



**Hallandale Beach**  
PROGRESS. INNOVATION. OPPORTUNITY.

**REQUEST FOR PROPOSALS  
(RFP) # FY 2016-2017-010**

**STATE LOBBYIST SERVICES**

**EXHIBIT I - SCOPE OF WORK**

**PREPARED BY:  
CITY MANAGER'S OFFICE  
AND  
PROCUREMENT DEPARTMENT**

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## INTRODUCTION / INFORMATION

### **PURPOSE AND PROJECT SCOPE**

The City of Hallandale Beach invites all interested, qualified firms to submit a proposal to provide professional consulting services for representing the City of Hallandale Beach in legislative matters at the State level for projects identified by the City Commission.

The City expects that interested individuals and firms will make every effort to assemble a team with the requisite expertise and qualifications capable of providing the solicited services. The services include representing and advocating for the City's position on issues considered by the Governor, administrative agencies, State Legislature and their committees, as well as regional agencies, universities, school boards and federal-related agencies, if necessary.

The City reserves the right to select one or more firm(s) based upon a firm's expertise to award the contract for the service.

Respondents to the RFP are hereinafter referred to as Consultant.

### **Minimum Qualification Requirements – MQRs:**

This RFP contains Minimum Qualification Requirements (MQRs) which the proposing firm **must meet** in order for the firm's response to be considered and to be evaluated.

**Please read the MQRs to ensure your firm meets these MQRs and thus is able to provide a response to this RFP.** Firm(s) that do not meet all the MQRs stated will be determined non-responsive and disqualified from the evaluation process and will not be considered. The MQRs must be submitted in your firm's proposal in accordance with the proposal format starting on page 8. The firm awarded the Contract will be required to maintain the Minimum Qualification Requirements during the term of the Contract and any contract renewals. Firms meeting the Minimum Qualification Requirements criteria will have their proposal evaluated and scored according to the evaluation criteria set forth.

### **Non-Mandatory Pre-Proposal Conference:**

For this RFP the City is holding a Non-Mandatory Pre-Proposal Conference. The Pre-Proposal Conference is held to explain in detail Exhibits I-II, which make up the RFP for this project. It is strongly encouraged that firms interested in proposing to this RFP attend the Pre-Proposal Conference. The Conference will explain the scope of work and documentation. The Pre-Proposal Conference presents the opportunity for firms to clarify anything within the RFP and to

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ask questions directly to City Staff. The Procurement Department strongly urges that firms attend the Pre-Proposal Conference as a tool to be successful in responding to the City's projects.

#### Background Information for the City of Hallandale Beach

The City of Hallandale Beach is a City Manager/City Commission form of government. It serves an area of approximately 4.4 square miles with a population of approximately 39,000 off –season with an increase in population to approximately 50,000 during season. The City's fiscal year begins October 1<sup>st</sup> and ends September 30<sup>th</sup>.

The City provides the following services to its residents:

- Police, Fire and Rescue;
- Construction and maintenance of streets, bridges, sidewalks, storm drainage, parks, community and recreational facilities;
- City planning, zoning, subdivision and building code regulation and enforcement;
- Supervised recreation programs;
- Redevelopment of commercial and residential neighborhoods; and
- Water, Sewer, Sanitation and municipal cemetery services.

The City of Hallandale Beach is a Commission-Manager form of government, consisting of five elected officials: a Mayor, a Vice-Mayor and three Commissioners who establish legislative policies; which are then carried out by the City Manager. The Commissioners and Mayor are elected at-large during municipal elections that are held the first Tuesday of November in even numbered years. Commission members select the Vice-Mayor from their own membership following each election.

#### Scope of Work:

The Consultant will work with the City Manager and/or his designee to identify and represent legislative and funding priorities for the City. As directed by City Manager, and/or his designee, the Consultant will serve as a consistent and effective primary point of contact between the City and State officials and legislators.

The City requires Consultant services with an emphasis on producing measurable results in achieving state funding and/or legislative and executive action favorable or protective to the City. The City seeks a well-informed Consultant, capable of providing timely and frequent information to the City on these and other priorities and other issues and decisions at the State level that may affect the City. The successful Consultant will have a strong background on issues of importance to the City, and will be able to demonstrate unique relationships with members of the Legislature and others representing the City.

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The Consultant shall agree to be available at all times upon reasonable request to meet with the City Commission, City staff, and others as specified in order to perform the responsibilities assigned. To attend meetings, represent the interests of the City, and act as liaison between the City and all branches, departments, and agencies of the State government, at any legislative committee meeting or meetings with the Governor, or Cabinet members, or State agencies, as well as regional agencies, universities, school boards and federal-related agencies, if necessary, on matters under the scope of this Request for Proposal (RFP). It is expected that the successful Consultant will review and understand the Agendas of the House and Senate leaders in order to assist the City to strategically seek monetary funds and policy change.

