

BOARD MEETING DATE: November 6, 2015

AGENDA NO. 11

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

SYNOPSIS: At the July 10, 2015 meeting, the Board approved release of an RFP to solicit proposals for legislative representation in Washington, D.C. This action is to execute contracts with The Carmen Group, Inc., Kadesh & Associates, LLC, and Cassidy & Associates for the agency's legislative representation in Washington, D.C.

COMMITTEE: Legislative, October 9, 2015; Recommended for Approval

RECOMMENDED ACTIONS:

1. Authorize the Chairman to execute contracts with The Carmen Group, Inc. for \$222,090, Kadesh & Associates, LLC for \$226,400, and Cassidy & Associates for \$216,000 for legislative consulting services in Washington, D.C. for one year beginning on January 15, 2016, with an option for up to two one-year term renewals, upon satisfactory performance, at the Board's discretion, and
2. Appropriate \$224,530 from the General Fund Undesignated (Unassigned) Fund Balance to the Legislative & Public Affairs FY 2015-16 Budget, Professional and Special Services Account.

Barry R. Wallenstein, D.Env.
Executive Officer

LBS:DJA:MC:RAR

Background

The current contracts for legislative representation in Washington, D.C. expire on January 14, 2016. Following Board approval on July 10, 2015, SCAQMD staff released RFP #P2016-03 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. SCAQMD requires representation in

Washington, D.C. to ensure 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, it is appropriate to continue 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>) where it can be viewed by making the selection "Grants & Bids."

Bid Evaluation

Nine proposals were received in response to the RFP. The proposals were evaluated and scored by a four-member evaluation panel (see Panel Composition section). Of the nine proposals evaluated, three were considered technically qualified and forwarded to the Legislative Committee for its consideration. The remaining six 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 two SCAQMD Deputy Executive Officers, one SCAQMD Program Supervisor, and one staff representative from San Bernardino County; one African-American, one Asian-American, one Caucasian, one Hispanic; one female and three male.

Committee Recommendations

After interviewing the three firms, and written materials submitted as part of the proposals, the Legislative Committee recommends to the Board the selection of all three firms: The Carmen Group, Inc., Kadesh & Associates, LLC, and Cassidy & Associates, based on the interview.

Resource Impacts

The total spending for these three contracts is \$664,530. Legislative & Public Affairs budget for FY 2015-16 contains insufficient funds for this purpose and additional funding is necessary in the amount of \$224,530 to cover the cost of these contracts. Therefore it is recommended that \$224,530 be appropriated from Undesignated Fund Balance to the Legislative & Public Affairs FY 2015-2016 Budget, Account 67450 – Professional & Special Services. Funding for two optional one-year extensions is contingent upon Board approval of the budget for the respective fiscal years.

Attachment

RFP #P2016-03 Scores and Costs Matrix

**RFP # P2016-03 SCORES AND COSTS MATRIX
FOR QUALIFYING FIRMS**

Firm Name	Technical Score	Additional Points	Cost Points	Total Points	Total Cost
The Carmen Group, Inc.	74.5	0	19.4	93.9	\$222,090.00/year
Cassidy & Associates	64.8	0	20.0	84.8	\$216,000.00/year
Kadesh & Associates	75.8	10*	19.0	104.8	\$226,440.00/year

*Small Business