COAST COMMUNITY COLLEGE DISTRICT

REQUEST FOR PROPOSALS #2060

FOR

STATE AND FEDERAL LEGISLATIVE ADVOCACY SERVICES

July 20, 2015

PROPOSALS DUE:

By 12:00 P.M. - August 10, 2015

Coast Community College
Attn: Gene Farrell, Interim Chancellor
Chancellor’s Office
1370 Adams Ave
Costa Mesa, CA 92626

www.cccd.edu
A. **INVITATION**

Coast Community College District is seeking proposals for State and Federal Legislative Advocacy Services.

B. **BACKGROUND**

The Coast Community College District is located in the heart of sunny Southern California and enjoys a warm and mild climate. Our service area includes 20 miles of the California coastline in Orange County, stretching between Los Angeles and San Diego Counties. Our community is a rich blend of social, cultural, religious and ethnic backgrounds.

The Coast Community College District is a multi-college district that includes Coastline Community College, Golden West College, and Orange Coast College. The three colleges offer programs in transfer, general education, occupational/technical education, community services and student support services. Coastline, Golden West and Orange Coast enroll more than 60,000 students each year in more than 300 degree and certificate programs. Since its founding in 1947, the Coast Community College District has enjoyed a reputation as one of the leading community college districts in the United States. Governed by a locally elected Board of Trustees, the Coast Community College District plays an important role in the community by responding to needs of a changing and increasingly diverse population.

C. **PROJECT DESCRIPTION**

The Coast Community College District seeks responses from firms with a proven track record in advocacy at either or both at the State and Federal levels to assist the District in developing and successfully pursuing its legislative priorities.

The District requires a well-managed and financially sound Consultant with demonstrated skills and technical ability, high levels of customer service, responsiveness, and satisfaction, to fulfill the requirements outlined in this RFP.

The primary focus of the State and the Federal Legislative Advocate is to assist the District with improving its efforts to influence legislation, advocate for community colleges and higher education as a whole, applying for and receiving competitive grants and other discretionary funding available to the District.

Proposers shall submit a proposal that outlines the complete recommended Scope of Work and the task list below that will ultimately become a part of the eventual contract. The proposal should show or outline options, if any.

D. **SCOPE OF WORK**

Professional services will include, but are not limited to, the following:

**Monitoring** – Consultant shall serve as a reliable and consistent conduit of information to and from the California State Assembly and Senate and/or congressional delegation, other members of Congress, congressional committees, congressional staff, and federal agencies; monitor and provide regular reports, both orally and in writing, on current legislation, the State and Federal
budget process, or any assembly and/or congressional events that may directly or indirectly impact
the District. Firm should work closely with the District staff and Governing Board to assist in the
development of legislative priorities and identifying current needs. Frequent contact should be
made with elected officials and their staff, as well as Committee and federal agency staff on
matters concerning the development of future legislation and regulations impacting the Coast
CCD. Said contact shall keep policy makers aware of the potential effect of specific legislation
and regulations relative to the District’s interests.

**Bill Tracking Service** - Firm should obtain and monitor all bills, resolutions, files, journals,
histories, etc. As such, copies of all bills and amendments that are determined to have an impact
on the legislative and regulatory interests of the agency should be forwarded to the District.

**Legislative Advocacy** - The Board and District’s position on key State and Federal action shall be
transmitted to elected officials and their staff, as well as Committee and federal agencies (as
appropriate) and other interest groups. This should be accomplished through personal discussions
with elected officials and their staff, committee consultants and agency representatives, testifying
at appropriate policy and fiscal committees and agency hearings, orchestrating statements of
legislators, prepare and send letters notifying appropriate officials and agencies of the Board and
District’s position and drafting announcements. Design and implement a strategy, in consultation
with District staff that raises the consciousness and awareness of issues relating to community
colleges and higher education. Arrange meetings with Board Members, student leaders, District
staff, and legislators in Sacramento, CA and Washington D.C. and their staff. Assist in organizing
educational presentations and meetings for designated student leaders for the annual Student
Advocacy visit to Sacramento.

**Coordination of Legislative/Regulatory Efforts** - Contractor will work with the District in the
coordination of a legislative/regulatory program, which includes the development of
legislative/regulatory positions and platforms as well as drafting proposed legislation when
appropriate. The firm should strive to coordinate the District’s perspective with other associates as
appropriate. Design and implement a strategy, in consultation with Board Members and District
staff that raises the consciousness and awareness of issues relating to District with elected officials
and broadens and improves direct communication of District staff with state and/or federal
legislators.

