



**Request for Proposal  
(RFP) 2023-01**

**State Lobbyist and Advocacy Services for the  
City of Imperial**

**City of Imperial  
420 S Imperial Ave  
Imperial, Ca 92251**

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Date of Release: February 1, 2023

Submission Deadline: February 17, 2023

Contact: Alexis Brown, Assistant City Manager | [abrown@cityofimperial.org](mailto:abrown@cityofimperial.org)

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# **Request for Proposals**

## **Professional Lobbyist and Advocacy Services**

### **City of Imperial, California**

The City of Imperial, a Municipal Corporation, is soliciting proposals from qualified professionals to provide Professional State Lobbyist and Advocacy Services. Proposers who are interested in working collaboratively with the City Council, City Manager and key staff should submit their proposals to the City Manager's Office by close of business on Friday, February 17, 2023. The selected consultant will work with the City to develop and advance key legislative priorities, gain support from policy makers on local initiatives, monitor state appropriations cycles and grant deadlines. The following subjects are discussed in this RFP to assist you in submitting a competitive proposal.

- I. Contract Term and Budget
- II. Required Qualifications of Proposer(s)
- III. Background Information
- IV. Scope of Services
- V. Proposal Format and Content
- VI. Evaluation Criteria
- VII. Proposal Submittal Requirements
- VIII. RFP Schedule

#### **I. Contract Term and Budget**

The City of Imperial is seeking to engage and contract for Professional Lobbyist and Advocacy Services for a fixed fee schedule for services preformed, including a firm total set cost not to exceed \$5,000.00 per month. The term of this agreement shall be for three (3) years. A contract for longer duration or a contract renewal will be based on performance under the initial contract and budget considerations; however, the City will be under no obligation to extend the term of the contract stated above. The contract will provide for early termination at the discretion of either party.

#### **II. Required Qualifications of Proposer(s)**

To be eligible to respond to this RFP, the proposer(s) must demonstrate that they, or the Principals assigned to the project, have successfully performed the services in the Scope of Services section of this RFP.

At a minimum, qualification of submittals should include:

- A list of at least three (3) public sector clients from who you have performed these services for within the past five (5) years and success achieved with them.
- A history of your organization and any other information which will be helpful in our evaluation of your qualifications and experience. Include the number of years you have provided state and/or federal lobbyist services.
- Provide disclosure of any potential or existing conflict of interest(s) with the City of Imperial or any individual City Official or member of City staff.

#### **III. Background**

The City of Imperial is committed to promoting and providing for the safety, health, and welfare of its

citizens and business community. Incorporated in 1904, the City of Imperial is a General Law City that operates under a Council-Manager form of government. The City is governed by a five-member Council, and a five-member Planning Commission. Imperial delivers municipal services through eight (8) departments: Administrative Services, City Manager's Office, Community Development, Information Technology, Library Services, Parks & Recreation, Police and Public Services. Fire services are provided in Imperial by the Imperial County Fire Department. The City is one of the safest and fastest growing cities in the State of California with a population of 20,263, a household median income of \$83,000, and a median home price of \$267,000.

#### **IV. Scope of Services**

The contract consists of furnishing all labor, materials, equipment, tools, supervision, and any other facilities to assist the City of Imperial in accomplishing its state legislative goals.

- Assist in the development of legislative priorities for the City of Imperial.
- Develop and implement strategies to successfully promote the City's legislative priorities.
- Comprehensive knowledge of the basics of the legislative process and key committee members or other legislators who have either jurisdiction or influence over your legislation and can affect its movement.
- Serve as a conduit for information to and from legislature and state agencies.
- Willing to work collaboratively and cooperatively with City key staff to bring visibility to budget and legislative priorities.
- Accurately and persuasively present the City's views and initiatives.
- Keep the City informed in real time, of key developments and factors that could affect legislative efforts.
- Provide strategic direction for grassroots activity.
- Review, analyze and report on a continuing basis all existing and proposed State policies and programs.
- Identify opportunities for City Officials and staff to testify before legislative committees and subcommittees with respect to proposed legislation; communicate such opportunities to the City Manager or designee in a timely manner; assist in the preparation of testimony to be given; and as requested, liaison on the City's behalf.
- Development and present strategy for the support, opposition or amendment of pending legislation.
- Advocate on issues that directly or indirectly impact the City's ability to efficiently and cost-effectively conduct its business.
- Attend meetings of the City Council and Staff, as may be requested by the City Manager in order to brief Officials on legislative activities.
- Comply with all Public Disclosure Commission requirements for lobbying activities.
- Provide support on City efforts and initiatives beyond the legislative session to position the City of Imperial to advance its objectives.

