

# C/CAG

## CITY/COUNTY ASSOCIATION OF GOVERNMENTS OF SAN MATEO COUNTY

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**October 17, 2025**

### **Request for Proposals for Federal Advocacy Services**

#### **RESPONSES TO REQUESTS FOR CLARIFICATIONS**

**Question 1:** Can you please confirm the due date for the proposals? There is conflicting information between what's shown on the cover page and what's displayed in the RFP under section 4.2.

**Answer 1:** The deadline for submitting a proposal is October 22 at 5pm. The proposal shall be emailed to Dan Sternkopf at [dsternkopf@smcgov.org](mailto:dsternkopf@smcgov.org) by the deadline. There is not a requirement to mail in a proposal.

**Question 2:** In recent agendas, there was a report from C/CAG's legislative consultant in Sacramento. Is there a similar report from the current federal legislative consultant?

**Answer 2:** Most recently, the C/CAG federal legislative advocate made a presentation to the Board at its December 2024 meeting. Materials from that meeting can be found at <https://ccag.ca.gov/wp-content/uploads/2024/12/121224-CCAG-Board-Agenda.pdf>.

**Question 3:** Who is the current consultant serving C/CAG in this capacity?

**Answer 3:** C/CAG's current federal advocacy consultant is Ken Brown Strategic Consulting.

**Question 4:** Are there any specific font or margin requirements related to the proposal? "Each page shall be 8.5" x 11" or 11" x 17" and all body text, including any supplemental materials, shall be 12-point font." I.e. are there specific font or margin requirements?

**Answer 4:** As indicated in the RFP materials, font size shall be a minimum of size 12. There is no specific guidance related to a particular font or margin size. Materials presented should be visible and clear.

**Question 5:** For the Cost Proposal, would you like proposers to estimate the number of hours by personnel classification per month to develop and present a proposed monthly retainer rate?

Additionally, the draft contract agreement references hourly billing—should proposers assume that invoicing will be on a monthly basis at a flat retainer rate, or based on actual hours worked?

**Answer 5:** The intent is for proposers to provide a monthly retainer rate for the firm's services under the anticipated scope of work. The hourly rates and associated job classifications should also be included to allow the agency to understand the firm's staffing structure and to provide a basis for any time and materials compensation that may be needed for special assignments or tasks outside the defined scope.

It is expected that invoices will be submitted on a monthly basis at the agreed-upon flat retainer rate.

**Question 6:** With regards to the work samples, please clarify if the agency is requesting copies of actual work products, such as white paper, grant application or a case study.

**Answer 6:** Proposers should submit any relevant work samples that best demonstrate their experience and capabilities as a federal advocate. The specific format or type of work sample is at the proposer's discretion; materials should be selected to most effectively showcase the firm's qualifications and strengths in this area.