



Request for Proposals/Qualifications

For Legislative Advocacy Services for the
City/County Association of Governments
Of San Mateo County

Submittal Due Date:
Friday, December 05, 2014

City/County Association of Governments
Of San Mateo County
555 County Center, 5th Floor
Redwood City, CA 94063

Request for Proposals/Qualifications For Legislative Advocacy Services For The City/County Association of Governments Of San Mateo County

The City/County Association of Governments (C/CAG), a Joint Powers Agency composed of the County of San Mateo and all twenty cities located within the County, invites you to submit a proposal detailing qualifications and costs for providing legislative advocacy services. The firm/individual selected will represent C/CAG's legislative policy interests with the State of California Legislature and with individual State officials.

Proposals/letters of qualifications must be received in the C/CAG Office **NO LATER THAN 5:00 P.M., Friday, December 05, 2014.** 3 paper copies plus one electronic version of the proposal should be mailed or delivered to:

City/County Association of Governments
555 County Center, 5th Floor
Redwood City, CA 94063

Attention: Jean Higaki
Phone: 650 599-1462
jhigaki@smcgov.org

History and Overview of C/CAG

Background

The City/County Association of Governments of San Mateo County (C/CAG) was created by a Joint Powers Agreement (JPA) in the fall of 1990, to address diverse issues that transcend political boundaries within San Mateo County. All twenty of San Mateo's cities joined the County to establish the JPA. Currently, C/CAG serves San Mateo County in the following areas:

Congestion Management Program

In 1990, as a result of laws passed by the California Legislature, every urbanized county in California was required to designate a Congestion Management Agency (CMA). C/CAG was established as the CMA for San Mateo County. The CMA is responsible for preparing, implementing, and biennially updating a Congestion Management Program (CMP). The primary purposes of a CMP is to: provide alternative transportation strategies; identify safe bicycle and pedestrian travel options; support shuttle services; encourage travel behavioral changes; develop procedures to alleviate or control anticipated increases in roadway congestion; ensure that government together with business, private, and environmental interests develop and implement comprehensive strategies to address future congestion problems. As the CMA for San Mateo

County, C/CAG is also responsible for allocating available federal, state, regional, and local transportation funds to local jurisdictions. Some of the transportation funds administered by C/CAG include: SB 83 (Measure M) - \$10 Vehicle Registration Fees, Bay Area Air Quality Management District (BAAQMD) Transportation Fund for Clean Air (TFCA), Transportation Development Act (TDA), State Transportation Improvement Program (STIP), and Federal Transportation Act funds.

Storm Water Management (NPDES)

C/CAG is responsible for providing technical support and compliance assistance for federal and state stormwater management requirements. All municipalities in San Mateo County are co-permittees under the Municipal Regional Stormwater Permit issued by the San Francisco Bay Regional Water Quality Control Board. C/CAG has established the San Mateo Countywide Water Pollution Prevention Program as the primary means of assisting its member agencies with meeting these requirements. Funding for this program is generated through property tax assessments and vehicle registration fees. Increases in program revenue are subject to Proposition 218 requirements.

Airport Land Use

C/CAG is the designated Airport Land Use Commission for San Mateo County. State law requires the Commission to prepare, adopt, and implement a comprehensive Airport Land Use Compatibility Plan for each public use airport in the County. The C/CAG Airport Land Use Committee (ALUC) makes recommendations to the Commission (C/CAG), related to the administration and implementation of the Airport Land Use Plan (e.g. consistency reviews of proposed local agency land use policy actions, Plan amendments, etc.).

Energy Efficiency and Climate Action

In recent years, C/CAG has expanded into programs related to energy efficiency and climate action through a number of activities. C/CAG has established a local government partnership with Pacific Gas and Electric Company called the San Mateo County Energy Watch (SMCEW) that provides energy efficiency audits, installation rebate incentives to municipalities, nonprofits, special districts, businesses, farms, schools, and residents in San Mateo County. C/CAG strives to leverage funds through grant opportunities to implement adopted climate plans for the cities in San Mateo County.

Joint Powers Agreement (JPA)

C/CAG was created by a JPA that prescribes the composition, purposes and activities of the Board of Directors, voting procedures, budgeting and financing processes, and staffing arrangements. The C/CAG Board consists of one Councilmember from each participating City and one member of the Board of Supervisors. In addition, there are two non-voting ex-officio members: a member of the San Mateo County Transit District Board and a member of the San Mateo County Transportation Authority.

