



City of South Lake Tahoe

"making a positive difference now"

REQUEST FOR PROPOSALS

**STATE LEGISLATIVE AND
ADVOCACY SERVICES**

RFP # 2011-06-09

REQUEST FOR PROPOSALS

STATE LEGISLATIVE AND ADVOCACY SERVICES

PROPOSAL CONTENT INSTRUCTIONS AND CONSULTANT QUALIFICATION REQUIREMENTS

GENERAL INSTRUCTIONS

1. All proposals must be submitted in hard copy format or electronically to the City's Purchasing Department no later than **1:00 p.m. (PST), Thursday, June 9, 2011** and must follow the City's submission requirements as described in Item #2 below.
2. Register with the City: All Proposers must complete a "Vendor Information Sheet" to be entered in the City of South Lake Tahoe Vendor Database, which is required to submit a proposal. Go to this website address: http://vendors.planetbids.com/SLTahoe/vendor_registration.cfm and follow the instructions applicable to Proposer. Following submission, Proposer will receive a confirmation message within 24 hours from the City. Proposers are *solely responsible* for maintaining up to date and accurate information in the Vendor Database. Potential proposers will be notified by the City of any addenda that may be issued to this RFP and therefore you must be registered in the City's Vendor Database to be notified.
3. Pricing: One of the areas on which proposals will be evaluated is the cost of services. Pricing should be quoted as a monthly fee based upon a menu of service options impacting the monthly fee.
4. "State" throughout this document refers to both the State of California and the State of Nevada whether or not both states are specifically mentioned.
5. Read this Request For Proposals (RFP) document carefully as the award will be given to the most "responsible and responsive" Proposer responding to this RFP. The City of South Lake Tahoe reserves the right to accept or reject any or all proposals, to extend the period for accepting proposals, to advertise the RFP at any time and to waive any minor irregularities in any proposals.
6. In the opinion of the City of South Lake Tahoe, this RFP is complete and without need of explanation. However, if you have questions, or should you need any clarifying information, the contact person for this RFP is listed below. Please note that no *verbal* information given will be binding upon the City unless such information is issued in writing as an official addendum to this RFP.

City of South Lake Tahoe
Purchasing Division, Gary O'Neill
1901 Airport Road Suite 207
South Lake Tahoe, CA 96150-7048

530-542-6066

E-mail: goneill@cityofslt.us

I. INTRODUCTION

The City of South Lake Tahoe seeks a highly motivated and qualified consultant or consultant team who desire to **make a difference** in restoring all of Lake Tahoe, both the built as well as the natural environment. The City is seeking a state representative to plan, develop, coordinate, and implement a strategy to advocate for the City's interests at the highest levels in the both the State of Nevada and State of California, through the Office of the Governors, state legislators and state agencies (both states). In addition, because the City of South Lake Tahoe's jurisdiction is located in one of the most highly regulated environments in the nation, the City seeks a consultant or consultant firm who will develop an integrated strategy effective at state and local levels. "Local" for the City is intended to refer to federal agencies and both state (California and Nevada) agencies that reside in or near the City and impact the City's ability to provide services to the public. "Local" agencies include state agencies such as Lahontan Water Quality Control Board and the California Tahoe Conservancy. "Local" agencies also include the bi-state Tahoe Regional Planning Agency. "Local" federal agencies include the U.S. Forest Service. The local environment is also heavily impacted by several special interest lobbying groups that impact projects, programs and services and often disseminate misleading or inaccurate information as an advocacy practice on behalf of their special interest members.

In the past ten to fifteen years, over a billion dollars has been invested in the Tahoe Basin area ("the region") on behalf of improving Lake clarity. At the same time, unemployment for local community members has risen to all time high, nearly twice the national average at over 17%. In addition, the community has lost a significant number of small businesses resulting in unusually high commercial vacancy rates, hotel and lodging occupancy rates remain below 30%, transportation is dysfunctional, roads have degraded to the point the City projects a \$300 million investment is needed to restore the roads to appropriate conditions. Residents rate the community appearance among the lowest of all cities surveyed and residents are demanding better and more efficient services from their local government officials who are often blocked in providing the best possible service by special interest groups. The majority of the commercial corridor in South Lake Tahoe is deemed a protected "view corridor" to Lake Tahoe; yet the result of the regulations have left the visual appearance of the commercial properties below standard and in need of significant repair. While billions were invested in Lake Clarity, which is still declining, the infrastructure was neglected.