Although legal opinions are not required as a part of the Consultant(s) responsibilities, the City will expect the Consultant to understand applicable laws and proposals under consideration by the administrative agencies or the Legislators or their committees, and the Consultant shall be expected to have the ability to interpret legal implications and advise the City accordingly.

The Consultant is also expected to monitor proposals and activities in meetings regarding state administrative and agency hearings. This would include a review of the agendas and providing notification to the City as pertinent issues arise. The Consultant would also be expected to report the outcome of such meetings. Consultant should be prepared to lobby committee members prior to and during these meetings to accomplish the City's desired positions.

**Services Required:**

**Consultation**

1. Identify grant opportunities on an ongoing basis and provide designated City staff with agency meetings, letters of support or other recommendations to enhance the efforts in the competitive proposal process.
2. Review on a continuing basis all existing and proposed state policies, programs and legislation, identifying those issues that may affect the City or its citizens and regularly informing the City as to the above. Weekly reports are required during committee meetings of the legislative session.
3. Review the legislative and state agency policy statements adopted by the Florida League of Cities, the U.S. Conference of Mayors and other local government lobbying groups for the purpose of identifying issues which may either positively or negatively affect the City.
4. Monitor and track City issues of interest litigation, administrative hearings and proceedings, rule challenges, and representation of the City specifically in a regulatory context.

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5. Assist the Mayor, City Commissioners and City staff in the coordination and development of the City's state administrative agencies, State Legislature and their committees, as well as regional agencies, universities, school boards and federal-related agencies' legislative programs.
  6. Coordinate with designated City staff to develop the City's state administrative agencies, State Legislature and their committees, as well as regional agencies, universities, school boards and federal-related agencies' legislative program.
  7. Upon request, coordinate, and attend, appointments and meetings between the Mayor, designated representatives of the City, or other City staff and appropriate state officials and/or members of Congress.
  8. Provide federal consultant assistance as needed. The Consultant may seek, but is not expected to seek, a larger fee to provide these services.

#### **Advocacy**

1. Attend state legislative sessions, committee hearings and meetings; attend agency hearings and meetings; provide high-level consultation for, and assist with the identification of state grant opportunities; and provide appropriate status reports on all issues and activities.
2. Participate in state organization lobbying efforts and campaigns when priority concerns of the City are at stake.
3. Maximize relationships with the Florida Congressional Delegation, state agency departments, other key members of the Florida Legislature, Committee Chairs and professional Committee staff. The selected Consultant for the state services is expected to work with the Federal Consultant, Alcalde & Fay.
4. Facilitate briefings and lobbying/advocacy strategies for the City's concerns with the Florida Congressional Delegation (vote counts, delegation letters in support of the City's grants and projects, and orchestrated congressional calls to executive agencies in support of grants).
5. Maximize the City's membership in Tallahassee-based interest groups and associations, such as the Florida League of Cities, so the City priorities and positions are clearly understood, reinforced, and advanced within state organization agendas.

6. Develop and evaluate strategy for the support, defeat, or amendment of pending state legislation or agency policy initiatives.
7. Appear and testify before legislative committees and state agencies, as required, in order to promote and seek passage of legislation or agency policies affecting in accordance with the City's state program(s).

### **Communications and Reporting**

#### **When Legislature is in Session:**

1. The individual or firm will be responsible for providing a calendar of issues and events at the beginning of every week to the City Manager or designee during the Legislative Session and the Committee meeting process. The individual or firm will also be responsible for scheduling regular quarterly meetings at City Hall and/or conference calls to update City staff on contacts and advocacy efforts and to develop appropriate strategies. It is anticipated that two or three visits to the City prior to the beginning of the Legislative Session will be necessary to assist the City to develop and describe a proposed list of priorities and legislative and funding strategies.
2. Directly notify the Mayor, City Manager, and other City staff as directed on information that may impose critical deadlines and impact the City.
3. Request from the City and Consultant will be met in a reasonable amount of time to meet critical deadlines.
4. Provide conference calls, with the Mayor, elected officials, City Manager, department directors or other designated City employee, as scheduled.
5. Provide weekly written reports on the status of legislation and state agency policy issues of concern to designated City staff. Such reports shall be in memo format and include personal briefings and information bulletins pertinent to any legislation, rules, regulations, and state policies or programs that affect the City and its citizens, either directly or indirectly.
6. Provide a monthly memo style written report detailing action taken during the month, status of issues, and anticipated action during the upcoming month.
7. Provide a detailed final report on specific legislation or policies affecting the City. The report shall be provided within a reasonable time period, not to exceed one (1) week, after the close of each legislative session.

