

Request for Proposals for Federal Public Policy Advocacy Program

The Sonoma County Agricultural Preservation and Open Space District (hereinafter “District”) invites proposals from consulting and lobbying firms interested in providing advocacy services for the District’s new Federal Public Policy Program.

BACKGROUND

The District is initiating a federal public policy program to support and strengthen its work to permanently protect the diverse agricultural, natural resource, and scenic open space lands of Sonoma County for future generations.

The Sonoma County Agricultural Preservation and Open Space District is a special district under California state law established to protect open space and agricultural lands. District boundaries are the same as the boundaries of Sonoma County, and the County Board of Supervisors serves as the District’s Board of Directors. An independent Open Space Authority monitors all sales tax expenditures, and a Citizen’s Advisory Committee advises the Board and staff on policy matters and proposed land protection efforts.

SUBMITTAL OF PROPOSALS

Proposals shall include the following:

1. A proposed monthly budget, work program, and timetable.
2. A statement of similar work previously performed, including at least three client references with organization names, contact persons, and telephone numbers.
3. A statement of qualifications and list of personnel to be assigned to the work, including a resume for each person that lists education and expertise in this type of work.
4. A description/summary of innovative policy and funding approaches developed for other entities and a summary of potential creative approaches to be implemented on behalf of District policy and funding goals.
5. A staffing plan that includes the estimated hours and personnel devoted to any particular portion or element of the work.
6. A breakdown of the estimated hours per task or subtask by job class and billing schedule (range).
7. A list of persons or firms to whom any phase of the work may be subcontracted, including a statement of their qualifications and experience.
8. Any proposed exceptions to the indemnification, insurance, or other standard terms of a consulting agreement with the District. Please make comments as specific as possible.

Interested firms should submit three copies of their proposal by 5:00 P.M., Friday, May 29, 2009. Please mail to the attention of Acting General Manager William J. Keene, 747 Mendocino Avenue, Suite 100, Santa Rosa, CA 95401.

SELECTION PROCEDURE

Proposals that do not include all the information requested cannot be adequately evaluated. Selection will be based on responsiveness to the work requirements, professional qualifications, demonstrated ability to perform the work in accordance with good practices common to the industry, and the time required to do the job. The top firm(s) will be interviewed, and the results of the interview(s) will be used to make the final selection. Final terms of the agreement and contract price will be negotiated subsequent to the interview process.

DRAFT SCOPE OF WORK

The District is interested in contracting with a consulting/advocacy firm that can help the District meet its mission by accomplishing the following objectives:

1. Monitor federal legislation, budget issues, and policy developments relevant to the District, and initiate appropriate actions to advocate the District's interests.
2. Serve as a principal contact with the District's federal legislative delegation, provide information as needed, and facilitate communication.
3. Assist in developing and implementing a federal legislative and public policy strategy for the District in coordination with other conservation and water-related organizations.
4. Work with District staff to write, support, and secure enactment of legislation that addresses District needs or increases the District's effectiveness in carrying out its mission.
5. Prepare letters, attend meetings, and fulfill other tasks as requested.

Consultant shall provide weekly, verbal updates to District's Acting General Manager and other assigned staff regarding legislative issues. In addition, Consultant shall provide written quarterly reports of activities that include copies of letters and legislation prepared, recommendations regarding future advocacy work, and copies of meeting and hearing agendas.

Timely delivery of reports will be required prior to approval of invoices for payment. Consultant shall also meet with District staff members in Washington DC as needed and shall meet with District officials in Santa Rosa and other locations at mutually agreeable times.