The South Lake Tahoe City Council desires to develop meaningful effective partnerships among all agencies, groups, associations and community members in the region to improve the visual appearance surrounding the lake, to improve the economic conditions for the local community while effectively restoring the water quality of the lake so that the beauty of the natural environment is not overshadowed by the unsightly conditions of the built environment. Now is the time to facilitate solutions to the issues surrounding and within Lake Tahoe. The City has the opportunity and desires to be the solution to many of these issues, which is the reason for soliciting proposals from legislative advocates.

II. CONSULTANT QUALIFICATION REQUIREMENTS

The City of South Lake Tahoe specifically requires a consultant or consultant team to provide Legislative and Advocacy services that will include at a minimum the following:

1. At least 5 years experience in providing legislative and intergovernmental services before the legislature and the executive branch of the State of California;

2. Be a firm with demonstrated experience in bi-partisan relationships;
3. Ensure that all staff assigned to represent the City are registered as lobbyists with the Office of the Secretary of the State of California and State of Nevada as deemed necessary;
4. Ensure that the majority of the staff assigned to represent the City is located in Sacramento and available to provide services on an on-call basis.

III. PROPOSAL CONTENT INSTRUCTIONS

Proposals should contain the following information, including:

1. A description of how the firm will carry out the scope of services described in this RFP, including the strategy and techniques that reflect an understanding of the City's expected goals and outcomes. The Proposal should include the method to be utilized to update the City on a monthly or more frequent basis on issues, how the consultant or firm will handle urgent issues, the network of contact or process utilized to gain an understanding of proposed legislative before it is introduced in the legislative session and other relevant strategies to assist the City Council in understanding consultant or firm's network, experience, understanding and advocacy style.
2. The name, address, telephone and fax numbers, and email address of your firm.
3. A general description of your firm, including type of work performed and key personnel.
4. A minimum of five (5) references of current or former clients and representative projects undertaken in the last five years, demonstrating experience relevant to this project. At least three of these should be public entity, self-insured clients. Provide a contact person's name, title, address, phone number and email address.
5. The names of three (3) clients for whom you provided services but have not been requested to perform similar work since. Explain the reason why you were not retained. Provide a contact person's name, title, address, phone number and email address. The two clients may include one or more of the five clients listed in another category.
6. The name and title of the individual(s) who would be assigned responsibility for performing the services on behalf of the City (the City's primary legislative advocate). Submit resumes for each identified individual.
7. Provide a list of current clients.
8. The successful proposer will be expected to execute the City's Standard Professional Agreement and to provide evidence of the required insurance. A sample Agreement is attached as part of the RFP package. This does not have to be attached to your proposal.
9. Include a proposed monthly fee based on a menu of services from which the City can select in order to manage its monthly fee structure.
10. Include a statement in Proposal that Consultant or Consultant firm understands the City will develop performance indicators to measure its Return on Investment for the services provided. Consultant or Consultant firm may utilize this opportunity to describe its demonstrated performance with other clients.

IV. SCOPE OF SERVICES

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 the City Council and be administratively responsible to the City Manager.

The Scope of Services shall include, but may not be limited to:

1. Represent the City in interactions with the (California and/or Nevada) Governor's Office and Administration, State Agencies, the State legislature, legislative representatives and staff persons, boards, commissions, and legislative bodies as described in the Introduction.
2. Research and provide written and oral information to City Council as specified by the City Manager on matters which include, but *are not limited to*:
 - Existing and proposed State laws and regulations that affect City's interests;
 - Reports on and testimony from legislative hearings;
 - The development and progress of State issues affecting City's interests;
 - State agency and department regulations, guidelines, directives, and other instruments of administrative policy;
 - Grants and other funding opportunities for proposed City projects; and
 - Technical reports and memoranda affecting City operations and fiscal conditions.
3. Services required of the Legislative Representative shall be personally provided by the principals of the Legislative Representative as identified in the Proposal, which shall be specified in the Professional Services Agreement between the Consultant or Consultant firm and the City.
4. Any reports, information, data, statistics, procedures, studies, or other form of communication or information provided by the Legislative Representative shall be the exclusive property of City.
5. Legislative Representative shall provide all equipment and personnel needed to fulfill the requirements for representing City.

V. SCHEDULE

The schedule for selection of the consultant or consultant firm is as follows, although the City reserves the right to change, alter or amend this schedule as necessary or appropriate:

- Release of RFP May 9, 2011
- **Submission Deadline** **June 9, 2011, 1:00 p.m., PDT**
- Submission Review Period June 10 -15
- City Council Interviews *June 21, 2011 (*date subject to change*)

VI. SELECTION PROCESS

Proposals shall be reviewed by the City's senior management team. Qualified Proposers shall be invited to an interview to be conducted by the entire City Council at the June 21, 2011 City Council meeting (*meeting date subject to change*).