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**When Legislature is out of Session:**

1. Provide bi-weekly oral and monthly memo-style written briefings on a schedule determined in consultation with City officials.
2. Provide with a minimum of four comprehensive briefing sessions annually. More frequent reports will be provided on demand, when necessary; and interim written reports providing an overview on legislative and state actions taken and a decision memorandum on those issues requiring immediate action.
3. Provide regular legislative reports on all state programs and legislation of most concern to the City, including specific impact analysis. These reports are intended especially to provide Hallandale Beach-specific information, well beyond that available to the City through general or national newsletter. These reports are intended to provide information the City can utilize for more rational short-term grant and program planning and development purposes.
4. Provide targeted information on state policy and regulatory actions of the federal government, which may directly affect City, including potential plans on the Administration and executive agencies for new grant competitions or programs.

**Special Projects:**

A requirement of this RFP is to provide a specific strategy for two (2) activities:

1. The first is to obtain a commitment for a transit station located on the Florida East Coast Railway (FEC) right of way (ROW) immediately west of the City's new \$28 million Bluesten Park, which will serve as a new "downtown" for Hallandale Beach and as a direct link to Gulfstream Park. Included in this strategy will be suggestions for how the City of Hallandale Beach can obtain the post office site through public private partnerships.
2. A specific strategy to avoid Florida Legislature efforts to terminate or severely limit the Community Redevelopment Agency (CRA's) is also a requirement of this RFP.

**Logistical Support:**

1. Provide the City, the Mayor, City Manager, elected officials and designated staff with logistical support in Tallahassee or at state organization sessions involving critical

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State-local issues. Such support will include: 1) coordinating and scheduling strategic appointments or negotiation sessions; and 2) providing in-town transportation to and from sessions, agency, legislative and lobbying meetings.

**State of Florida Registration:**

Each Consultant must register as a legislative and executive lobbyist with the State of Florida.

**MINIMUM QUALIFICATION REQUIREMENTS:**

This RFP contains Minimum Qualification Requirements (MQRs) which the proposing firm **must** meet in order for the firm's response to be considered and to be evaluated.

**Ensure you read the MQRs first to ensure you meet these requirements and thus are able to provide a response to this RFP.**

Firm(s) that do not meet all the MQRs stated will be determined non-responsive and disqualified from the evaluation process and will not be considered. Ensure the MQRs are easily found and clearly addressed within your response.

The firm(s) awarded the Contract will be required to maintain the Minimum Qualification Requirements during the term of the Contract and any contract renewals. Firms meeting the Minimum Qualification Requirements criteria will have their proposal evaluated and scored according to the evaluation criteria set forth.

All firm(s) responding to perform the work for this project/RFP must provide and meet all the (MQRs).

**Minimum Qualification Requirement # 1: Similar Contracts**

Firm must have held ten (10) contracts of similar size and scope as to the requested services in this RFP within the past ten (10) years, 2007-2017.

In order to provide a response to this MQR, firm(s) **must** utilize the table below to respond to the MQR for all proposed firms that will be providing the services through this project.

Make sure your response to the MQR # 1 addresses similar projects related to the scope of work as stated in this RFP that your firm has done. The Evaluation Committee will be looking for the provision of detailed responses to the MQR # 1 addressing your firm's previous similar projects and experience to the scope of work as outlined in this RFP.



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**Please provide a total of ten (10) tables to submit the information for ten (10) contracts.**

Name of the Contract #	
Date when Contract # started	
Date when Contract # was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email for Project Manager where services were provided to	
Provide detailed information about the scope of work your firm provided during this project. Such must be similar and address the scope of work as required and addressed in MQR # 1, as well as, the scope of work required and addressed in this RFP.	

**Minimum Qualification Requirement # 2: Years in Business provision of Sunbiz.**

Firms must have been incorporated through Sunbiz and provide a copy of their firm's Sunbiz with their response showing a date filed of year of incorporation of 2012 or earlier.

**Minimum Qualification Requirement # 3: Submission of Consultant's Conflict of Interest Policy**

The firm must provide the firm's Conflict of Interest Policy with the response in order to qualify and be evaluated through this RFP.

**COST PROPOSAL:**

Firms must provide all costs for all services to be provided as requested and outlined in this RFP in the format below. Your firm must provide a detailed fee schedule that explains the cost for each contract year.

\*This cost is inclusive of all related expenses including contract administration, technical assistance to the City, personnel training and certification, services for security, safety, travel, and associated actions necessary for the Project by the Consultant as defined in the technical specifications, plans, RFP and Contract.

Each Respondent’s Cost will be evaluated by comparing it mathematically to the other costs received. The lowest cost will receive the maximum score.

Fees will be invoiced monthly, in twelve (12) equal installments.

