

BOARD MEETING DATE: December 5, 2014

AGENDA NO. 15

PROPOSAL: Execute Contracts for Legislative Representation in  
Sacramento, California

SYNOPSIS: At the September 5, 2014 meeting, the Board approved release of  
an RFP to solicit proposals for legislative representation in  
Sacramento, California. This item is to approve execution of  
contracts with two firms, Gonzalez, Quintana & Hunter, LLC and  
Joe A. Gonsalves & Son, for a total amount not to exceed  
\$350,000.

COMMITTEE: Legislative, November 14, 2014, Recommended for Approval

**RECOMMENDED ACTION:**

Authorize the Chairman to execute contracts with Gonzalez, Quintana & Hunter, LLC  
for \$207,000 and Joe A. Gonsalves & Son for \$143,000 for legislative representation in  
Sacramento, California for one-year, beginning in January 2015 for a total amount not  
to exceed \$350,000. Each contract includes options for up to two one-year renewals,  
contingent on satisfactory performance and approval of subsequent budgets, upon  
approval of the Board.

Barry R. Wallerstein, D.Env.  
Executive Officer

LBS:GSA

## **Background**

The current contracts for legislative representation in Sacramento, California expire on December 31, 2014.

As a leading air quality agency in California and an innovative leader in developing emission reduction programs, SCAQMD is an important contributor to the policy discussions in Sacramento. It is important to ensure that SCAQMD's input continues to be conveyed in a timely and meaningful manner, and that SCAQMD is involved in the day-to-day policy discussions in Sacramento that promote cleaner air or reduced greenhouse gas emissions. Therefore, it is appropriate to continue direct representation in Sacramento to advance Board policies and SCAQMD programs.

This effort includes providing technical information and assistance to legislators on air quality matters, acting as a liaison between the SCAQMD and legislators regarding the Board's priorities, funding and program support for technology advancement and emission reduction projects, and advocating the SCAQMD's position on air quality-related bills. This effort also includes fostering state support for the SCAQMD's federal initiatives as appropriate.

Development of the SCAQMD's 2015 legislative goals and objectives will reflect the outcome of the 2014 legislative session. However, many of the prior years' program elements are expected to continue and to be built upon in the coming session in Sacramento.

SCAQMD's legislative priorities for 2015 will be presented to the Legislative Committee for review and approval, then onto the full Governing Board for final approval.

## **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*, and Riverside County's *Press Enterprise* newspapers to leverage the most cost-effective method of outreach to the entire South Coast Basin.

Additionally, potential bidders were notified utilizing SCAQMD's own electronic listing of certified minority vendors and over forty-five RFP notification letters were mailed to lobbying and public affair firms in Sacramento, CA. Notice of the RFP was also e-mailed to the Black and Latino Legislative Caucuses and various minority chambers of commerce and business associations, the State of California Contracts Register website, and placed on the Internet at SCAQMD's website (<http://www.aqmd.gov>).

**Bid Evaluation**

Five proposals were received in response to the RFP. The proposals were evaluated and scored by a four-member evaluation panel. Of the five proposals evaluated, three were considered technically qualified and were referred to the Legislative Committee for its consideration. 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 the Environmental Affairs Program Manager for Southern California Gas Co., the San Bernardino County Director of Governmental and Legislative Affairs, the SCAQMD Fleet Rule Implementation Manager for Science and Technology Advancement, and SCAQMD Senior Manager for Legislative and Public Affairs; two Asian; one multi-ethnic individual (Asian, Native American, and Latino); and one Latino; four males.

**Legislative Committee Interviews**

The Committee interviewed three firms: Gonzalez, Quintana & Hunter, LLC; Joe A. Gonsalves & Son; and Sloat, Higgins, Jensen & Associates.

After the interviews were concluded, the Committee Members unanimously recommended that the Governing Board authorize the execution of contracts with Gonzalez, Quintana & Hunter, LLC for \$207,000 and Joe A. Gonsalves & Son for \$143,000.

**Resource Impacts**

Funding for this contract is available in the Legislative & Public Affairs FY 2014-15 Budget. Funding for the two optional one-year extensions is contingent upon Board approval of the Budget for the respective fiscal years.

**Attachments**

RFP #P2015-09 Scores and Matrix

**RFP # P2015-09 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>
Gonzalez, Quintana & Hunter, LLC	72	0	20	92	\$138,000/year (1000 hours at \$138 per hour)
Joe A. Gonsalves & Son	70	0	19.28	89.28	\$144,000/year (1005 hours at \$143 per hour)
Sloat, Higgins, Jensen & Associates	68.75	10	8.84	87.59	\$119,150/year (554 hours at \$215 per hour)