



Request for Qualifications (RFQ) No. 16-2 for State Legislative Advocacy Services

Background

The Contra Costa Transportation Authority (CCTA) is a public agency formed by Contra Costa voters in 1988 to manage the county's transportation sales tax program and to do countywide transportation planning, with a Board consisting of eleven elected members from municipalities across Contra Costa County.

CCTA is responsible for maintaining and improving the county's transportation system by planning, funding, and delivering critical transportation infrastructure projects and programs that connect our communities, foster a strong economy, increase sustainability, and safely and efficiently get people where they need to go.

CCTA is designated as the local Congestion Management Agency for Contra Costa County, requiring a wide range of responsibilities which including developing the long-range Countywide Transportation Plan, prioritizing State and federal transportation funds, implementing the state-mandated Congestion Management Program, and forecasting travel demand.

To properly manage projects and programs and advance the transportation goals of the region, CCTA monitors state legislative activity, adopts positions on bills, and advocates for advantageous legislative outcomes. CCTA also participates in state-level discussions related to transportation and engages with relevant agencies, state lawmakers, and the Governor's office to achieve its goals. On occasion, CCTA will seek opportunities to sponsor legislation.

Accordingly, CCTA is hereby issuing this Request for Qualifications (RFQ) No. 16-2 to solicit proposals from qualified state legislative advocates.

Desired Skills and Experience

CCTA seeks an experienced legislative advocate(s) who brings a strong familiarity with the state legislative process and transportation legislation and policy to monitor and analyze proposed state legislation affecting CCTA, assists in the development of new legislation to support CCTA's work, and develops strategies for advancing legislative initiatives beneficial to CCTA and its programs.

The advocate is expected to provide CCTA with effective representation and advocacy on relevant initiatives before the Legislature, state agencies and related interest groups, including: transportation, congestion management, transportation funding, infrastructure finance and

delivery, transportation-related land use, climate change and clean air. The consultant is also expected to provide proactive reports on important political developments as they arise on the above issues.

Specifically, the desired approach, skills, and experience include:

- A deep understanding of the transportation needs of Contra Costa County and the greater Bay Area, as well as CCTA's stake in state transportation policy
- At least five years of experience as an advocate for public entities before the State Legislature and Executive Branch
- Daily physical presence in Sacramento
- Solid political network with strong, established relationships with key state legislators, agency leaders, and decision-makers in both the State Legislature and Executive Branch
- Strong connections to key advocates and allies across political parties
- Direct experience with the California Transportation Commission (CTC), the California State Transportation Agency (CalSTA), and the California Department of Transportation (Caltrans)
- Record of proactive client engagement and success on behalf of public agency transportation clients
- In-depth knowledge and direct experience engaging with the state budget process, state funding programs for transportation including Cap-and-Trade, the state legislative process, transportation revenue and financing, tolling, project delivery, and Caltrans administration and operations

Tasks

While it is anticipated that requests for assistance will be initiated by CCTA on an as-needed basis, the legislative advocate is expected to monitor and report on current legislation and proactively alert CCTA to important political or policy developments in a timely fashion. Regular email and telephone communication is expected. The advocate will provide regular, written reports and shall provide in-person monthly reports to CCTA staff and Commissioners during Administration and Projects Committee meetings and at occasional Authority Board meetings. Further meetings will be held, as necessary, to address relevant issues at the discretion of CCTA.

The Executive Director and the Director of External Affairs shall serve as the primary points of contact for CCTA. The legislative advocate will work directly with CCTA's staff, consultants and Commissioners, as requested by the Executive Director or Director of External Affairs.

If the legislative advocate is working as part of a larger team or firm, they will designate a key contact person to communicate with CCTA staff, and assign tasks to members of the legislative advocacy team in a way that controls costs. CCTA expects monthly reports on costs and services to date.

Specific tasks include: 1) state legislative assistance, 2) legislative monitoring and review, 3) legislative advocacy, 4) legislative coordination, 5) annual state legislative program, and 6) other legislative services. The tasks are detailed below:

Task 1 – State Legislative Assistance

Proactively provide counsel and assistance to CCTA regarding issues in front of the State Legislature related to: transportation funding, transportation policy, infrastructure finance and project delivery, congestion management, transportation-related land use, climate change and clean air issues. Suggest, develop, and help implement legislation supporting CCTA's objectives. Arrange meetings with key officials, legislators, and stakeholders for CCTA Commissioners and staff, including preparation and active facilitation of those meetings. Advise staff and Commissioners on effective lobbying strategies, as appropriate.

Task 2 – Legislative Monitoring and Review

Monitor pending legislation before the State Legislature and report to CCTA on the status and impact of legislation affecting CCTA and its programs. Monitor key agencies such as the California Transportation Commission (CTC), California State Transportation Agency (CalSTA), the California Air Resources Board (CARB), the Strategic Growth Council, and Caltrans. Propose positions and actions for CCTA to take in support of its policy goals.

Task 3 – Legislative Advocacy

Ensure that CCTA maintains a consistent and visible presence at the Capitol and at relevant agencies, including: maintaining regular contact with the Office of the Governor; key members of the Legislature, their staff, and committee staff; state agencies and departments; and advocacy organizations. Act as a liaison to the Senate and Assembly Transportation Committees, the Office of the Governor, Caltrans, CARB and the CTC. Provide timely responses to legislative requests for information on CCTA initiatives or legislation affecting CCTA. Represent CCTA's interests with testimony before the Legislature or in individual meetings with legislators and staff, as directed. Remain up to date with the CCTA's legislative platform, Board actions, and positions on legislation and proposals by state agencies. Build alliances and coalitions with like-minded agencies and advocates to advance CCTA's interests.