**No cost increases will be accepted during the contract terms.**

CONTRACT TERM	TOTAL ANNUAL FEE FOR WORK AS SPECIFIED IN THIS RFP
INITIAL CONTRACT TERM YEAR 1*	\$
RENEWAL CONTRACT TERM YEAR 2*	\$
RENEWAL CONTRACT TERM YEAR 3*	\$
ADDITIONAL FEDERAL WORK FOR THE THREE (3) YEARS OF THE CONTRACT*	\$
TOTAL FEE FOR ALL CONTRACT TERMS YEARS 1-3*	\$

I, \_\_\_\_\_,  
Name of authorized Officer per Sunbiz and/or legal documentation Title

of \_\_\_\_\_  
Name of Firm as it appears on Sunbiz and/or legal documentation

hereby attest that I have the authority to sign this notarized certification and certify that the above referenced information is true, complete and correct.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name and Title

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## **EVALUATION PROCESS:**

The Evaluation Committee may select proposers to conduct oral presentations.

Oral presentations may be scheduled with the firm(s) as requested by the Evaluation Committee. The Evaluation Committee may select proposers to conduct oral presentations. The oral presentations are open meetings.

Oral presentations are to support what has been provided in the proposals by each firm and to exhibit and otherwise demonstrate and clarify and expand on the information contained therein. The City reserves the right, where it may serve the City of Hallandale Beach's best interest, to request additional information and clarification from Proposers. Sufficient time will be provided to submit this information.

After oral presentations, proposals will be evaluated and ranked by the Evaluation Committee to obtain the results for recommendation to award the Contract.

**All firms that are submitting a response to this RFP, either through Joint Venture, a Joint Collaborative Proposal, etc., must submit a single response proposal. If the Proposal/Response is from more than one (1) firm, firms responding must meet all requirements as detailed in the RFP.**

All proposals must be submitted in accordance with the Request for Proposals (RFP) document which may be obtained online at [www.cohb.org/solicitations](http://www.cohb.org/solicitations).

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## REFERENCES:

References are required as a component of due diligence to determine the capability of firms to be able to perform the requirements of the project. Your firm must send the Reference Check Form provided on pages 22-27 of Exhibit II to the number of references requested and submit with your firm's response.

Firms must provide ten (10) verifiable references each for engagements of similar scope as outlined in this RFP. Your firm must send and obtain a completed Reference Check Form as found on pages 22-27 of Exhibit II for each of your firm's ten (10) references. Your firm must include the completed ten (10) Reference Check Forms within your firm's thumb drive.

**Do not provide more or less than ten (10) references.**

The City will send the references provided a request for verification via email within no later than two (2) business days from receipt of proposals. If verification of references are not available or unable to respond within two (2) business days from email request, the reference shall not be considered valid.

Please make sure that the references listed in your firm's response are aware they will be receiving a verification of reference email from the City of Hallandale Beach to confirm the references which were submitted with the firm's response.

**Each firm must also list the following information for each of the references provided:**

- Name of agency for which work was provided.
- Name of Reference charged with managing said project.
- Year started and when completed.
- Total cost of services, including additional charges.
- Provide detailed information as follows:
  - a. How the Consultant advocated and successfully obtained and provided commitment for project(s) similar to Special Project Number 1 (Page 7).
  - b. How the Consultant applied specific strategies achieve results desired – similar to Special Project Number 2 (Page 7).
- Phone # for Reference.
- Updated email address for Reference

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## DEFINITIONS

**“Award”** means the acceptance of a bid, offer or proposal by the proper authorized designee. The City Commission must approve all awards over the purchasing authority of the City Manager, with the exception of emergency purchases.

**“City”** the City of Hallandale Beach (COHB) or the City Commission, a municipal corporation of the State of Florida.

**“City’s Contract Administrator”** means the City’s representative duly authorized by the City Commission and/or City Manager, to provide direction to the Consultant regarding services provided pursuant to this RFP and the Contract.

**“Conflict of Interest Resolution Proven”** means that the Consultant will disclose to the City’s Contract Administrator that the COHB interests are those of a second or more than two clients are in conflict and will clearly state how the conflict will be resolved.

**“Contract” and “Contract Documents”** means the Agreement for this Project to be entered into between the City and the Successful Proposer/Contractor.

**“Consultant”** the individual(s) or firm(s) to whom the award is made and who executes the Contract Documents.

**“Notice to Proceed”** means the written notice given by the City to the Consultant of the date and time for work to start.

**“Project Manager”** means the Consultant’s representative authorized to make and execute decisions on behalf of the Consultant.

**“Proposal”** means the proposal or submission submitted by a Proposer. The terms “Proposal” and “Bid” are used interchangeably and have the same meaning.

**“Proposer”** means one who submits a Proposal in response to a solicitation. The terms “Proposer” and “Bidder” are used interchangeably and have the same meaning.

**“Proposal Documents”** the Request for Proposals, Instructions to Proposers, Technical specifications, plans and attachments and the proposed Contract Documents (including all Addenda issued prior to the opening of Proposals).