**Special Projects Facilitation** - Contractor should be a special project facilitator for the District
before state and federal agencies on funding matters and to develop project guidelines, policy and
resolution statements. Assist the District with strategic communication or crisis response, if
needed, relative to the District’s legislative affairs activities.

**Establish an Active Presence** - Contractor should actively establish a strong identity and
presence in Sacramento, CA and/or Washington, DC on behalf of the District. This effort should
be reinforced by day-to-day involvement in the political, regulatory and legislative actions on
behalf of this organization. Additionally, on-site visits to the District shall be made upon
reasonable notice and request to Consultant along with a presentation to the District and to confer
with District staff regarding legislative issues as requested.

**State and Federal Budget Issues** – Focus efforts of supporting the District’s legislative
objectives during the creation of the state budget, May Revise, and any budget backfill legislation
designed to make the District whole.
Focus efforts of supporting the District’s legislative objectives during the final phases of Congressional action on spending and authorization legislation, including coordinating additional meetings with relevant Members of Congress or staff in support of the City’s federal objectives (as appropriate).

**Grant Identification, Writing, and Assessment** – The Consultant will identify potential state and/or federal grants that would be in line with the District’s mission and values. The Consultant will assist in the writing of grant proposals and the acquiring of letters of support for grant proposals from elected officials.

E. **QUALIFICATIONS**

This project will require the Consultant to have the following minimum qualifications:

1. Five (5) or more years of direct experience providing State and Federal representation on issues and objectives common to clients similar to the District.

2. Have no professional and/or ethical conflicts with District interests.

3. Have a demonstrated and verifiable track record.

4. Have an established office in Washington, DC and/or Sacramento, CA.

5. Have independently verifiable references of similar municipalities in size and scope of the District.

6. Have extensive experience providing federal and/or state advocacy services to public agency clients, particularly community colleges.

7. Have established, longstanding and positive working relationships with legislators at both the state and/or federal levels and their staff.

8. Be pro-active in monitoring, identifying and securing funding and grant opportunities that may be of interest to the District.

9. Be fully dedicated to the funding goals and objectives of the District.

F. **PROPOSAL CONTENT**

Proposals must contain sufficient detail to enable the District Selection Committee to determine the merits of the firm/consultant. Proposals should address all elements requested below, including a transmittal letter.

1. **Transmittal Letter**: The proposal shall be transmitted with a cover letter describing the firm’s/team’s interest and commitment to the proposed project. The letter shall state that the proposal shall be valid for a 90-day period and that staff proposed are available to begin work on this contract. The person authorized by the firm/team to enter into a contract with Coast Community College District shall sign the cover letter and the letter should include the name, title, address and telephone number of the individual to whom
correspondence and other contacts should be directed during the consultant selection process.

2. **Company Information**: Consultant’s complete name, business address, telephone number, email address, and the name, and contact information, including the email address, of the individual the District should contact regarding this proposal.

3. **Organizational Structure**: A description of the Consultant’s organization, including, but not limited to, names of principals, number of employees, firm’s longevity, client base, areas of specialization; and, any other pertinent information to assist evaluators to understand the overall capability, stability, and resources of the organization.

4. **Expertise**: A narrative statement that illustrates the Consultant’s understanding of all aspects of this project and an indication of any strengths or unique expertise the firm would bring to the project. A description of the management plan the Consultant intends to employ for the project. The description should include roles of the project team, including accountability and lines of authority, back-up and contingency plans if applicable.

5. **Proposed Project Team**: Names, qualifications, education and experience (biographies) of the proposed project team and an indication of their proposed roles. Biographies should include at a minimum:
   - Length of employment
   - Specialization
   - Knowledge and expertise with Federal, California State, and Local issues

6. **References**: Three professional references for the individuals recommended for appointment. Include with each, the name, address, and work telephone number of the reference. Each member of your proposed team must have a reference. The District will contact the organizations and individuals.

7. **Scope of Work**: The Scope of Work must address all listed tasks as well as any other tasks deemed to be necessary. Discuss methods to be employed in aspects of the project and how these will ensure success of the project. Any optional work or tasks should be clearly identified as such. Within the described Scope of Work, please address the following:
   - Describe systems/mechanisms that would be established to ensure timeliness of response to District staff.
   - Define the standard time frames for response by Consultant staff to direction and/or inquiry from the District.
   - Describe systems/mechanisms that would be established for monthly reporting of status of projects and requests.
   - Describe the preferred method for transmittal of requests and other material from the District.
   - Describe in detail the efforts you will undertake to achieve client satisfaction and to satisfy the requirements detailed in the Scope of Work section.
   - Explain your understanding of the current financial situation facing the District and California Community Colleges in general.
8. **Current Practices**: Please list all public clients for which you, or your firm, previously provided services for over the last five years.

