

ESCAMBIA COUNTY FLORIDA

REQUEST FOR PROPOSALS

Lobbying Services for Escambia County Florida for Federal Assistance

SOLICITATION NUMBER PD 16-17.038

RESPONSES WILL BE RECEIVED UNTIL: **4:00 p.m. Tuesday, May 22, 2017, CDT**

**Office of Purchasing, Room 11.101, 213 Palafox Place 2nd Floor, Pensacola, FL
32502 Matt Langley Bell III Building
Post Office Box 1591 Pensacola, FL 32597-1591**

Board of County Commissioners

Doug Underhill, Chairman
Jeff Bergosh, Vice Chairman
Lumon May
Grover C. Robinson, IV
Steven Barry

From:

Paul Nobles, CPPO, CPPB, FCCM, FCN
Senior Purchasing Coordinator

Procurement Assistance:

Paul Nobles, CPPO, CPPB, FCCM, FCN
Purchasing Coordinator, Office of Purchasing
2nd Floor, Matt Langley Bell, III Building 213
Palafox Place, Room 11.101
Pensacola, FL 32502
(850) 595-4918
Fax: (850) 595-4805

Technical Assistance:

Alison Rogers County Attorney
Escambia County Governmental
Complex 221 Palafox Place, Suite 430
Pensacola, FL 32502
Tel: (850) 595-4970
Fax: (850) 595-4979

SPECIAL ACCOMMODATIONS:

Any person requiring special accommodations to attend or participate, pursuant to the Americans with Disabilities Act, should call the Office of Purchasing, (850) 595-4980 at least five (5) working days prior to the solicitation opening.

**Lobbyist Services for Escambia County Florida for Federal Assistance
PD 16-17.038
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PART I GENERAL INFORMATION

All submittals to be considered shall be in the possession of the Office of Purchasing prior to the time of the solicitation closing. Submittals of proposals may be mailed to 213 Palafox Place, 2nd Floor Room 11.101, Pensacola, Florida 32502 or delivered to the Office of Purchasing, 2nd floor, Room 11.101, Matt Langley Bell, III Bldg., 213 Palafox Place, Pensacola, Florida 32502, in a **sealed envelope clearly marked:**

Specification Number PD 16-17.038, Lobbyist Services for Escambia County Florida For Federal Assistance” Name of Submitting Firm, Time and Date due”.
Note: If you are using a courier service; Federal Express, Airborne, UPS, etc., you must mark airbill and envelope or box with Specification Number and Project Name.

Regardless of the method of delivery, each submitter shall be responsible for his submittals being delivered on time as the County assumes no responsibility for same. Submittals received after the time set for solicitation closing will be rejected and returned unopened to the submitter.

Escambia County is a political subdivision of the State of Florida. It is governed by an independent elected five members Board of County Commissioners. The Board is elected by single member District vote for staggered terms. In Addition, the County has five Constitutional Officers, each elected by county-wide vote. The five Constitutional Officers of the County are: the Property Appraiser, the Sheriff, the Supervisor of Elections, the Clerk of the Circuit Court and the Tax Collector.

The Board appoints a County Administrator to administer the affairs of the County. In addition, the Board appoints a County Attorney to render legal advice to the Board of County Commissioners.

As used, herein, the term “lobbyist” is identified in the same manner as in Section 112.3148(2) (b) (1), Fl. Stat. (2016). As used herein, the term “firm” describes those entities, of whatever type (e.g., whether law firm, partnership, individuals, etc.) who respond to the request for proposals. The term is not limited to attorneys; an non-attorneys are encouraged to submit qualifications.

The following policy will apply to all methods of source selection:

Conduct of Participants

After the issuance of any solicitation, all bidders/proposers/protestors or individuals acting on their behalf are hereby prohibited from **lobbying** as defined herein or otherwise attempting to persuade or influence any elected County officials, their agents or employees or any member of the relevant selection committee at any time during the **blackout period** as defined herein; provided, however, nothing herein shall prohibit bidders/proposers/protestors or individuals acting on their behalf from communicating with the purchasing staff concerning a pending solicitation unless otherwise provided for in the solicitation or unless otherwise directed by the purchasing manager.