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## **CONTRACT TERMS**

The initial contract period shall be for one (1) year, commencing upon award by the City Commission and execution of the Agreement.

There are two (2) one-year renewal terms which are contingent upon satisfactory performance of the services and available funding. Total contract terms, including renewals, are three (3) years.

Contract may be cancelled by the City within thirty (30) days with a written notice by the City of Hallandale Beach.

The Consultant shall not assign, transfer or sub-contract any work either in whole or in part, without prior written approval of the City.

The submittal responses shall be valid until such time as City Commission awards a contract as a result of this RFP.

City reserves the right, where it may serve the City of Hallandale Beach's best interest, to request additional information or clarification from Proposers.

Notwithstanding anything to the contrary contained herein, the City of Hallandale Beach reserves the right to waive formalities in any proposal and further reserves the right to take any other action that may be necessary in the best interest of the City. The City further reserves the right to reject any or all proposals, with or without cause, to waive technical errors and informalities or to accept the proposal which in its judgment, best serves the City of Hallandale Beach.

## **CONTRACT COST**

No cost increase will be accepted during the contract terms.

## **CONFLICT OF INTEREST**

If you are an employee, board member, elected official(s) or an immediate family member of any such person, please indicate the relationship in the form provided in the Form's Section, Exhibit II. Pursuant to the City of Hallandale Beach Standards of Ethics, any potential conflict of interest must be disclosed and if requested, obtain a conflict of interest opinion or waiver from the City Commission prior to entering into a contract with the City of Hallandale Beach.

<http://fiche.hallandalebeach.org/WebLink/0/doc/5274/Page1.aspx>

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In the event the Consultant becomes aware of any conflicts or potential conflicts between the interest of the City and the interests of clients of the Consultant, the Consultant shall **immediately** notify the Contract Administrator, or designee, in writing, of such conflict. Written notice may be in the form of e-mail notification. **Such conflict is defined as any client represented by the firm.** In the event the City becomes aware of any conflicts or potential conflicts between the interests of the City and the interests of clients of the Consultant, the City Administrator, or designee, shall promptly notify the Consultant of such conflict. The Contract Administrator and the Consultant shall attempt to resolve any such conflict in a manner mutually acceptable to City Administration and the Consultant. If the conflict cannot be resolved to the satisfaction of the City Administration, the City reserves the right to procure these items/services from other vendors with an appropriate reduction to the Consultant's fee(s).

### **INSTRUCTIONS FOR SUBMITTAL OF RESPONSES**

Firms are to submit responses only on a thumb drive that is searchable in adobe format (.pdf file). No hardcopy (paper) submittals nor CDs will be accepted. In order to ascertain that the RFP information provided on the thumb drive contains data that allows the reviewer to perform an "edit" "find" search function, your firm must ensure your .pdf files are enabled with this function. **Firms must make sure that the thumb drive is tested for this function before submission.** Do not place password on the thumb drive. Provide one (1) thumb drive with your firm's submittal.

Section below, Proposal Format, outlines the format to be followed for responses to this RFP.

### **PROPOSAL FORMAT: The following format must be followed by firms submitting responses to the RFP.**

**The following criteria stated below is what the Evaluation Committee will utilize to rate your firm's response. Your firm's response must provide all information requested below items # 1 through # 14. Firm's non-compliance to the outline below will hinder the Evaluation Committee's ability to find the responses to the RFP and could cost your firm points for information that is not easily found.** The information must be included in a thumb drive that is searchable as seen in the instructions above. No hardcopy paper submittals or CDs will be accepted.

In order to ascertain that the proposal information provided on the thumb drive contains data that allows the reviewer to perform an "edit" "find" search your firm must test the thumb drive before it is submitted. Firm(s) must make sure that the thumb drive is tested before submission. Do not place password on the thumb drive. Provide one (1) thumb drive with your firm's submittal.

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Upon review of the proposals by the evaluation committee, oral presentations may be required. After ranking, the evaluation committee may select and short list top ranked firms.

The purpose of the proposal is to demonstrate the qualifications, competence, and capacity of the firms seeking to undertake the work for the City in conformity with the requirements of the specifications in the RFP. As such, the substance of the proposals will carry more weight than their form or manner of presentation.

The proposal should address all points outlined in the specifications of this RFP. The proposal should be prepared simply and economically, providing straightforward, concise description of the proposer's capability to satisfy the requirements of the RFP.

While additional data may be presented, the information requested in items 1 through 14, must be included. Items 1-14 represent the criteria after which the proposals will be evaluated.

**1. Title Page**

Provide the RFP # and title, the firm's name; the name, address, telephone number and email of the contact person; and the date of the proposal.

**2. Table of Contents**

Include clear identification of the material by section and by page number.

