



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

#15-0698

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: June 16, 2015

TITLE: Motion to Award Contract for Federal Lobbyist Services to Alcalde & Fay,
LTD. Inc - \$62,000 (two-year amount \$124,000)

Recommendation

It is recommended that the City Commission award a contract for federal lobbyist services to, Alcalde & Fay, LTD. Inc., in substantially the form attached, in the estimated annual amount of \$62,000 (two year estimated amount of \$124,000) and authorize the City Manager to approve two, two-year renewal options, contingent upon appropriation of funds.

Background

In November 2014, a competitive Request for Proposals (RFP) was issued on behalf of the Budget/CIP and Grants Division of the City Manager's Office to acquire the services of a federal lobbying firm. This firm will represent the City of Fort Lauderdale to the federal government, advocate for the City's legislative interests, and secure grant funding.

Federal government actions have the potential to significantly impact the ability of the City to conduct its business. Hiring a federal lobbyist provides the City a voice when legislation is considered and when decisions are contemplated at the federal level.

The City currently receives federal grants from various federal agencies such as Housing and Urban Development (HUD), the Federal Transit Administration, and the Department of Homeland Security. The lobbyist represents the City before Congress, congressional committees, and federal agencies to support the City's goals and identify relevant funding opportunities that may arise. The lobbyist may also assist with writing and reviewing grant applications and represent the City throughout the grant application and award process.

The solicitation process for this contract included the following:

November 2014 - The Procurement Services Division issued Request for Proposal (RFP) 455-11519 for Federal Lobbyist Services.

January 2015 – Eight responses were received from Parkway Strategies, Alcalde & Fay, LTD. Inc., The Cormac Group, Ferguson Group LLC, Holland & Knight LLP, Nixon Peabody LLP, Venable LLP, and Akin Gump Strauss Hauer & Feld LLP.

The services detailed below are included in the solicitation as well as the proposed contract on an as-needed basis:

- a. Develop an overall strategy to ensure issues of concern to the City are addressed to the City's satisfaction.
- b. Meet with City management and appear before the City Commission, as needed, to effectively represent the City of Fort Lauderdale and its interests at a federal level.
- c. Assist in the development of the City's list of goals, priorities, and specific projects. Identify which of these goals, priorities, and specific projects could be addressed at the federal level and assist in developing written material on each request to provide to congressional and federal staff.
- d. Develop and implement strategy for the support, opposition, or amendment of pending legislation by tracking legislation regularly.
- e. Provide City management and City Commission with any information that may impact the City, and actively seek opportunities to enhance the City's federal legislative program and provide options as to legislative strategy when necessary.
- f. Revise the City's federal legislative program as needed, and as requested by the City Commission through City management.
- g. Monitor and review, on a continuing basis, all existing and proposed federal legislation, various federal agency actions and the federal budget process and report to the City, both verbally and in writing, any legislative events that may directly or indirectly impact the City or its citizens. Provide legislative expertise and consulting services.
- h. Advocate with Congress, congressional committees, and federal agencies in support of the City's goals, priorities, and projects.
- i. Prepare an annual report, including the final status of the City's priorities and a summary of the impact of major legislative changes and appropriations to the City of Fort Lauderdale.
- j. Identify relevant funding opportunities that may arise for which the City may qualify to apply; assist staff in submitting grant request.
- k. Appear and testify before federal agency hearings, rule-making proceedings, and other administrative agency or legislative meetings, as required, to

promote, oppose, and seek passage of legislation affecting the City or its residents, and specific legislation contained in the City’s legislative program. Attend meetings as necessary.

- l. Upon request, coordinate appointments/meetings between the City Commission or other City staff, and appropriate state and/or federal officials.
- m. Draft letters to federal legislators regarding issues of interest and concern to the City, thank you letters after meetings and letters of appreciation for support, when applicable.

Additional services as-needed:

- a. Upon request, review grant application and provide recommendations that will improve the City’s chances of receiving the grant.
- b. Upon request, write grants on behalf of the City.

May, 2015 – The evaluation committee consisting of Stanley Hawthorne, Assistant City Manager; Diana Alarcon, Director of Transportation and Mobility; Emilie Smith, Budget Manager; and Annalise Mannix, Senior Project Manager met with Robert McKenney, Procurement Specialist II, to evaluate the proposals and rank the firms according to the evaluation criteria as shown in the table below.

		Alcalde & Fay	Holland & Knight	Ferguson Group	Akin Gump	Venable	The Cormac Group	Parkway Strategies	Nixon Peabody
Evaluation Criteria	Weight								
Understanding Legislative, budgetary & policy	10%	1	2	3	4	5	6	7	8
Qualification of firm	15%	1	2	3	4	5	6	7	8
References	10%	1	2	3	4	5	6	7	8
Past Performance	15%	1	2	3	4	5	6	7	8
Grants	10%	1	2	3	4	5	6	7	8
Relationships, Resources, Capabilities	10%	1	2	3	4	5	6	7	8
Cost to the City	30%	1	2	3	4	5	6	7	8
Overall Ranking		1	2	3	4	5	6	7	8

Alcalde & Fay, LTD. Inc is recommended for award as the top ranked proposer.

Resource Impact

There will be a maximum annual fiscal impact to the City in the amount of \$124,000. The cost for the lobbyist services portion of the contract is \$40,000 and up to \$84,000 for ancillary grant writing and grant review services on an as-needed basis. Future expenditures are contingent upon approval and appropriation of the annual budget.

Funds available as of May 14, 2015					
ACCOUNT NUMBER	INDEX NAME (PROGRAM)	OBJECT CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Object Code)	AVAILABLE BALANCE (Object Code)	PURCHASE AMOUNT
001-GEN010101-3122	Other Gen Govt – Social/Cultural	Services/Materials/ Lobbying Services	\$1,138,456	\$747,091	\$20,667
450-PBS010101-3122	Public Services Directors	Services/Materials/ Lobbying Services	\$520,825	\$93,596	\$20,667
468-TAM070101-3122	Executive Airport	Services/Materials/ Lobbying Services	\$3,019,694	\$1,449,158	\$20,666
PURCHASE TOTAL ►					\$ 62,000

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Internal Support Cylinder of Excellence, specifically advancing:

- Goal 12: Be a leading government organization, managing resources wisely and sustainably.
- Objective 1: Ensure sound fiscal management
- Initiative 1: Achieve a structurally balanced budget through viable revenue sources, smart financial management, comprehensive financial forecasting, and results-oriented and efficient services

This item advances the *Fast Forward Fort Lauderdale Vision Plan 2035: We are Ready*.

Attachments

Exhibit 1 - Evaluation Committee Tabulation
Exhibit 2 – Tabulation
Exhibit 3 – Agreement
Exhibit 4 - Alcalde & Fay Proposal
Exhibit 5 - Holland & Knight Proposal
Exhibit 6 - Ferguson Group Proposal
Exhibit 7 - Akin Gump Proposal
Exhibit 8 - Venable Proposal
Exhibit 9 - Cormac Group Proposal
Exhibit 10 - Parkway Strategies Proposal
Exhibit 11 - Nixon Peabody Proposal

Prepared by: Robert McKenney, Procurement Specialist II
Linda Blanco, Administrative Assistant I

Budget Manager: Emilie Smith, Budget/CIP & Grants