Definitions

Blackout period means the period between the time the bids/proposals for invitations for bid or the request for proposal, or qualifications, or information, or requests for letters of interest, or the invitation to negotiate, as applicable, are received at the Escambia County Office of Purchasing and the time the Board awards the contract and any resulting bid protest is resolved or the solicitation is otherwise canceled.

Lobbying means the attempt to influence the thinking of elected County officials, their agents or employees or any member of the relevant Selection Committee for or against a specific cause related to a pending solicitation for goods or services, in person, by mail, by facsimile, by telephone, by electronic mail, or by any other means of communication.

Sanctions

The Board may impose any one or more of the following sanctions on a nonemployee for violations of the policy set forth herein:

- (a) Rejection/disqualification of submittal
- (b) Termination of contracts; or
- (c) Suspension or debarment as provided in Sec. 46-102 of the Escambia County Code of Ordinances.

This policy is not intended to alter the procedure for Protested Solicitations and Awards as set forth in the Sec. 46-101 of the Escambia County Code of Ordinances.

1-1 PURPOSE

The Board of County Commissioners of Escambia County is considering contracting for the Professional Services of a Lobbyist for Escambia County (the "County"), Florida with regard to any matters in which the County may need such services before the United States Congress, congressional committees and if applicable federal officials and administrative agencies, any other regulatory bodies in whichever legal role said entities may be performing.

Submittals of qualifications to act, as Lobbyist, for the County shall be designed to portray how to complete the range of services available through the firm that may best assist the County. The proposer chosen by the County as its Lobbyist agrees to be available at all times upon reasonable request to meet with the Board of County Commissioners, the County's staff, and other consultants in order to perform the responsibilities of Lobbyist.

1-2 SCOPE OF SERVICES

The Consultant will represent the Escambia County Board of County Commissioners (County) in matters before the United States Congress, including its committees, sub-committees and agencies beginning in calendar year 2017. The goal of such representation will be to secure appropriations and federal funding for programs and projects that have been identified by the County as priorities.

Responsibilities:

Explicit responsibilities of the Consultant include:

1. The Consultant will communicate and provide a monthly progress report to the County Administrator or designated staff, or the Assistant County Administrator or designated staff, who will be available to communicate to the Board of County Commissioners' priorities and provide background information and data to assist the Consultant in advancing the County's efforts.
 - a. Alert this county at the earliest time of pending appropriations or actions that will impact the county and its funding posture.
2. To the highest degree possible, the Consultant will represent the County's interest in securing federal assistance for various funding aspects -- including technical assistance, planning and design, infrastructure, and services -- in numerous areas, including, but not limited to, the policy or project request outlined herein.

- a. Assist in establishing meetings with state legislators, staff or state agency members to facilitate information exchange or soliciting their aid and advice on matters impacting this county.
3. The Consultant shall advocate positions before the United States Congress, its committees, and agencies that are beneficial to Escambia County as well as oppose harmful measures; in particular the following:
 - a. Transportation Funding Alternatives
 - b. Economic Development Incentives
 - c. Transit
 - d. Health Insurance
 - e. Other (e.g. grants and/or Oil Spill related issues)

Revisions:

The COUNTY may suggest revisions to this Scope of Service, highlighting or de-emphasizing certain facets or activities, as the COUNTY'S priorities emerge and new information becomes available.

Specific Performance

Specific activities and deliverables by/from the Consultant shall include the following:

Perform as a lobbyist for the County, managing the activities in accordance with County direction, of all of its personnel hired in the capacity of providing The Lobbyist must provide the full scope of lobbyist services in representing the County in matters where such representation is needed by County. The Successful Provider will:

1. Communicate directly with the County Administrator, Assistant County Administrator or their designee to secure sponsors for proposed bills or amendments to federal law.
2. Require Discussions with State Lobbyist (including, but not limited to, committee meetings and sessions) where appropriations of importance to Escambia County are being discussed. Request attendance of County Staff (County Administrator, Assistant County Administrator, or their designee) to travel to meetings to assist if needed.
3. Attend Congressional meetings, when necessary.

