litigation resulting from professional services rendered over the past five years. If a court or an arbitrator rendered a decision, state the results.
7. Fees
Submit a fee proposal for the Scope of Work that outlines the number of hours and fee associated with each task (and subtask) and provide a list of hourly rates for all team members. The Fee should be summarized as a “Monthly Fee” for the services proposed.

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RFP & Selection Process

The following section outlines the submission requirements and the selection process.

There will be no pre-bid meeting for this proposal. Any questions regarding this RFP should be emailed to Michelle Solorzano msolorzano@elmonteca.gov by 5pm on May 6, 2022. All submitted questions and responses will be posted on the City website www.elmonte.org after the close of the question period on May 9, 2022. A special link for the RFP will be on the City Clerk's web page. No questions regarding this RFP will be answered over the phone. Proposers that contact City personnel or City Council members after the City releases the RFP and throughout the evaluation period may have their proposals disqualified from consideration.

Proposal Submission

The proposer should mail, courier, or hand deliver five (5) sealed proposals to the City of El Monte no later than **Monday, May 16, 2022 at 4:30pm** and email one (1) digital copy (PDF of less than 10MB) of the submission to Michelle Solorzano at msolorzano@elmonteca.gov with the subject line "EL MONTE-LEGISLATIVE ADVOCACY PROPOSAL". Proposals received after this time and date may be returned. Postmarks will not be accepted as proof of receipt. No oral, telephonic, faxed, emailed, or telegraphic proposals or modifications of proposals will be considered.

Proposal Delivery

Proposals shall be enclosed in envelopes plainly marked with the following information:

Proposal: EL MONTE – LEGISLATIVE ADVOCACY

Name of Firm

Name of Contact Person

Address

Telephone Number

Email Address

The submittal shall be addressed as follows:

Attn: City Clerk

Michelle Solorzano, Senior Project Manager

11333 Valley Blvd.

El Monte, CA 91731

Proposal: EL MONTE LEGISLATIVE ADVOCACY

Evaluation Criteria

Submitted proposals shall be evaluated using the following key criteria:

- Firm experience and demonstrated ability to deliver high quality, innovative work for relevant projects of similar complexity.
- Staff experience and demonstrated ability to work well with community groups, various municipal departments, and City staff.
- Completeness and clarity of proposal.
- References.

The highest ranking firm(s) may be asked to participate in an interview to discuss its qualifications and proposed work plan.