

County of Santa Barbara
 County Executive Office
 Request for Information
 Lobbying and Advocacy Services
 June 1, 2017

1. Introduction

a. Purpose of Procurement

This Request for Information (“RFI”) is being issued to solicit information from interested parties with respect to Lobbying and Advocacy Services for the County of Santa Barbara and affiliates (hereinafter, COUNTY) as further described in this RFI. COUNTY will use the information generated by this RFI in conjunction with other information available to the COUNTY to determine the solution that is in the best interests of the COUNTY to fulfill this need.

COUNTY is seeking information from organizations that perform lobbying and advocacy services at the state level. COUNTY is a nonprofit professional organization that supports the mission, service, and work of Minnesota libraries of all types, professional librarians, library staff, library advocates, and others with an interest or involvement in libraries.

b. Overview of the RFI Process

The objective of the RFI is to gather information to assist COUNTY in its consideration of available resources/methods to fulfill the need/goal identified above. The RFI method is not a competitive solicitation method and, as a result, is not intended to serve as a competitive bid. The RFI is a tool to gather information, and such information gathered may or may not be used by COUNTY to develop or further pursue a competitive solicitation. Providers are not required to respond to an RFI and a provider’s failure to respond to an RFI will not prohibit the provider from participation in any competitive solicitation that may result from the RFI. Providers, however, are strongly encouraged to respond to RFIs as this is a way to ensure the COUNTY is aware of available goods and services described in this RFI.

c. Schedule of Events

The schedule of events set out herein represents COUNTY’s schedule that will be followed. However, delays to the procurement process may occur which may necessitate adjustments to the proposed schedule. If a component of this schedule, such as the close date, is delayed, the rest of the schedule may be shifted as appropriate. Any changes to the dates up to the closing date of the RFI will be publicly posted prior to the closing date of this RFI. After the close of the RFI, COUNTY reserves the right to adjust the remainder of the proposed dates on an as needed basis with or without notice.

Description	Date	Time
Release of RFI	June 2, 2017	Close of Business Day
Responses to Written Questions	June 16, 2017	Close of Business Day
Deadline for Submitting Responses	July 7, 2017	Close of Business Day

d. Official Issuing Officer (Buyer)

County of Santa Barbara
County Executive Office
105 East Anapamu Street, Suite 406
Santa Barbara, CA 93101
dbozanich@countyofsb.org

2. Instructions to Offerors

a. Submitting Questions

All questions concerning this RFI must be submitted in writing via email to the Issuing Officer identified in Section 1 d “Issuing Officer” of this RFI.

b. COUNTY’s Right to Amend and/or Cancel the RFI

COUNTY reserves the right to amend this RFI. Any revisions must be made in writing prior to the RFI closing date and time. By submitting a response, the supplier shall be deemed to have accepted all terms and agreed to all requirements of the RFI (including any revisions/additions made in writing prior to the close of the RFI whether or not such revision occurred prior to the time the supplier submitted its response) unless expressly stated otherwise in the supplier’s response. THEREFORE, EACH SUPPLIER IS INDIVIDUALLY RESPONSIBLE FOR REVIEWING THE REVISED RFI AND MAKING ANY NECESSARY OR APPROPRIATE CHANGES AND/OR ADDITIONS TO THE SUPPLIER’S RESPONSE PRIOR TO THE CLOSE OF THE RFI. Suppliers are encouraged to frequently check the RFI for additional information. Finally, COUNTY reserves the right to cancel this RFI at any time.

c. Costs for Preparing Responses

Each response should be prepared simply and economically, avoiding the use of elaborate promotional materials beyond those sufficient to provide a complete presentation. The cost for developing the response and participating in this RFI process is the sole responsibility of the supplier. COUNTY will not provide reimbursement for such costs.

d. Registered Lobbyists

By submitting a response to this RFI, the supplier hereby certifies that the supplier and its lobbyists are in compliance with the Lobbyist Registration Requirements in accordance with the State of Minnesota.

3. Submittal Instructions

Responses should be submitted in both electronic format and hard copy by the date specified in section 1.c – close of business July 7, 2017. When preparing a response, the supplier must consider the following instructions:

Ensure its response is accurate and readily understandable.

Clearly label attachments so that COUNTY can easily organize and navigate the supplier’s response.

a. Electronic Copy – send to dbozanich@countyofsb.org

Use caution in creating electronic files (i.e., make sure files do not contain viruses,

etc.).

