

Water Replenishment District of Southern California

Request for Proposal Federal Advocacy Support Services

Purpose:

The Water Replenishment District of Southern California (the “District” or “WRD”) invites qualified federal advocates/lobbying firms (herein referred to as “Proposer”) who possess the experience, capability and expertise in the area of federal advocacy support services to submit a proposal to provide such services to the District. The purpose of this process is to select the firm that can offer the highest quality services to the District at a competitive price.

The District is a water replenishment district formed under the provisions of the Water Replenishment District Act, contained in Sections 60000 *et seq.* of the California Water Code. The District manages the Central and West Coast groundwater basins located in southern Los Angeles County. The District’s service area covers approximately 420 square miles.

District Website: www.wrd.org

Scope of Services:

The District seeks a federal advocate/lobbying firm to develop and execute an effective federal advocacy strategy plan. The scope of work for such support services includes the following:

1. Firm shall develop a federal legislative strategy for WRD, with annual review as necessary to maximize federal funding opportunities for WRD.
2. Firm shall work proactively with District to implement District’s objectives through the federal legislative and regulatory processes.
3. Firm shall monitor, review and analyze all legislation, introduced in the United States Congress and shall inform District of all legislation affecting District’s interests. Firm shall forward a copy of all such bills to District on a timely basis.
4. Firm shall monitor all regulations promulgated by all federal agencies and shall inform District of all regulations affecting District’s interests. Firm shall forward a copy of all such regulations to District on a timely basis.
5. Firm shall pursue project and program authorizations on behalf of District through any relevant authorizing measures, and the annual Congressional appropriations process as directed by District.
6. Firm shall arrange and attend meetings with legislative representatives, executive branch officials as requested by District.

7. Firm shall develop advocacy papers and relevant materials used to influence federal legislation and regulations.
8. Firm shall initiate legislative and regulatory proposals on behalf of and as directed by District.
9. Firm shall attend and provide testimony on behalf of District at legislative and administrative hearings when warranted and upon approval by District.
10. Firm shall work on issues of relevance to the District as directed by District.
11. Firm shall be available for meetings with the WRD staff and the Board of Directors on a quarterly basis (with at least 1 firm representative attending in person) and monthly conference calls with appropriate committees of the Board.
12. Firm shall provide District with a monthly written summary of significant activity conducted on behalf of District during the legislative session.

Term of Contract:

Duration of the contract is contemplated to be through December 31, 2012, and includes a 30-day termination clause. Thereafter, contract renewals will be made on a 2-year basis to coincide with the 2-year federal legislative cycle. Contract renewals will be subject to the review and recommendation by the External Affairs Committee, the satisfactory negotiation of terms (including a price acceptable to both the District and the selected firm), the concurrence of the District Board of Directors, and the annual availability of an appropriation.

Award of Contract:

The District will award the contract in the manner that will obtain the highest quality professional services at the most competitive price. Each proposal must meet all criteria set forth in this RFP. Submittal of the proposal is solely at the cost of the proposing federal advocate/lobbying firm and the District is in no way liable or obligates itself for any cost incurred to the Proposer in preparing the proposal.

Proposers must:

1. Have significant experience in federal advocacy. Previous and/or current clientele do not have to include water or waste water agencies. Proposers with experience with/in energy, natural resources, utilities or similar agencies/industries and/or other timely issues that put them in the forefront of prominent federal policy makers are strongly encouraged to apply
2. Demonstrate the Proposer's qualifications and experience, including:

- Length of time in existence
 - Length of time advocating/lobbying public sector issues
 - Number of advocates/registered lobbyists representing government issues
 - List of Proposer's key staff and brief bio and/or resumes demonstrating their experience. Identify the specific individuals who will be assigned to this engagement, their respective roles and office location.
 - List of current clientele and areas of expertise
 - List of key federal policymakers, departments, and high level staff the Proposer has strong and positive working relationships with and examples of the work accomplished with these contacts
3. Demonstrate success in moving client sponsored legislation through the process and securing federal funds for clients (Brief case studies/summaries are encouraged)
 4. Indicate if firm has video conferencing capabilities and the capabilities available. Firm must also indicate if it will purchase a webcam as specified by District. Cost of webcam is estimated at approximately \$100.00.
 5. Provide at least three (3) clients for whom you have provided similar services to those being proposed here. Include a contract name, title and telephone number for each of these references. The District reserves the right to obtain and consider information from other sources concerning a firm, such as the firm's capability and performance under other contracts.
 6. Provide a detailed proposed fee structure.
 7. Provide the coverage amount and name of carrier for the following:
 - Fiduciary liability insurance
 - Errors and Omissions insurance
 - Any other applicable insurance

Proposers are strongly encouraged to demonstrate their relationship to key federal policy makers and give examples and references that speak to their proven effective federal advocacy.

