

BOARD MEETING DATE: December 7, 2018

AGENDA NO. 7

PROPOSAL: Execute Contracts for Legislative Representation in Washington, D.C.

SYNOPSIS: At the September 7, 2018 meeting, the Board approved release of an RFP to solicit proposals for legislative representation in Washington, D.C. Four proposals were submitted to the Legislative Committee for consideration at its November 9, 2018 meeting. After the Committee interviewed representatives of each firm, three firms were selected for recommendation to the full Board. This action is to execute contracts with Carmen Group, Inc. in the amount of \$222,090; Cassidy & Associates, Inc. in the amount of \$216,000; and Kadesh & Associates in the amount of \$226,400 for the agency's legislative representation in Washington, D.C. for one year beginning on January 11, 2019, with an option for up to two one-year renewals, upon satisfactory performance, at the Board's discretion. Funding is available in the Legislative, Public Affairs & Media FY 2018-19 Budget and for the two optional one-year extensions, contingent upon Board approval of the Budget for the respective fiscal years.

COMMITTEE: Legislative, November 9, 2018; Recommended for Approval

**RECOMMENDED ACTIONS:**

Authorize the Chairman to execute contracts with Carmen Group, Inc. for \$222,090; Cassidy & Associates, Inc. for \$216,000; and Kadesh & Associates for \$226,400 for legislative consulting services in Washington, D.C. for one year beginning on January 11, 2019, with an option for up to two one-year renewals, upon satisfactory performance, at the Board's discretion.

Wayne Natri  
Executive Officer

## **Background**

The current contracts for legislative representation in Washington, D.C. expire on January 15, 2019. Following Board approval on September 7, 2018, staff released RFP #P2019-03 to solicit proposals for legislative representation in Washington, D.C.

As one of the largest air quality regulatory agencies in the United States and a leader in air quality innovations, SCAQMD is an important contributor to national policymaking discussions relevant to air quality related issues. Representation in Washington, D.C. ensures that the agency's input and policy priorities are conveyed in a timely and effective manner during the federal legislative and policy-setting process.

It is critical that SCAQMD be involved in policy development relating to federal air quality legislation, federal Clean Air Act implementation, subvention funding, special grants, and that all these issues and any other related matters are closely monitored. Therefore, staff recommends continued direct representation and advocacy of SCAQMD's policy positions on environmental issues in Washington, D.C.

## **Outreach**

In accordance with SCAQMD's Procurement Policy and Procedure, a public notice advertising the RFP and inviting bids was published in the Los Angeles Times, the Orange County Register, the San Bernardino Sun, the Riverside County Press Enterprise, and The Hill newspapers to leverage the most cost-effective method of outreach to qualified firms providing federal legislative representation services.

Additionally, in an effort to notify as many potential bidders as possible, approximately 100 RFP notification letters were mailed to lobbying and public affairs firms in the Washington, D.C. area. Notice of the RFP was also emailed to the Black and Latino Legislative Caucuses and various minority chambers of commerce and business associations, and placed on the Internet at SCAQMD's website (<http://www.aqmd.gov>).

## **Bid Evaluation**

Six proposals were received in response to the RFP. The proposals were evaluated and scored by a three-member evaluation panel (see Panel Composition section). Of the six proposals evaluated, four were considered technically qualified and forwarded to the Legislative Committee for consideration. The remaining two proposals were deemed to not be technically qualified. The attached matrix presents the scores and total proposal costs for the firms interviewed by the Legislative Committee.

## **Panel Composition**

The evaluation panel consisted of one SCAQMD Deputy Executive Officer, one SCAQMD Public Affairs Manager, and one staff representative from the city of Pico Rivera. Of the three panelists, two are Hispanic and one is Asian-American; two are male and one is female.

**Committee Recommendations**

After interviewing the four firms, and reviewing written materials submitted as part of the proposals, the Legislative Committee recommends to the Board the selection of the following firms: Carmen Group, Inc., Cassidy & Associates, Inc., and Kadesh & Associates.

**Resource Impacts**

Funding of \$664,490 is available in the Legislative, Public Affairs & Media FY 2018-19 Budget. Funding for two optional one-year extensions is contingent upon Board approval of the Budget for the respective fiscal years.

**Attachment**

RFP #P2019-03 Scores and Costs Matrix

**RFP # P2019-03 SCORES AND COSTS MATRIX  
FOR QUALIFYING FIRMS**

<b>Firm Name</b>	<b>Technical Score</b>	<b>Additional Points</b>	<b>Cost Points</b>	<b>Total Points</b>	<b>Total Cost</b>
Carmen Group, Inc.	58.7	2.0	28.2	89.0	\$225,000
Cassidy & Associates	64.7	0.0	30.0	95.0	\$216,000
The Glover Park Group, LLC	63	0.0	0.0	63	\$439,900
Kadesh & Associates	67.3	12.0	27.5	107.0	\$233,847