**3. Transmittal Letter**

A transmittal letter must be provided briefly stating the proposers' understanding of the work to be done, the commitment to perform the work within the time period, a statement why the firm believes they are the best qualified to perform the work and a statement that the proposal is a firm and irrevocable offer until such time as City Commission awards a contract as a result of this RFP.

The transmittal letter must be signed by a duly authorized officer(s) of your firm, as registered with the Florida Secretary of State through the Division of Corporations website at: [www.sunbiz.org](http://www.sunbiz.org). Your firm must provide a copy your firm's Sunbiz following the transmittal letter in order to verify the duly authorized officers. If such officer is not listed in the Sunbiz for your firm, your firm must provide a legal document, such a Certificate of Resolution, naming the officer as authorized to execute on behalf of the firm.



Provide the names of the persons who will be authorized to make representation for the Proposer, their titles, addresses, telephone numbers and email addresses. Provide the name of the Team Leader who will be the direct point of contact during the term of the Agreement.

**4. Executive Summary**

The Proposer shall submit an executive summary, which outlines its Proposal, including the proposed general legislative and administrative agency philosophy. The executive summary shall, at a minimum, include an identification of the proposed team, responsibilities of the team, and a summary of the proposed services. This section should highlight aspects of this Proposal, which make it superior or unique in addressing the needs of the City.

**5. Special Projects**

- a. A requirement of this RFP is to provide a specific strategy for two (2) activities. The first is to obtain a commitment for a transit station located on the FEC ROW immediately west of the City's new \$28 million Bluesten Park which will serve as a new "downtown" for Hallandale Beach and as a direct link to Gulfstream Park. Included in this strategy will be suggestions for how the City of Hallandale Beach can obtain the post office site through public private partnerships.
- b. A specific strategy to avoid Florida Legislature efforts to terminate or severely limit the Community Redevelopment Agency (CRA's) is also a requirement of this RFP.

**6. Minimum Qualification Requirements (MQRs)**

This RFP contains Minimum Qualification Requirements (MQRs) which proposing firm(s) must meet in order for the firm's response to be considered and to be evaluated.

Read the MQRs first to ensure your firm meets these requirements and thus is able to provide a response to this RFP.

Firms that do not meet all the MQRs stated will be determined non-responsive and disqualified from the evaluation process and will not be considered.

The firm awarded the Contract will be required to maintain the Minimum Qualification Requirements during the term of the Contract and any contract renewals. Firms meeting the Minimum Qualification Requirements criteria will have their proposal evaluated and scored according to the evaluation criteria set forth on page 23.

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**Minimum Qualification Requirement # 1: Similar Projects**

Firm must have held ten (10) contracts of similar size and scope as to the requested services in this RFP within the past ten (10) years, 2007-2017.

In order to provide a response to this MQR, firm(s) must utilize the tables below to respond to the MQR for all proposed firms that will be providing the services through this project.

Make sure your firm’s response to the MQR # 1 addresses similar projects related to the scope of work as stated in this RFP that your firm has done. The Evaluation Committee will be looking for the provision of detailed responses to the MQR # 1 addressing your firm’s previous similar projects and experience to the scope of work as outlined in this RFP.

**Please provide a total of ten (10) tables to submit the information for ten (10) contracts.**

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Provide detailed information about the scope of work your firm provided during this project. Such must be similar and address the scope of work as required and addressed in MQR # 1, as well as, the scope of work required and addressed in this RFP.	

**Minimum Qualification Requirement # 2: Years in Business provision of Sunbiz.**

Firms must have been incorporated through Sunbiz and provide a copy of their firm’s Sunbiz with their response showing a date filed of year of incorporation of 2012 or earlier.

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**Minimum Qualification Requirement # 3: Submission of Consultant’s Conflict of Interest Policy**

Your firm must provide the firm’s Conflict of Interest Policy with your response in order to qualify and be evaluated through this RFP.

**7. Exhibit II – Required Forms – Pages 14-27:**

Please make sure all of the forms below are included in your proposal.

- a. Variance Form
- b. Proposal Submitted by Form
- c. Public Entity Crime Form
- d. Domestic Partnership Certification Form
- e. Conflict of Interest Notification Requirement Questionnaire
- f. Drug Free Workplace Form
- g. Reference Check Forms from ten (10) references

**8. Firm’s Qualifications and Experience**

- a. Indicate the firm’s number of years of experience in providing the required services. The proposal must demonstrate the qualifications and experience of the firm.
- b. Indicate in detail the firm’s ability to work across a broad spectrum of political philosophy and diverse ideologies.
- c. Describe ten (10) instances in which your firm was successful in obtaining funding for a municipality of similar size to the City in the following areas:
  - i. Transportation
  - ii. Economic Development
  - iii. Environmental Mitigation
  - iv. Infrastructure Improvements
  - v. Social Services
  - vi. Recreation
  - vii. Avoidance of pre-emption
  - viii. Preservation of CRAs
- d. Demonstrate your firm’s experience and understanding of legal implications of proposed laws and proposals that have been under consideration by Florida administrative bodies, and how you assisted your past clients regarding same.