4. Provide the County, through the County Administrator, Assistant County Administrator or their designee with a monthly update on issues of importance to the County during sessions including calendars of hearings and meetings discussing County issues, and providing the County with an after- session report.
5. Provide the County, through the County Administrator, Assistant County Administrator, or their designee with a monthly summary of appropriations activities on behalf of the County.
6. Travel to Escambia County, as necessary, to meet with the staff and the Board in the development, review, and follow-up of appropriations issues. Travel other than the two annual required trips will be reimbursed in accordance with Florida State Statue 112. (We will utilize video and phone conference systems)
7. Pursue major funding opportunities and investigate other opportunities. Consultant shall research and provide information to County on existing and emerging appropriations activities, availability of funding, distribution of funding, techniques to be used by the County to capitalize on opportunities, and examples of successful local government applications.
8. If possible identify criteria for eligibility, which may include replacing or modifying existing requests.
9. Monitor appropriations and forward pertinent information to the County Administrator, Assistant County Administrator or their designee for distribution to appropriate staff on a weekly basis.
10. Explore rollover funding in all programs through the end of the current fiscal year. Even in cases where there are no funds identified or obligated for a particular project or program, the Consultant may recommend submitting a project for review and following the project through the appropriations process to identify potential funding.
11. Demonstrate a keen understanding of County priorities, policy objectives, project merits and supporting data.
12. Research and gather socioeconomic and other information to support the COUNTY'S issues, to heighten the Federal government's awareness that the COUNTY has significant and demonstrated needs and, in general, that the COUNTY has not historically received its "fair share" of appropriations.

13. The Consultant's goal shall be to secure funding for priority projects identified by the County, with the support and assistance of County staff and the Board of County Commissioners, and facilitated by Consultant's vital connections with appropriate federal agencies, elected officials and staff.

PART II INFORMATION REQUIRED FROM SUBMITTERS ALL RESPONSES SHALL INCLUDE THE FOLLOWING:

2-1 FORMAT AND CONTENT

The County discourages overly lengthy and costly responses; however, in order for the County to evaluate qualifications fairly and completely, submitters should follow the format set out herein and provide all of the information requested.

Responses shall include the complete name and address of their firm and the name, mailing address, and telephone number of the person the County should contact regarding the submittal of qualifications. **Provide one (4) paper copies and one (1) complete submittal on Compact Disc (CD).**

2-2 REQUIREMENTS

The following information shall be submitted.

1. Qualifications

The firm selected will be an established, experienced organization with a strong history of representing large County governments to the Congress of the United States and its agencies to secure funding and influence the enactment of beneficial appropriations on the behalf of its clients. The firm selected, however, shall not currently represent entities that may compete with this County for federal funding and grant seeking or legislative initiatives, nor shall the firm selected engage in representing those competing entities during the duration of the resulting contract.

Provide a statement of the firm's qualifications. Explain how the firm is organized and how its resources will be utilized on the County's behalf. Include, as a minimum:

- A. Staff - Names, resumes, professional credentials, experience, and a list of local, state and federal elected officials with which those who will actually perform the services for this account have direct access relative to this solicitation. This information shall also be submitted for any sub-consultants.
- B. Firm - Include a summary of work and professional experience

relative to the Scope of Services, and document some relative experience.

- C. List of all current Florida Public Entity clients and contract amounts. Include entity's contact person, telephone number and e-mail address.
- D. The firm's local availability and degree of accessibility to Pensacola, Florida.
- E. Permission to contact represented entities to discuss firm's performance.
- F. Any other qualifications and experience which you consider to be significant, innovative, or otherwise relevant to the County's consideration of the firm in regard to this solicitation, including activities and positions held in state and national professional organizations.

