



*"Small Town Atmosphere
Outstanding Quality of Life"*

REQUEST FOR PROPOSAL & QUALIFICATIONS (RFP/Q)

Date: July 11, 2017

Project Title: Tri-Valley Cities' Legislative Advocacy Services – 2017/18 through 2018/19

Description: The Tri-Valley Cities of Danville, Dublin, Livermore, Pleasanton, San Ramon are seeking legislative advocacy services for an amount not to exceed \$120,000 per year. For approximately ten years, the five municipalities have joined forces to advocate on behalf of the Tri-Valley region at the federal, state and regional level.

Contact: Nat Rojanasathira, Administrative Services Director
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Milestone	Key Dates
Release RFP/Q	July 11, 2017
RFP submittal due by 5:00 p.m.	August 7, 2017
Interview Selection	August 17, 2017
Consultant Interviews	August 29, 2017
Consultant Recommendation to Tri-Valley Cities	September 5, 2017
Award of Contract	September 6-22, 2017
Commencement of Contract Period	October 1, 2017
Kick-off Meeting with Consultant	Week of October 1, 2017

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Building
(925) 314-3330

Engineering & Planning
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Transportation
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Maintenance
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Police
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Parks and Recreation
(925) 314-3400

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Background

The purpose of this Request for Proposal and Qualifications (RFP/Q) is to obtain professional consulting services to coordinate the Tri-Valley Cities' legislative advocacy services. The Town of Danville serves as the lead agency for this effort in Fiscal Year 2017/18.

The Tri-Valley Cities of Danville, Dublin, Pleasanton, Livermore, and San Ramon intends to award a two-year contract with three (3) single year options to renew to the successful Consultant selected. Contractually, one city would serve as the fiscal agent for the Tri-Valley Cities, and the consultant would enter an agreement with the fiscal agent.

Overview

California's Tri-Valley is located in the East Bay, spanning the San Ramon, Amador, and Livermore Valleys. The region spans two counties: Contra Costa County (Danville and San Ramon) and Alameda County (Dublin, Livermore and Pleasanton). The combined population of the Tri-Valley communities is 349,155 residents.

The Tri-Valley Cities of Danville, Dublin, Livermore, Pleasanton, San Ramon have had a long history of collaboration on transportation, communication, public safety, public television access, destination marketing, and federal advocacy. For the past several years, the five municipalities have joined together to work on legislative issues, projects, and initiatives at the federal level. Each city is represented by the mayor, city manager and staff liaison. Coordination of the group is rotated annually between each city. Activities include quarterly meetings to discuss legislative matters, and an annual visit to Washington, D.C.

The Cities have contracted with a federal advocacy firm for approximately 10 years and have experienced success in advocacy for legislation and leveraging funding for projects that meet the needs of the region.

Previous successful efforts include:

- Interstate 580, 680 and State Route 84 Improvements;
- East Bay Regional Communication System; and
- Tri-Valley Housing Opportunity Center

In spring 2017, the Tri-Valley Cities adopted a new Strategic Framework to guide the Tri-Valley's legislative efforts in the years to come. Historically, the Tri-Valley Cities'

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efforts have been focused on federal funding and legislation. This new Framework will assist the region with a more effective advocacy effort at the federal, state and regional levels of government.

Legislative Action Framework

The Legislative Action Framework provides a mechanism to better equip the Cities to work together on issues of joint interest. The process includes the following objectives, which are completed by the Tri-Valley Cities mayors and staff:

- Identifying and prioritizing Focus Areas;
- Identifying and prioritizing specific projects and/or initiatives within each Focus Area;
- Developing the Tri-Valley Legislative Platform that highlights project leads, regional partnerships, timelines and specific outcomes; and
- Developing an annual Action Plan which serves to implement the aforementioned objectives.

Focus Areas

Focus Areas anchor the work of the Cities by providing clearly defined areas of interest. Annually, the Cities will prioritize their Focus Areas and determine which of the Focus Areas will be included in the Annual Action Plan. The City Managers and Mayors may evaluate and amend Focus Areas annually.

The FY 2017/18 Areas of Focus are: Local Control, Transportation, and Housing. Projects within these focus areas in priority order are:

Key Priority

- Strengthen local land use and control

Secondary Priorities

- Accelerate connection of the Bay Area Rapid Transit (BART) system to the Altamont Corridor Express (ACE)
- Complete the Iron Horse Trail from Danville to Livermore, including improved over crossings within each jurisdiction
- Strengthen then local control to address state housing mandates

Tertiary Priority

- Secure and protect local funding sources for workforce housing opportunities (e.g. CDBG, etc.)