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- e. The proposal should indicate the total number of employees of the firm, including the number of staff in the nearest local office and in the Tallahassee and/or Washington Office, the staff to be employed for the City's Project on a full-time basis, and the number of the staff to be employed on a part-time basis.
  - f. Provide a list of government and private clients your firm has on contract through 2020. Please provide the dollar amount of each contract and a brief description of the services. List and describe any potential conflicts of interest between the City and your firm's other clients that may affect the firm's representation of the City's interests.
  - g. Specify the firm's particular area(s) of expertise and how those strengths will benefit the City.
  - h. Specify what unique circumstances set the firm apart from others who perform the same or similar services.

**9. Project Team's Experience/Qualifications**

- a. Provide a list of the personnel to be assigned to this project, including the lead team person, and their qualifications. Resumes of key management personnel, including education, experience, and any other pertinent information, shall be included for each member to be assigned to this project.
- b. Provide the name of the person(s) who will be assigned to the City for this project and their resumes.
- c. Provide the name(s) and resume(s) of the person(s) who will be assigned to specific project listed as "Special Projects".
- d. Provide the name and resume of the person who will be the principal point of contact and have authorization to make representations and agreements on behalf of the firm.
- e. Provide a table of organization, setting forth the positions, functions, and roles to be performed by key staff and sub-consultants.

**10. Past Performance (References)**

The City will send the references your firm provided a request for verification via email within no later than two (2) business days from receipt of proposal. If verification of

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references is not available or unable to respond within two (2) business days from email request, the reference shall not be considered valid and the points for references will be affected.

Please make sure that the references listed in your firm's response are aware they will be receiving a verification of reference email from the City of Hallandale Beach to confirm the reference which was submitted with the firm's proposal.

Each firm must also list the following information for each of the references provided.

- Name of firm-company for which work was provided.
- Name of Reference (Project Manager) charged with managing said project.
- Type of project. Year project started and was completed.
- Dollar amount of project, including change orders.
- Phone # for Reference (Project Manager).
- Updated email address for Project Manager.

**11. Approach to the Project**

- a. Firm must demonstrate in their Proposal the approach to the Project for the work required, including, but not limited to, staffing, proposed schedules, performance benchmarks and plans. Describe proposed methods of tracking and analyzing state legislation and assisting the City in the development of an annual state legislative agenda.
- b. This section shall also describe the firm's proposed plan for proactively identifying activities and issues of potential interest to the City and for maintaining proactive, frequent, and regular communication with City staff and elected officials through a single point of contact. Further, this section should describe the firm's proposed methods for facilitating effective relationship building between the City and state officials.
- c. Discuss your understanding of the City's legislative, budgetary, and policy needs and your overall approach / strategies to meet those needs.
- d. Approach to resolving municipal issues and obtaining funding.

## 12. Cost Proposal

The cost proposal will be evaluated based on the Cost Proposal Sheet on page 10. The Cost Proposal Sheet must be utilized for the submission of your firm's Cost. Cost Proposal will be evaluated utilizing the equation seen in the example below:

- Example: Lowest Cost Proposed gets Total Points = 10 points
- Lowest Cost submitted is \$100,000 and the Proposer's Proposed Cost being evaluated is \$150,000 = So  $\$100,000 / \$150,000 = .70$
- $.70 * \text{total \# of points for cost criteria which is } 10 = .70 * 10 = 7$  which would be the total # of points this Proposer's cost would receive.

## 13. Key Partnerships

Describe relationships with members of State administrative agencies, State Legislature and their committees, as well as regional agencies, universities, school boards and federal-related agencies, members of congress, congressional staff, members of the legislature, legislative staff, agency officials, administrative staff, etc., that would indicate your ability to effectively position the City to achieve funding and other City goals. Offer descriptions of any other resources such as alliances, partnerships or relationships that would support your firm in advancing the City's interests.

## 14. Legal Proceedings

### **No points for this criteria.**

- a. Arbitrations: List all arbitration demands filed by or against your firm in the last five (5) years, and identify the nature of the claim, the amount in dispute, the parties, and the ultimate resolution of the proceeding.
- b. Lawsuits: List all related lawsuits (other than labor or personal injury litigation) filed by or against, your firm in the last five (5) years, and identify the nature of the claim, the amount in dispute, the parties, and the ultimate resolution of the lawsuit.
- c. Other Proceedings: Identify any lawsuits, administrative proceedings, or hearings initiated by the National Labor Relations Board or similar state agency in the past five (5) years concerning any labor practices by your firm. Identify the nature of any proceeding and its ultimate resolution. Identify the nature of any proceeding and its ultimate resolution.
- d. Bankruptcies: Has your firm or its parents or any subsidiaries ever had a Bankruptcy Petition filed in its name, voluntarily or involuntarily? (If yes, specify date, circumstances, and resolution).