9. **Disclosure**: A complete disclosure of any prior or ongoing incidents as to which it is alleged that proposer has defaulted or failed to perform. Identify the parties and circumstances involved. Also list any political contributions of money, in-kind services, or loans made to any community college trustee within the last three years by the applicant. Describe any civil or criminal litigation or investigation pending which involves proposer or in which proposer has been judged guilty or liable.

10. **Proposed Cost**: Provide a total, not-to-exceed cost proposal for the project, including hourly rates, number of hours, and an estimated cost per task proposed.

11. **District Forms**: Executed Non-Collusion and Drug Free Workplace Forms.

12. **Signatures**: The signature(s) of the company officer(s) empowered to bind the firm, with the title of each (e.g., president, general partner). Generally this can be part of a front page or cover letter to the proposal.

G. **EVALUATION OF PROPOSALS**

Proposals will be evaluated by a selection committee on a variety of criteria. The District will award a contract to the firm with the most advantageous proposal based on an evaluation of qualifications and price. This means the lowest cost proposal may not be selected. The District may, at its sole discretion, award to a firm based on their proposal and interview it alone without further consideration; or, the District may interview other top firms. **INCOMPLETE PROPOSALS WILL NOT BE CONSIDERED.**

Evaluation Criteria (100 points total)
- Consultant’s overall capability, stability, resources (10 pts)
- Consultant’s depth and relevance of experience related to this project (20 pts)
- Experience and qualifications of the project team assigned to the project (10 pts)
- Consultant’s understanding of the project and described strengths (10 pts)
- Consultant’s approach to this project (10 pts)
- Consultant’s management plan (10 pts)
- Consultant’s success in legislative advocacy (10 pts)
- Project cost (10 pts)
- References (10 pts)

H. **SELECTION PROCESS**

The Selection Committee will make its recommendation to the Chancellor of Coast Community College District. It is anticipated that a finalist will be recommended by the Chancellor to the Board of Trustees on August 19, 2015.
I. **CONTRACT AWARD**

The District reserves the right to make an award of contract, or multiple awards of contracts, for this work. The District may select a firm or firms based on the highest rated proposal and an interview without further discussion or interviews with other firms. The District is not obligated to invite any or all finalists for an interview.

The firm selected will be expected to enter into a contract for Professional Services with the District within ten (10) calendar days from approval by the Board of Trustees. The District shall not be bound, or in any way obligated, until both parties have executed a contract. No party may incur any chargeable costs prior to the execution of the final contract.

J. **REJECTION AND WAIVERS OF PROPOSALS**

This Request for Proposal does not commit the District to award a contract or to pay any costs incurred in the preparation of a proposal in response to this Request.

The District reserves the right to accept or reject any or all proposals received; to negotiate with qualified proposer(s) or cancel the Request; and, to waive any minor irregularities and informalities in the proposal or proposal process.

The District reserves the right to evaluate proposals for a period of sixty (60) days before deciding which proposal, if any, to accept.

K. **RFP TIMELINE**

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<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Advertisement</td>
<td>July 24, 2015 &amp; July 31, 2015</td>
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<tr>
<td>Last day for submitting questions</td>
<td>August 5, 2015</td>
</tr>
<tr>
<td>RFP submission deadline (12:00 P.M.)</td>
<td>August 10, 2015</td>
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<tr>
<td>Deadline for Recommendation to Board</td>
<td>August 19, 2015</td>
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<tr>
<td>Board Approval</td>
<td>September 2, 2015</td>
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K. **NON-COLLUSION**

By submittal and signing the proposal, the Consultant is certifying that the proposal document is genuine and not a sham or collusive, and not made in the interest of any person not named and that the Consultant has not induced or solicited others to submit a sham offer, or to refrain from proposing.

(Attachment A)

L. **COMPLIANCE WITH LAWS AND REGULATIONS**

The Consultant shall comply with federal, state and local laws, regulations, and Industry standards. The proposer shall also comply with the Drug Free Workplace Act requirements of California Government Code Sec. 8350 et seq.

(Attachment B)
M. **QUESTIONS / CONTACT PERSON**

The District will accept written questions via e-mail until **12 Noon, Wednesday, August 5, 2015**. Questions regarding the work must be submitted to:

John Eriksen, Director of Purchasing  
E-mail: purchasing@cccd.edu.