Task 4 – Legislative Coordination

Coordinate legislative initiatives with the Metropolitan Transportation Commission, Contra Costa County, the Self-Help County Coalition, local and regional transportation providers, and other agencies as-needed. Coordinate legislative initiatives and coalitions with legislative advocates of relevant public agencies to promote common goals, take joint positions when helpful, and avoid duplication. Proactively share such opportunities for collaboration with CCTA.

Task 5 – Annual State Legislative Program

Assist CCTA in developing its Annual State Legislative Program, an overall state transportation legislative and appropriations strategy, in coordination with other city and regional transportation agencies. Provide counsel regarding CCTA's overall advocacy strategy at the state level.

Task 6 – Other Legislative Services

Provide other legislative services, as-needed.

Contract Budget

CCTA has budgeted \$144,000 for consultant services for state-level legislative advocacy work at an hourly reimbursable rate or monthly fixed rate, plus expenses. Please note the budgeted amount represents a ceiling, not a target or estimate. CCTA anticipates a contract will be awarded for a three-year term.

The total cost of the contract will not exceed \$144,000 for the initial three years. A portion of the first year's activity was included in the Authority's adopted Fiscal Year 2017-18 budget. Sufficient funds will be included in future budgets to cover the cost of this contract.

Proposal Content and Format

Proposals shall be typed and submitted on 8.5 x 11 inch paper and should not exceed 25 pages, including all attachments, resumes, etc.

The proposal shall contain the following information: qualifications, related experience and references of Proposer; proposed staffing plan; work plan; and explanation of proposed costs.

Qualifications, related experience and references of Proposer

This section of the proposal should establish the ability of Proposer to satisfactorily perform the required work by reasons of: experience in performing work of a similar nature; demonstrated competence in the services to be provided; strength and stability of the firm; staffing capability; work load; record of meeting schedules on similar projects; and supportive client references.

Please include the following:

- A brief profile of the firm, including the types of services offered; the year founded; form of the organization (corporation, partnership, sole proprietorship); certification; number, size and location of offices; and number of employees.
- Describe the firm's experience in providing work of a similar nature to that solicited in this RFQ. Highlight the participation in such work by the key personnel proposed for assignment to this project. Describe experience in working with the various governmental agencies identified in this RFQ.
- Provide examples of work for your current clients and narrative examples of accomplishments in achieving the requirements identified in their respective scopes of work.
- Provide a complete list of all current clients of the firm and of the principal for this agreement.
- In not more than three pages, describe your firm's success in representing public agencies or other clients.
- Provide names, addresses, and telephone numbers of at least three references presently served by your firm in a capacity similar to what is described in this scope of work.
- Identify any subcontractors by company name, address, contact person, telephone number, email, and project function. Describe Proposer's experience working with each subcontractor.

Proposed Staffing Plan

This section of the proposal should establish the method which will be used by the Proposer to manage the project as well as identify key personnel assigned. Please include the following:

- Describe how the firm proposes to staff this engagement. Include the name of the principal, the name(s) of individuals designated to assist in this contract, and the qualifications and experience of each person named. Provide brief resumes (not more than two [2] pages each) highlighting the education, experience, and applicable professional credentials of proposed staff.
- Describe the principal's experience in working with transportation clients and legislation and appropriations secured in the past four years. Please provide samples of projects and programs.
- Describe specifically how the principal and/or staff are qualified and positioned to be an effective advocate on behalf of CCTA with one or more of the following audiences: the Governor and his administration, majority party of the Legislature, minority party of the Legislature, Contra Costa delegation, the California Transportation Commission (CTC), the California State Transportation Agency (CalSTA), the California Air Resources Board (CARB), the Strategic Growth Council, and the California Department of Transportation (Caltrans).
- Include a statement that key personnel will be available to the extent proposed for the duration of the project acknowledging that no person designated as "key" to the project shall be removed or replaced without the prior written concurrence of CCTA.

Work Plan

Proposer should provide a narrative, which addresses the tasks and shows that the Proposer understands CCTA's needs and requirements. Please include the following:

- Describe the firm's approach to representing CCTA in Sacramento.
- Briefly describe your outlook for the next three years on issues affecting CCTA at the state level.
- Based upon your knowledge of CCTA, describe how your firm will assist CCTA in achieving its adopted 2016 legislative platform and your recommendations of key advocacy goals for the Fiscal Year 2017-18 legislative sessions, including strategies to achieve your recommendations.
- Provide samples of past reports, informational materials, and written correspondence which show specific accomplishments similar to what you would expect to accomplish for CCTA.

Explanation of Proposed Costs

Proposer should provide a clear and detailed breakdown of proposed costs, including subconsultant costs.

Proposal Due Date

Proposals must be received at the offices of the Contra Costa Transportation Authority (CCTA) prior to Monday, August 1, 2016 at 5:00 pm via regular or expedited mail service at the address below, or via email to: lwillis@ccta.net.

Contra Costa Transportation Authority
Attention: Linsey Willis, Director of External Affairs
2999 Oak Road, Suite 100
Walnut Creek, CA 94597

Proposals received after the specified date and time will not be considered. Materials submitted will become public records subject to the disclosure provisions of the California Public Records Act and any other related public law or provision of such laws. Marking proposal documents "confidential" does not afford disclosure protection from the Act.

Evaluation Criteria

CCTA will evaluate proposals received based on the following criteria:

Qualifications, related experience and references of Proposer	35 points
Proposed Staffing Plan	25 points
Work Plan	30 points
Budget and Cost	10 points
Total	100 points