2-3 **Experience With Other Governmental Entities**

Provide specific examples of successes with federal agencies to include but not limited to the following: attracting and highlighting new funding sources, special projects and identifying opportunities to increase client's exposure.

2-4 **Technical Approach**

- A. Provide a brief description of the firm's approach to the project.
- B. Select one of the following two examples of representative tasks the County may ask its federal lobbyist to accomplish in Washington, D.C. and within the appropriate agency on its behalf. For each example selected, describe in detail the specific actions the firm would take to accomplish the objective, including all actions up to enactment of legislation. This shall include the persons the lobbyist would contact, meetings to be attended, and all other actions the lobbyist would take.

Example 1: How your firm can by process work to compete for project funding or secure appropriations for County related projects.

Example 2: Identify the process and tools you will use to monitor critical issues and how you communicate with your client and implement a strategy to be aggressive for each and all issues, projects and requests.

2-5. CONFLICT OF INTEREST

Any prospective Lobbyist must make an affirmative statement to the effect that their selection shall not result in a conflict of interest, as defined in the Florida Bar's Rules of Professional Conduct, Florida Statutes or any other applicable code of conduct, with any party which may be affected by the award of this contract. Should any potential or existing conflict be known by a prospective Lobbyist, said prospective Lobbyist must specify the party with which the conflict exists or might arise, the nature of the conflict and whether the prospective Lobbyist would or would not step aside or resign from that engagement or representation creating the conflict in favor of the County. Prospective lobbyists must also agree to comply with the County's ordinance prohibiting conflicts of interests among retained consultants (attach copy).

A review of the firm's potential conflict of representation will be considered and will be an important factor considered by the County in the selection of Lobbyist. Lobbyist shall further agree that it shall not represent any third party in any lawsuit in which the County is named as an adverse party.

2-6 EXEMPTION

The engagement of certain professional services, including those requested by this Request for Proposals, is exempt from the provisions of the Administrative Procedure Act, Chapter 120, Florida Statutes, as amended, and, therefore, are not to be subject to the appeal process therein described at any time during the solicitation or selection period.

PART III SELECTION PROCESS AND CRITERIA FOR SELECTION PROCESS

The proposal review process will be initiated through the Selection Review Committee. Based on the decision of the Committee, a recommendation will be taken to the Board for discussion and approval of the retention of a Federal Lobbyist on June 8, 2017. The Negotiations Committee will be comprised of the County Administrator or his designee, the County Attorney or her designee, and the Budget Manager, or his designee.

RESPONSIBILITIES OF THE BOARD OF COUNTY COMMISSIONERS

Review and rank the submitters based on the criteria listed below.

<u>CRITERIA</u>	<u>WEIGHT</u>
Qualifications	40
Experience	40
Technical Approach	20
Total	100

RESPONSIBILITIES OF THE NEGOTIATION COMMITTEE

- A. Upon the opening of the sealed proposal(s), the Negotiation Committee will meet to discuss the proposals in detail. The Negotiations Committee will rank the firms using the criteria on page 8.
- B. Based on the decision of the Committee, a recommendation will be taken to the Board for a discussion and approval of the retention of a Federal Lobbyist on June 8, 2017.

PART IV SCHEDULE

The following schedule is proposed and shall be adhered to in so far as practical in all actions related to this procurement:

- a. Mailing date of Request for Proposals..... **April 21, 2017**
- b. Receipt of Proposals..... **May 22, 2017**
- c. Review of Proposals..... **May 24, 2017**
June 1, 2017
- d. Board of County Commissioners Approval..... **June 8, 2017**

Technical questions not answered in the Specifications here may be directed in writing to:

Alison Rogers, County Attorney Escambia County Governmental Complex 221
Palafox Place, Suite 430
Pensacola, Fl. 32502

Jack R. Brown, County Administrator Escambia County Governmental Complex
221 Palafox Place, Suite 420
Pensacola, Florida 32502

Procurement questions may be directed to:

Paul Nobles, CPPO, CPPB, FCCM, FCN
Purchasing Coordinator
Telephone (850) 595-4918 Fax (850) 595-4805