The District will respond to each question by email directly to the firm submitting the question. If the question demonstrates that clarification or additional information is needed, an addendum will be issued to all proposers by e-mail. Consultant should acknowledge any and all e-mails sent by the District regarding this RFP by replying to the e-mail sender that the e-mail was received.

Consultants shall not contact any District employee or official regarding this proposal other than the individual listed above as the contact person. Contacting District staff or officials regarding this work may result in disqualification. No verbal comments made by District staff or officials are binding regarding this RFP except for that which is made in writing by the above mentioned contact person. This will assure that all proposers receive the same information in a timely manner.

N. **DEADLINE FOR SUBMISSION OF PROPOSALS**

To be considered, proposals must be received at the address below by **12:00 P.M. on Monday, August 10, 2015**. Late proposals will not be considered. The District highly encourages early submittal of proposals.

Proposer shall submit (1) one electronic version of the proposal on a CD or flash drive; one (1) printed original and (6) printed copies of the entire proposal including any supporting documentation in a sealed box or package addressed as follows:

Attention: Gene Farrell, Interim Chancellor  
Coast Community College District  
Chancellor’s Office  
1370 Adams Ave  
Costa Mesa, CA 92626

The box or envelope must also be clearly marked on the outside with the words:  
Proposals Enclosed: RFP # 2060 State and Federal Legislative Advocacy Services  
Deadline: 12 P.M., Monday, August 10, 2015.
NON-COLLUSION AFFIDAVIT TO BE EXECUTED
BY BIDDER AND SUBMITTED WITH BID FORM

__________________________, being first duly sworn, deposes and says that he or she is ____________ of the party making the foregoing bid that the bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the bid is genuine and not collusive or sham; that the bidder has not directly or indirectly induced or solicited any other bidder to put in a false or sham bid, and has not directly or indirectly colluded, conspired, connived, or agreed with any bidder or anyone else to put in a sham bid, or that anyone shall refrain from bidding; that the bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the bid price of the bidder or any other bidder, or to fix any overhead, profit, or cost element of the bid price, or of that of any other bidder, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the bid are true; and, further, that the bidder has not, directly or indirectly, submitted his or her bid price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid.

I certify (or declare) under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

__________________________
Signature & Date

__________________________
Printed Name & Title
DRUG-FREE WORKPLACE CERTIFICATION

This Drug-Free Workplace Certification is required pursuant to Government Code Sections 8350, et seq., the Drug-Free Workplace Act of 1990. The Drug-Free Workplace Act of 1990 requires that every person or organization awarded a contract for the procurement of any property or services from any State agency must certify that it will provide a drug-free workplace by doing certain specified acts. In addition, the Act provides that each contract awarded by a State agency may be subject to suspension of payments or termination of the contract and the contractor may be subject to debarment from future contracting, if the state agency determines that specified acts have occurred.

Pursuant to Government Code Section 8355, every person or organization awarded a contract from a State agency shall certify that it will provide a drug-free workplace by doing all of the following:

a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensation, possession or use of a controlled substance is prohibited in the person's or organization's workplace and specifying actions which will be taken against employees for violations of the prohibition;

b) Establishing a drug free awareness program to inform employees about all of the following:

   1) The dangers of drug abuse in the workplace;

   2) The person's or organization's policy of maintaining a drug-free workplace;

   3) The availability of drug counseling, rehabilitation and employee-assistance programs;

   4) The penalties that may be imposed upon employees for drug abuse violations;

c) Requiring that each employee engaged in the performance of the contract be given a copy of the statement required by subdivision (a) and that, as a condition of employment on the contract, the employee agrees to abide by the terms of the statement.

I, the undersigned, agree to fulfill the terms and requirements of Government Code Section 8355 listed above and will publish a statement notifying employees concerning (a) the prohibition of controlled substance at the workplace, (b) establishing a drug-free awareness program, and (c) requiring that each employee engaged in the performance of the contract be given a copy of the statement required by Section 8355(a) and requiring that the employee agree to abide by the terms of that statement.

I also understand that if the DISTRICT determines that I have either (a) made a false certification herein, or (b) violated this certification by failing to carry out the requirements of Section 8355, that the contract awarded herein is subject to suspension of payments, termination, or both. I further understand that, should I violate the terms of the Drug-Free Workplace Act of 1990, I may be subject to debarment in accordance with the requirements of Section 8350, et seq.

I acknowledge that I am aware of the provisions of Government Code Section 8350, et seq. and hereby certify that I will adhere to the requirements of the Drug-Free Workplace Act of 1990.