C/CAG Legislative Priorities

C/CAG's current Legislative priorities are as follows:

- *Protect against the diversion of local revenues.*
- *Protect against increased local costs resulting from State action without 100% State reimbursement for the resulting costs.*
- *Support actions that help to meet municipal stormwater permit requirements and secure stable funding to pay for current and future regulatory mandates.*
- *Support lowering the 2/3rd super majority vote for local special purpose taxes and fees.*
- *Protect and support transportation funding.*
- *Advocate for revenue solutions to address State budget issues that are also beneficial to Cities/ Counties*
- *Support reasonable climate protection action, Greenhouse Gas reduction, and energy conservation legislation*
- *Protection of water user rights.*
- *Other - Support/sponsor legislation to allow transportation planning funds to be used to fund airport/land use compatibility plans.*

SCOPE OF SERVICES

The purpose of this contract is to retain a part-time consultant to 1) monitor and review pending legislation, policies, and regulations, and 2) advocate C/CAG's interests with the California Legislature and its members and other parties as appropriate. The bills tracked by the consultant and the C/CAG Legislative Committee may include any subject matter that is of concern to C/CAG member agencies (20 cities and County). During the active legislative session the consultant will be directed to focus attention on specific bills that will be identified by C/CAG and its Legislative Committee as being high priority. Some of the typical activities that could be performed by the consultant may include:

1. General
 - a. Assist in the development of strategies for advancing actions at the State level that are beneficial to C/CAG and its member agencies.
 - b. Represent and advocate on behalf of C/CAG in its dealings with relevant State agencies and related interest groups including but not limited to 1) California Legislature, 2) Governor's Office, 3) Individual Legislators and their staff members.
2. Facilitate Communication
 - a. Develop and maintain contact with members of the Legislature and state agencies in order to facilitate regular communication with and about C/CAG.
 - b. Meet with State representatives on a regular basis to provide briefings on issues of interest or concern to C/CAG.
 - c. Solicit input from State representatives on issues of concern to C/CAG and report it to C/CAG on a regular basis.
 - d. Arrange appointments with Legislators and other State representatives to meet with C/CAG representatives.
 - e. Coordinate with legislative advocates for other public agencies such as the League of California Cities, other bay area Congestion Management Agencies, San Mateo County Transportation Authority, California State Association of Counties, Metropolitan Transportation Commission, etc.
3. Monitor and Evaluate
 - a. Identify and evaluate the potential impact of proposed legislation, policies, and regulations on C/CAG and its member agencies.
 - b. Work with State representatives to identify and amend bills and other proposed legislative or regulatory language in order to address C/CAG concerns.
 - c. Advocate C/CAG's position to appropriate State legislative, executive, and administrative committees, board, and commissions.
4. Initiate and Advocate
 - a. Advise C/CAG on opportunities to pursue C/CAG objectives through the Legislature and various State agencies.
 - b. Assist in drafting legislation on behalf of C/CAG.
 - c. Formulate and manage strategies to achieve passage of C/CAG's legislative initiatives (if any).
 - d. Make presentations to and testify on behalf of C/CAG before legislative and administrative bodies.
5. Report and Respond
 - a. Provide regular reports summarizing the activities under the contract with C/CAG.
 - b. Appear before the C/CAG Board and/or Legislative Committee to provide an overview

and summary of current and future activities or to report on a particular item of concern to C/CAG.

- c. Respond to C/CAG's requests for information about pending State legislation, regulations, or policies.

SUBMITTAL REQUIREMENTS

Each proposal must include the following information. This information should be confined to **no more than ten pages** excluding resumes of staff members. Please submit 3 paper copies plus one electronic version of your proposal.

1. Firm name, business address, telephone and fax numbers, e-mail address.
2. Date of establishment of business.
3. Type of organization (individual, partnership, or corporation).
4. Description of firm's experience with local government agencies, if any.
5. Description of firm's experience with other clients.
6. List of current clients and contact information.
7. Names of individuals who would be directly engaged in performance of work under this solicitation. For each of the individuals please submit:
 - a. Number of years experience in legislative advocacy services
 - b. List of references and contact information
 - c. Brief description of work performed for these references or relationship to these references
8. Describe any particular areas of specialty that your firm has (such as type of client and/or subject matter and/or other).
9. Include your general approach on how best to serve C/CAG and how you propose to meet C/CAG's needs.
10. Cost proposal – Include a monthly, annual, or legislative session based cost proposal associated with a description of the services that will be performed.
11. Include how you would decide on the legislative bills that might be addressed and how your firm would promote C/CAG's interest on these bills.
12. Describe what you would do in a situation where two or more of your clients have conflicting views and/or positions on an item you have been requested to work on.

Proposers should refrain from including unnecessary general marketing and promotional material. Evaluation of the proposals will be based solely on how well the proposer responds to the information requested in this solicitation and the qualifications of the staff to be designated to perform the tasks requested.

EVALUATION AND SELECTION PROCEDURE

Staff will screen all applications. Approximately three to five firms may be invited to an oral interview. This will likely occur in mid-December 2015. Staff will recommend the selection of a firm to the C/CAG Board at its January or February meeting. It is anticipated that a draft contract will also be presented at that time so that the services can begin upon Board approval.