Amendment to the RFP and Proposal and Withdrawal of Proposal:

The District reserves the right to amend the RFP at any time. The firm must acknowledge in its proposal the receipt of an RFP amendment that it receives prior to submitting its proposal. If the

amendment occurs after the due date for receipt of proposals, the District may, in its sole discretion, allow firms to amend their proposals in response to the District's amendment. The firm may amend its proposal. The amendment must be in writing, signed by the firm and received by the due date for the receipt of proposals. Electronic mail and faxed amendments will not be accepted. Firms who submit proposals in advance of the due date for the receipt of proposals may withdraw, modify, and resubmit proposals at any time prior to the due date for the receipt of proposals. Firms must notify the Government Affairs Program Manager in writing if they wish to withdraw their proposals.

Downloading the RFP from the Internet:

This RFP and any amendments to the RFP will be posted on the District's website at www.wrd.org. The firm is advised to check the District website periodically for amendments to this RFP, particularly if the firm downloaded the RFP from the Internet as the firm may not automatically receive amendments.

Proposal Clarification:

The District reserves the right to contact a firm after the submission of proposals for the purpose of clarifying a proposal to ensure mutual understanding. This contact may include written questions, interviews, site visits, a review of past performance if the firm has provided goods or services to the District, or a request for corrective pages in the firm's proposal. The District will not consider information received if the information materially alters the content of the proposal or alters the type of services the firm is offering to the District. An individual who is authorized to legally bind the firm will sign all responses to any District request for clarification. Responses will be submitted to the District within the time specified in the District request. Failure to comply with requests for additional information may result in rejection of the proposal as non-compliant.

Submittal Instructions:

All proposals will be delivered to the below address, no later than November 16, 2009 at 4:00 p.m. (PST). Fax or email proposals will not be accepted. Five copies must be submitted in a sealed package marked "Request for Proposal – Federal Advocacy Support Services". Proposals received after the above date and time may not be considered.

Adeline M. L. Yoong
Government Affairs Program Manager
4040 Paramount Boulevard
Lakewood, CA 90712
Tel: 562-921-5521

The Proposal will include information as described in the following items. Proposals shall conform to the following format and order. Ensure that all pages do not exceed 8-1/2 x 11" are numbered and identified with the Proposer's name.

The Proposal should concisely describe why the Proposer is eligible to help the District formulate and execute a federal advocacy strategy plan.

The Proposal must contain the following:

1. Brief Proposer Description
2. The Proposer's qualifications and experience, including:
 - Length of time in existence
 - Length of time advocating/lobbying
 - List of Proposer's key staff and brief bio and/or resumes demonstrating the staff's experience; A list of key staff proposed to be utilized for this work together with their professional qualifications, related project experience and an indication of their duties and responsibilities on this particular project; Proposer shall disclose the use of sub-contract staff.
 - A list of clients for which the Proposer provides any services or is under retainer to. Areas of expertise.
 - List of key federal policymakers, departments, and high level staff the Proposer has strong and positive working relationships with and examples of the work accomplished with these contacts
 - Demonstrated success in moving client sponsored legislation through the process and securing federal funds for clients (Brief case studies/summaries are encouraged)
 - Contact information and background information for at least three (3) references that can speak to previous projects of similar scope. References from key federal policy makers are encouraged.
3. A description of the types of services the Proposer would provide to help the District achieve its federal advocacy objectives and an applicable timeline to provide such services (including strategy phases, meetings with staff, development, presentation and implementation). Providing a short list of key policymakers the Proposer has direct access to and would access on behalf of the District is encouraged.
4. A clear proposed fee structure. (Please provide a fixed monthly fee and anticipate the hours required to represent the District. Please indicate what, if any, additional charges apply (i.e. phone, mileage, copies, etc.)

Effective Period of Proposals:

All proposals must state the period for which the proposal will remain in effect, but may not be less than 90 days from the proposal date.

Disposition of Proposals:

All proposals become the property of the District and will not be returned to the firm.

Right of Rejection:

Notwithstanding any other provisions of the RFP, the District reserves the right to award the contract for federal advocacy support services to the offeror whose proposal is most advantageous to the District.

Restriction on Communication:

From the issue date of this RFP until announcement of the successful firm(s), firms may contact only the Government Affairs Program Manager regarding the RFP. The Government Affairs Program Manager will respond only to questions regarding the procurement process. Questions related to the interpretation of this RFP must be submitted in writing by e-mail to the Government Affairs Program Manager by 4:00 p.m., PST, November 6, 2009. Verbal questions related to the interpretation of this RFP will not be accepted. Firms may be disqualified if they contact any District employee, any member of the Board of Directors, or any District officer other than the Government Affairs Program Manager regarding the RFP.

Questions regarding the RFP are to be directed to:

Adeline M.L. Yoong
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4040 Paramount Boulevard
Lakewood, CA 90712
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Fax: 562-921-6101