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Action Plan

Currently, the Cities collectively focus on engaging at the federal level only.

The Legislative Framework expands engagement to the federal, state, and regional levels, and will include a strategic focus on relationship building. For each specific project and initiative, the evaluation and cultivation of relationships will be conducted. These relationships will be key to preparation of an Action Plan which would clearly identify steps, timelines, and tasks to achieve project success. With established working relationships, the Tri-Valley Cities will be poised to better understand partners and how to leverage support for projects and initiatives.

The Action Plan will identify partners at the federal, state, and regional levels, and the project staff from each City will work on the selected projects or initiatives and outline a communication loop to ensure that information is shared at all levels regarding status, next steps and desired outcomes. The plan will also provide an analysis of how the project or initiative aligns with partner agency priorities, and identify any additional relationships that need to be developed and/or expanded.

Scope of Work

The Consultant's responsibility is to develop an Action Plan, in consultation with the Tri-Valley Cities, that will identify goals and strategies for each selected project or initiative.

On an annual basis, the Consultant is expected to:

1. Manage the day-to-day activities of the Tri-Valley Cities' Legislative Advocacy efforts, including implementation of the Legislative Action Plan;
2. Work with city staff to develop fact sheets for up to ten (10) projects (project lead varies by city);
3. Schedule and facilitate meetings with three (3) congressional offices in spring and summer (district offices) and schedule meetings with three (3) congressional offices in winter (capitol office);
4. Coordinate and facilitate up to twelve (12) meetings with regional, state legislature and state agency staff as needed; and
5. Assist with preparation of the electronic agenda packet for the Mayors' Annual legislative advocacy meetings in Washington, D.C.

Consultant Requirements

1. Consultants should have experience in the business of Federal, State, and/or Regional legislative advocacy to local governments.
2. Consultants shall possess the ability to initiate, develop, and carry out strategies to influence legislative and administrative activities and effectively advocate on behalf of the Tri-Valley Cities.
3. Consultant shall possess all permits, licenses and professional credentials necessary to perform the required legislative advocacy services.
4. Consultants' other clients should not pose conflict of interest issues for the Tri-Valley Cities.

Proposal Requirements

1. **Introduction and Approach**

A general introduction and description of the Consultant and legislative advocacy approach. The format of the introduction and description of the approach is at the discretion of the consultant.

2. **Consultant Staff**

Describe the activities of the personnel or staff involved, including the lead consultant who would be working most directly with the Tri-Valley Cities. Provide resumes for those named, including their qualifications (education and experience), and their relationship to the legislative advocacy effort. If there is a team of consultants, the lead consultant should be clearly designated. All sub-consultants shall be billed through the lead consultant.

3. **Qualifications and References**

A description of the Consultant's qualifications, a list of similar legislative efforts should be included. Please include a list of references.

4. **Fee Schedule**

List the fees associated with the annual service. Travel costs within a 100-mile radius of the Tri-Valley should be included. Fees associated with additional services beyond the scope of work should be listed separately as an hourly rate.

Each year, the mayors of the Tri-Valley Cities travel to Washington, D.C. as part of the U.S. Conference of Mayors' Annual Winter Meeting and to meet with federal agency staff and elected officials. The Winter 2018 travel dates are January 22-26, 2018. Fees associated with *accompanying* the mayors to Washington, D.C. should

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be listed separately (scheduling the meetings should be included as part of the core scope of work).

Selection Criteria

The proposals will be ranked based on the following criteria:

- Knowledge of/experience with the Tri-Valley and/or East Bay region
- Consultant's approach to advocacy
- Experience of the Consultant and staff
- Accessibility (the primary staff consultant should be based within or approximate to the Tri-Valley)
- References

The Tri-Valley Cities and its entities, including the Town of Danville, reserves the right to invite the top Consultants for a panel interview, or to request additional clarifying information. The highest rated Consultant may be invited to negotiate a final master agreement, which would be executed with one of the Tri-Valley Cities which would act as fiscal agent for the Tri-Valley Cities. If an agreement is not reached, negotiations may be terminated and commenced with the next most qualified Consultant.

Submittal Deadline

Consultants must submit one proposal in PDF format and one hard copy to Nat Rojanasathira **no later than 5:00 p.m. on Monday, August 7, 2017.**

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