



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

**#21-0677**

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

**FROM:** Chris Lagerbloom, ICMA-CM, City Manager

**DATE:** September 21, 2021

**TITLE:** Motion Approving Agreements for State Legislative and Executive Branch  
Representative Services – Capital City Consulting, L.L.C.; Ericks  
Consultants, Inc.; Ronald L. Book, P.A.; Rubin, Turnbull & Associates, Inc.  
- \$630,000- (**Commission Districts 1, 2, 3 and 4**)

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**Recommendation**

Staff recommends the City Commission approve agreements, in substantially the forms attached, for State legislative and executive branch representative services with Capital City Consulting, L.L.C.; Ericks Consultants, Inc.; Ronald L. Book, P.A.; Rubin, and Turnbull & Associates, Inc., for three year terms, in the amount of \$630,000 (annually \$210,000), and authorize the City Manager to approve three (3) additional one-year renewal options, contingent upon appropriation of funds.

**Background**

The Procurement Services Division issued a request for qualifications (RFQ) for qualified professional firms to represent the City before the Florida Legislature, State of Florida administrative agencies, the Florida Governor and Cabinet, et al. Such services shall include attending state legislative committee hearings and meetings, rule-making proceedings or other administrative or legislative agency meetings. The background of the solicitation process includes the following:

- May 7, 2021 –RFQ 12519-711 was issued for state legislative lobbyist services.
- June 11, 2021 – The RFQ closed with a total of eight proposals including:
  - Anfield Consulting Group, Inc.
  - GrayRobinson, P.A.
  - Ronald L. Book, P.A.
  - Capital City Consulting, L.L.C.
  - Southern Strategy Group
  - Sun City Strategies, LLC
  - Rubin, Turnbull & Associates, Inc.
  - Ericks Consultants, Inc.

- June 22, 2021– The evaluation committee consisting of Daphnee Sainvil, Tarlesha Smith, and Greg Chavarria met with Erin Saey, Procurement Specialist, and Stefan Mohammed, Senior Procurement Specialist, to evaluate and rank the firms based on the evaluation criteria shown below:

<b>EVALUATION CRITERIA</b>	<b>WEIGHT</b>
<b><u>ABILITY TO MEET OBJECTIVES</u></b>	
Understanding of City of Fort Lauderdale’s legislative, budgetary, and policy needs as presented in a narrative proposal. This will include the proposed methods to meet those needs. Proposed reports and other correspondences offered as ways to communicate with and report to the Commission and City staff.	40%
<b><u>QUALIFICATIONS</u></b>	
Qualification of Firm – Firm’s experience in State Legislative Lobbyist Services to include but not be limited to: demonstrated knowledge of legislative affairs, interpretations of legal and financial implications, legislative policy statements, interpersonal relationships with key legislators, credentials of the firm, including certifications, licenses and experience of staff assigned to this contract.	40%
Past Performance – References, proven success in obtaining appropriations, success in bill drafting and gaining support for the proposed legislation and proven success in protecting and/or advocating clients’ position on proposed legislation.	20%
<b>TOTAL PERCENT AVAILABLE:</b>	100%

The Technical Evaluation Committee determined that the selected firms met the criteria as specified in the published RFQ and are recommended for award:

- GrayRobinson, P.A.
- Ronald L. Book, P.A.
- Capital City Consulting, L.L.C.
- Rubin, Turnbull & Associates, Inc.
- Ericks Consultants, Inc.

The qualified proposers were asked to submit fees in accordance with Subsection 2-181(c)(2) of the City of Fort Lauderdale Procurement Ordinance.

None of the five respondents above indicated their status as a Disadvantaged Business Enterprise. GrayRobinson, P.A., has a conflict of interest related to litigation.

**Resource Impact**

There will be no fiscal impact to the City in FY2021. There will be a fiscal impact to the City in the amount of \$210,000 in FY2022 in the account listed below. Future expenditures are contingent upon approval and appropriation of the annual budget.

<i>Funds available as of February 15, 2021</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
001MGR190101-3122	Government Affairs & Economic Development	Services Materials/ Lobbying Services	\$428,500	\$428,500	\$210,000
<b>TOTAL AMOUNT ►</b>					\$210,000

**Strategic Connections**

This item is a *2021 Top Commission Priority*, advancing the Infrastructure initiative.

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Infrastructure Focus Area
- Goal 1: Build a sustainable and resilient community.
- Objective 1: Proactively maintain our water, wastewater, stormwater, road and bridge infrastructure
  
- The Internal Support Focus Area
- Goal 8: Build a leading government organization that manages all resources wisely and sustainably.
- Objective 4: Provide safe, well-maintained, and efficient facilities and capital assets.

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

**Attachments**

- Exhibit 1 - Solicitation
- Exhibit 2 - Technical Evaluation
- Exhibit 3 - Capital City Consulting, LLC Agreement
- Exhibit 4 - Ericks Consultants, Inc Agreement
- Exhibit 5 - Ronald L. Book, P.A. Agreement
- Exhibit 6 - Rubin, Turnbull & Associates, Inc Agreement

Prepared by: Daphnee Sainvil, Program Manager II, City Manager’s Office  
 James Hemphill, Asst. Procurement & Contracts Manager, Finance  
 Erin Saey, Procurement Specialist, Finance  
 Claudelle Rose, Sr. Admin Assistant, Finance

Department Directors: Susan Grant, Finance

Chris Lagerbloom, City Manager