Use commonly accepted software programs to create electronic files. COUNTY has the capability of viewing documents submitted in the following format: Microsoft Word Microsoft Excel, portable document format file (PDF), and plain text files with the file extension noted in parentheses (.txt).

Print or Hard Copy – send four hard copies. Mark the shipping container to:
County of Santa Barbara
County Purchasing
105 East Anapamu Street, Suite 304
Santa Barbara, CA 93101

b. Contact information

County of Santa Barbara
Dennis Bozanich, Deputy County Executive Officer
805-568-3400
dbozanich@countyofsb.org

4. Response requirements:

In responding to this RFI, please provide information about the following:

- a. A brief summary of your firm and qualifications.
- b. Names, number of years of experience, and qualifications of each of the lobbyists the firm would assign to providing the requested services to COUNTY. References for whom the firm has previously provided the type of services described in this RFI, including descriptions of the size and complexity of matters handled.
- c. Whether the firm would perform the work on a flat fee or hourly basis, and a preliminary indication of fees generally charged for like matters. Please project annual cost over a 2-year contract period.
Pricing models:
 - Hourly basis – fully loaded rate(s)
 - Flat annual fee based on approximate proposed time
 - Flat annual fee plus hourly rate
 - Other reimbursement costs
- d. Describe your experience working with:
 - Counties or other public entities
 - Introducing and lobbying legislative initiatives
- e. Address capacity to provide services sought according to the current lobbyist agreement:
 - Advise County of the political and financial feasibility of the annual legislative platform and develop appropriate strategies in consultation with County staff to address the projects/programs/policy issues contained within the annual legislative platform. Where strategies include developing coalitions with other counties,

cities and/or organizations, serve as County liaison to facilitate such coalitions and partnerships.

- Preparation of legislative platform and associated materials/correspondence related to platform:
 - Advocate will advise on organization, formatting, content, tone, etc. of materials and assist with presentation of briefing materials;
 - Work with staff to compile necessary materials;
 - Assist in the actual drafting of any proposed legislation (primary for State advocate); and
 - Issue letters and other correspondence pertaining to the legislative platform, including issuing letters on behalf of the County on specific bills/legislation of interest to County that emerges through legislative session. Copies of any letters/correspondence sent on behalf of the County should be sent to the County CEO staff via email or hard copy.
- Assist in submittal of federal funding requests including researching funding history and providing information pertaining to appropriations bills, department, and account information needed to complete funding submittal forms. Liaison with other advocates on shared projects with neighboring cities, counties and organizations to ensure consistency of information contained within funding request.
- For State propositions pertaining to bond funding and other infrastructure investment, advocate for inclusion of County specific projects within text of proposition or accompanying implementation legislation. Advise on implementation guidelines and communicate to agencies and representatives on development of guidelines that represent County's interest.
- Proactively monitor pending legislation pertaining to legislative platform and legislative guiding principles and keep County staff apprised of legislation.
 - Work in consultation with County staff to identify issues for the agenda of the Legislative Program Committee (LPC), including identifying no more than 20 bills for the LPC to consider supporting/opposing each month.
 - Participation via teleconference with members of the County's Legislative Program Committee monthly.
 - Submit monthly written report on update of issues of interest to the County, including actions taken by advocate to address these issues. Electronic copy should be sent to County CEO staff at least seven working days before scheduled LPC meeting.
- Represent the County in Washington, DC or Sacramento as applicable to communicate the County's legislative platform, including potential impacts of budget proposals, to the appropriate elected representatives of Congress/Legislature, key Committee members, federal/state agencies and other organizations as needed, including NACO and CSAC. Participate via teleconference as needed with district offices of elected representatives and federal/state agencies.

- Participate in the crafting of itineraries and facilitating meetings with Washington, DC and Sacramento delegation and appropriate agencies for members of the County's Board of Supervisors and other County staff as needed.
- Travel to Santa Barbara County as needed, with a minimum of one visit a year. Annual visit will include meetings with Board members and department directors and staff as well as a verbal presentation (and submittal of accompanying written report) to the Board of Supervisors during its regularly scheduled public meeting to report on activities and outcomes of the legislative platform.

5. Additional Information

COUNTY may, at its discretion, ask one or more suppliers to provide additional information and/or meet with COUNTY to further discuss the supplier's information.

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