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## **PROPOSAL EVALUATIONS:**

**Criteria.** Proposal packages will be evaluated as stated below.

The recommendation(s) for award shall be made to the City Commission, by the City Manager, to the responsible responsive Proposer(s) whose proposal is highest ranked by the Evaluation Committee.

<b>NUMBER</b>	<b>Evaluation Criteria</b>	<b>MAXIMUM Potential Points</b>
1.	MINIMUM QUALIFICATION REQUIREMENTS (MQRs) – this criteria has no points. If your firm does not provide all the required MQRs information, your firm’s proposal will not be reviewed/evaluated and your firm’s submission will be disqualified.	Ensure your firm provides all the MQRs within your firm’s submittal
2.	Firm’s Qualifications and Experience	15
3.	Project Team’s Experience/Qualifications	15
4.	Past Performance (References)	10
5.	Approach to the Project	30
6.	Cost Proposal	10
7.	Key Partnerships	20
	<b>TOTAL POINTS</b>	<b>100</b>

The criteria stated above will be utilized to rank proposer(s).

Oral Presentations may be scheduled with the firms the Evaluation Committee determines to invite to this process.

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**SUBMITTAL DUE DATE:**

**RESPONSES ARE DUE: AUGUST 2, 2017 NO LATER THAN 11:00AM.**

**RESPONSES MUST BE SUBMITTED IN A SEALED ENVELOPE AND MUST BE MAILED OR HAND DELIVERED TO THE ADDRESS IN THE BOX BELOW. SEALED ENVELOPES MUST BE LABELED AS FOLLOWS:**

CITY OF HALLANDALE BEACH  
OFFICE OF THE CITY CLERK – EXECUTIVE OFFICES  
**PLACE THE NAME OF YOUR FIRM HERE**  
400 SOUTH FEDERAL HIGHWAY – 2<sup>ND</sup> FLOOR  
HALLANDALE BEACH, FL 33009  
TITLED: RFP # FY 2016-2017-010  
STATE LOBBYIST SERVICES

**LATE PROPOSALS WILL NOT BE ACCEPTED**

**Non-Mandatory Pre-Proposal Conference:**

For this RFP the City is holding a non-mandatory pre-proposal conference. The Pre-Proposal Conference is held to explain in detail Exhibits I-II, which make up the RFP for this project. It is strongly encouraged that firms interested in proposing to this RFP attend the Pre-Proposal Conference. The Conference will explain the scope of work, and documentation. The Pre-Proposal Conference presents the opportunity for firms to clarify anything within the RFP and to ask questions directly to City Staff. The Procurement Department strongly urges that firms attend the Pre-Proposal Conference as a tool to be successful in responding to the City's projects.

Non-Mandatory Pre-Proposal Conference is being held **July 12, 2017 at 11:00 am**, City Hall, City Commission Chambers, 400 S. Federal Highway, Hallandale Beach, FL 33009.

This meeting will be recorded and available as a public record if requested.

**Last Day for Questions:**

Any questions are to be submitted via email to [tcamaj@cohb.org](mailto:tcamaj@cohb.org) no later than **July 14, 2017 at 11:00 am**.

Answers to questions received before the deadline will be released via addendum.



## REQUEST FOR PROPOSAL (RFP) TENTATIVE SCHEDULE

THE DATES SHOWN BELOW ARE TENTATIVE AND ARE NOT BINDING AND MAY BE SUBJECT TO CHANGE.

RFP DOCUMENT RELEASED	JULY 5, 2017
NON-MANDATORY PRE-PROPOSAL CONFERENCE	JULY 12 , 2017 11 AM COMMISSION CHAMBERS
QUESTIONS	ALL QUESTIONS MUST BE EMAILED BY NO LATER THAN JULY 14, 2017 BY NO LATER THAN 11 AM
RFP DEADLINE FOR RECEIPT OF PROPOSALS	<u>AUGUST 2, 2017</u> <u>BY NO LATER THAN 11 AM</u>
EVALUATION OF PROPOSAL/SELECTION OF FIRMS	AUGUST 2017
ORAL INTERVIEWS – (IF REQUIRED)	AUGUST 2017
CONTRACT AWARD BY CITY COMMISSION – ESTIMATED	SEPTEMBER 2017
PROJECT START DATE – ESTIMATED	SEPTEMBER 2017

### QUESTIONS REGARDING RFP:

For information pertaining to this Request for Proposals (RFP), contact Tom Camaj, Contracts Coordinator, at the Procurement Department, (954) 457-1374. Such contact shall be for clarification purposes only. Changes, if any, to the scope of the services or proposal procedures will be transmitted only by written Addendum.