#### **V. Proposal Format and Content**

The submittal can be in an electronic format (PDF), or physical copy, and should contain sufficient detail to allow for a thorough evaluation and comparative analysis. The proposal should be as brief and concise

as possible without sacrificing clarity.

1. Cover Letter/Statement of Interest: Proposer should describe the firm's interest in the project, confirming availability of key staff, attesting to the accuracy of the proposal submittals, and indicating the company's ability to provide the services indicated above.
2. Executive Summary: Summary of proposal to include a narrative outlining the understanding and approach in assisting the City in advancing its goals and priorities.
3. Proposer Principal and/or Key Staff Resume(s): Selected proposer should have an extensive experience in the Scope of Services listed. The proposer(s) resume, and if applicable, employees' resumes should be included here. Identify those key team members who will be working with the City, and their specific areas of expertise. Outline supporting staff as needed to meet the scope of services solicited.
4. Project Experience: Describe your experience leading strategic initiatives and efforts to further client's goals, specifically municipalities. Please provide information for up to three (3) relevant and recent strategic initiatives and efforts of similar scope and size that have been managed by the proposed principal. Provide examples of successful legislative outcomes achieved for your clients within the past three (3) years, and specifically how the proposer(s) efforts contributed to the outcome achieved.
5. Fee Schedule: Proposed Fee Schedule
6. References: Include a list of all references. Include a list of three (3) current contracts within the last three (3) years. Municipal references are preferred.
7. Disclosure of Conflicts of Interest: Disclose any potential conflict of interest due to any other clients, contracts, or property interests with the City of Imperial.

## **VI. Evaluation Criteria and Selection Process**

A selection committee comprised of City Officials and Staff will evaluate proposals on the conformance with the terms of this RFP, quality of the approach, strength of the proposed team, experience with State and Federal legislative process, references and demonstrated success, budget, as well as value returned to the City.

## **VII. Proposal Submittal**

The City must receive the Proposal on or before 5:00 PM. Friday, February 17, 2023. A Proposal received after this date and time will be considered non-responsive and the City will return the Proposal, unopened. Oral, telephonic, or facsimile transmitted proposals are invalid and the City will not accept or consider them.

A proposer must submit email copies of the Original Proposal in PDF format to [abrown@cityofimperial.org](mailto:abrown@cityofimperial.org). A proposal may also be delivered by mail or in person but an electronic submittal via email is required.

The Proposal must be clearly marked "State Legislative Lobbyist & Advocacy Services Proposal" and addressed to:

City of Imperial - City Manager's Office  
Attn.: Alexis Brown, Assistant City Manager  
420 S Imperial Avenue, Imperial, CA 92251  
[abrown@cityofimperial.org](mailto:abrown@cityofimperial.org)

### VIII. RFP Schedule of Events

RFP Event		Date
1	City Issues RFP	February 1, 2023
2	Deadline for Receipt of Proposal	February 17, 2023
3	Committee Review and Recommendation	February 21, 2023
4	Award of Contract to City Council	March 1, 2023

### IX. City's Reservation of Rights

This RFP and the proposal evaluation process do not:

- Obligate the City to accept or select any Proposal; or
- Constitute an agreement by the City that it will actually enter into a Contract with any Proposer.

When it best serves the City's interests, the City may do any one or more of the following:

- Reject any Proposal or all Proposals at its sole discretion.
- Extend the deadline for accepting Proposals.
- Accelerate the pace of the RFP process if only one or a handful of Proposals are received.
- Waive any or all information, defects, irregularities, or informalities in a Proposal.
- Accept amendments to Proposals after the Proposal Deadline.
- Revise, change, or amend the RFP's evaluation or selection criteria before the Proposal Deadline.
- Cancel, withdraw, revise, change, amend, or negotiate the terms of this RFP, the proposed Contract, or both.
- Reissue a Request for Proposals.
- Conduct one or more oral interviews.
- Visit a Proposer's business or facilities.
- Examine financial records of a Proposer to the extent necessary to ensure financial stability.
- Make a partial award.
- Negotiate with one or more Proposers.
- Award a Contract to one or more Proposers.
- Require a best and final offer from one or more Proposers.
- Provide or perform the Services using a City officer or employee, or contract directly- without an RFP or bids- for the Services.

### X. Exhibits

- A. Professional Services Agreement
- B. Insurance Requirements