



## Request for Proposals

Posted: August 15, 2022

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

Submittal Due Date:  
Friday, September 9, 2022

City/County Association of Governments  
of San Mateo County  
555 County Center, 5th Floor  
Redwood City, CA 94063  
Attn: Kim Springer  
[kspringer@smcgov.org](mailto:kspringer@smcgov.org)

# **Request for Proposals: State 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. The anticipated contract will be for the 2023 through 2025 Legislative session with an option to extend the contract for the 2026 and 2027 Legislative sessions, subject to approval by the C/CAG Board.

Proposals must be received in house or in inbox by email or in hard copy, **NO LATER THAN 5:00 P.M., Friday, September 9, 2022.** One paper or electronic copy of the proposal should be delivered to:

By Mail:

Attention: Kim Springer  
City/County Association of Governments  
555 County Center, 5<sup>th</sup> Floor  
Redwood City, CA 94063

By Email:

[kspringer@smcgov.org](mailto:kspringer@smcgov.org)

Subject Line: RFP Response – C/CAG State Advocacy

## **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, because 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 purpose 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.

C/CAG's role has expanded into the areas of express lane implementation, intelligent transportation, technology-based ridesharing incentive programs, and facilitating the links being made between transportation and housing. C/CAG also focuses on active transportation and shared mobility development. Legislation and policies developed at the regional level that link transportation funding with local housing production is resulting in the need to follow housing production legislation.

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), Local Measure A and W funding, 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 (MRP) 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. The Program continues to work to identify funding for both meeting the requirement of the MRP and San Mateo County regional stormwater capture projects.

#### 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

C/CAG implements programs related to energy efficiency and climate action through several activities. C/CAG has established a local government partnership with Pacific Gas and Electric Company called the San Mateo County Energy Watch (SMCEW), which provides access to public goods funds under the auspices of the CPUC. The program identifies site-specific projects and refers them to utility-contracted installers. The program serves municipalities, special districts, small businesses, and schools, in San Mateo County. C/CAG strives to leverage funds

through grant opportunities to provide technical assistance for development and adoption of climate plans for the cities in San Mateo County, as well as funding for additional countywide carbon neutrality planning and related implementation. C/CAG, with partners, focuses on electrification of transportation and buildings as specific pathways to carbon neutrality.

#### Water Conservation and One Water

Though C/CAG is neither a water agency nor the major water supply planning entity in San Mateo County, with drought, C/CAG interns to partner with Bay Area Water Supply and Conservation Agency (BAWSCA) and San Mateo County cities to develop countywide programs to both conserve and reuse water through “One Water” initiatives.

#### **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 Committee**

C/CAG staffs a Legislative Committee that, in general, meets just before and on the same evening as the C/CAG Board. C/CAG legislative Committee members include the C/CAG Board Chair and Vice Chair and eight other elected members appointed by the C/CAG Board. The Legislative Committee elects a Chair and Vice Chair for the Committee.

The mission of the Legislative Committee is to review legislative actions at the State level that impact the whole of San Mateo County. Each year, the Committee outlines to C/CAG staff which issues are of primary importance to C/CAG’s mission and activities (Legislative Policies). However, members of the committee, or legislative delegates may request C/CAG to take a position on any bill.

Staff, with support of the State Legislative Advocate in Sacramento, reviews, researches, analyzes, and brings to the attention of the committee, legislative actions relevant to those issues. Staff may offer recommendations to the committee, but the committee provides the final decision to the C/CAG board as to what form of action the board should take. On existing legislative bills that are of primary importance to C/CAG’s mission and activities, the committee may choose to take the following action: to watch, to support, support with amendments, oppose, oppose unless amended, or remain neutral. Staff and Legislative Advocate will then track the bill and alert the committee or board if any additional action is required. In many instances, a letter of support or opposition to the legislative delegate may be required.

#### **2022 C/CAG Legislative Policies**

C/CAG’s Legislative Policies are updated annually. Current adopted Legislative Policies can be found at the following links to the C/CAG Legislative Committee website:

Website – C/CAG Legislative Committee: <https://ccag.ca.gov/committees/legislative-committee/>  
Document – 2022 Legislative Policies: [https://ccag.ca.gov/wp-content/uploads/2022/08/Final\\_2022\\_CCAG\\_Legislative\\_Policies.pdf](https://ccag.ca.gov/wp-content/uploads/2022/08/Final_2022_CCAG_Legislative_Policies.pdf)

## SCOPE OF SERVICES

The purpose of this RFP and eventual contract is to retain a part-time consultant to 1) monitor and review new pending legislation, policies, and regulations, 2) advocate C/CAG's interests with the California Legislature and its members and other parties as appropriate, and 3) support the Legislative Committee. C/CAG member agencies (20 cities and County) may request that specific bills be tracked and brought to the Legislative Committee. The bills tracked by the consultant and the C/CAG Legislative Committee will typically include those of primary importance to C/CAG's mission and activities. During the active legislative session, the consultant will be directed to bring to attention specific bills that affect C/CAG and its related programs as well as focus on bills 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. Assist with and support C/CAG specific State funding requests.
  - c. 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 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. Bring to C/CAG's attention, bills that affect C/CAG or its programs.
  - c. Work with State representatives to identify and amend bills and other proposed legislative or regulatory language to address C/CAG concerns.
  - d. 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 and items included in #13 and #14. Please submit one (1) hard copy proposal by mail, or an electronic submission by email 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 areas of specialty that your firm has (such as type of client and/or program subject matter and/or other).
9. Include your general approach and any innovative approaches 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 types of 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.
13. General calendar year schedule on legislative cycle and key timelines for C/CAG Legislative Committee to provide input.
14. Typical activity and legislation reporting and tracking information that is provided to public sector clients.

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

C/CAG will screen all applications. The firms that are responsive to the RFP and most closely

meet the needs of C/CAG will be invited to an oral interview in October 2022. Staff will recommend the selection of a firm to the C/CAG Board at its November or December meeting. It is anticipated that a draft contract will also be presented at that time so that the services can begin upon Board approval.