

SUMMARY SHEET
FOR RANKING OF PROPOSALS

PROJECT: RFP No. 19/20-39, Professional Lobbying Services

VENDORS	<u>Rater</u>	<u>Rater</u>	<u>Rater</u>	TOTAL	AVERAGE	RANK
	1	2	3			
Strategos Group	82	83	64	229	76.33	3
The Fiorentino Group	86	91	80	257	85.66	1
The Southern Group of Florida, Inc.	84	87	73	244	81.33	2

Rater 1: Public Safety Director
Rater 2: Economic & Development Director
Rater 3: Environmental Services Director

Approved: Purchasing Division Donna Fish **Date:** 1/25/2020

STAFF RFP REVIEW AVERAGES
RFP #19/20-39
Professional Lobbying Services

Brief Item Description:	Strategos Group	The Fiorentino Group	The Southern Group of Florida, Inc.
Firm and Staff Qualifications (30 Point Question)	68	80	74
Related Experience (25 Point Question)	52	72	65
Approach and Innovation (25 Point Question)	61	61	65
Fee Schedule (20 Point Question)	48	44	40
AVERAGE SCORE:	76.33	85.66	81.33
85.66 The Fiorentino Group			
81.33 The Southern Group of Florida, Inc.			
76.33 Strategos Group			

BID RECOMMENDATION

BIDDERS

BID TOTAL

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Staff Assigned to Tabulate Bids and Make Recommendations:

NAME

TITLE

_____	_____
_____	_____
_____	_____

FUNDING SOURCE: _____

RECOMMENDATION:

If only one bid is received, state reason why accepted and not re-bidding:

BID TABULATION FORM

RFP: 19/20-39

Date: June 9, 2020

Proj: Professional Lobbying Services

Time Open: 1:09

Ad: Clay Today May 7, 2020

Time Close: 1:16

This is a generic Bid Tabulation Form; all required bid documents will be verified prior to bid recommendation.

Bids to be evaluated based on evaluation criteria established in bid document

Bidder	Copies	W9	Insurance	Local Preference	Total
1 Strategos Group	Yes	Yes	Yes	No	TBD
2 The Fiorentino Group	Yes	Yes	Yes	No	TBD
3 The Southern Group of Florida, Inc.	Yes	Yes	Yes	No	TBD
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

*Staff will review the bids and present a recommendation to the Budget and Audit Committee for subsequent recommendation to the Board. Bids to be evaluated based on evaluation criteria established in bid document. Items above are subject to full review and evaluation of submittal.

RFP NO. 19/20-39, PROFESSIONAL LOBBYING SERVICES

(Provided by Purchasing Department)

PURPOSE

The Clay County Purchasing Department on behalf of the Board of County Commissioners (BCC) is soliciting proposals and statements of qualifications for State Lobbyist Services. The purpose of soliciting such services is to ultimately establish a contract with a Firm capable of providing such services. The term of the contract will be two years with the option for two (1) year renewals.

SCOPE OF SERVICES

The selected Firm will be required to meet with County staff and elected officials to assist in the development of the County's annual list of goals, priorities and specific projects in need of funding. Identify which of these can be addressed at the State level and assist in developing written material on each request to provide to State Officials. Occasional Federal assistance may be requested. Additional represent and assist Clay County with matters that will positively impact the County and the residents we serve.

Additional services are to include:

- Monitor current State legislation and the State budget process and report to the County both orally and in writing, any legislation events that may directly or indirectly impact County operations and fiscal conditions.
- Monitor various State agency actions for potential impact on Clay County and in the event that action is needed, advise the County of suggested action. This includes monitoring modifications of rule and Statutes at State agency level.
- Monitor, analyze, and track existing and proposed laws and regulations that affect the interests and priorities of the County and recommend appropriate strategies.
- Coordinate with Florida Association of Counties on issues of importance to multiple Florida Counties.
- Attend meetings as necessary or as directed by County Staff.
- Meet with State Legislators and policy makers as required.
- Advise members of legislation, their staff and other appropriate State agencies of the County's objectives with regards to all manner of legislation as it relates to the County's operation.
- Provide direct contact and communication with the executive branch as necessary, in addition to, assisting County Staff in scheduling meetings with key legislators and Governor's staff members.
- Identify pertinent hearings and committee meetings before which the County should appear and testify, providing talking points as needed. Provide oral and written testimony upon request for hearings and committee meetings.
- Prepare and submit weekly individualized reports when the legislature is in session as well as monthly reports on the status of legislation, in particular those bills which are of distinct interest to the County as well as changes in the legislation and executive offices.
- At the conclusion of session, prepare a final report, including the final status of the County's priorities and a summary of the impact of major legislative changes to Clay County.

- Provide direct contact and communication with the executive branch as necessary, in addition to, assisting County Staff in scheduling meetings with key legislators and Governor's staff members.
- Other duties related to State and Federal legislation may be required from time to time.
- Research and identify grant funding and other opportunities for funding for proposed County projects.

PAYMENT

Vendor may request payment no more than once monthly, based on a monthly retainer.

Examples of Projects and Policy Matters:

This list is a sampling of a broad range of projects and matters for which the awarded Firm will represent Clay County.

Projects:

- **Transportation**
 - **Hwy 16** – Widen to 4 lanes from First Coast Expressway East to Hwy 17
 - Estimated cost = \$45 Million
 - **Blanding and Wells Rd Operational Improvements** (turn lanes and signals)
 - Estimated Cost = \$4.4 Million
 - **CR 220** – Complete 4-laning to SR 21 to Henley
 - Estimated Cost = \$25 Million
 - **CR 218** – Widen to 4 lanes from Pine Tree to Cosmos
 - Estimated Cost = \$27 Million
 - **CR 209** – Widen to 4 lanes:
 - CR 209 – US 17 to CR 315B = \$11.5 Million
 - CR 209 – CR 315B to Sandridge = \$29 Million
 - CR 209 – Sandridge to Henley = \$40 Million
 - **CR 218** – Widen to 4 lanes from Cosmos to US 301
 - Estimated Cost = \$70 Million
 - **Cheswick Oaks Blvd.** – New Construction from Challenger Dr. to Wilford Preserve
 - Estimated = \$16 Million
 - **CR 220** – Widen to 6 lanes from College Drive to US 17
 - Estimated \$36 Million
 - **Radar Rd** – New Construction of a permanent road from US 17 to Town Center Blvd.
 - Estimated \$3.6 Million
 - **CR 220 from SR 21 to West of Henley Rd** – Widening and Reconstruction of CR 220 to include survey, PD&E, design, environmental services, **construction, and oversight** to allow for safety and capacity improvements. **(revert and re-appropriation of funds to include use for construction)**

- **Estimated \$4 Million**
 - **Bike Trail on US 17 over Black Creek** - construction of a bike trail on US 17 over Black Creek to connect the existing Bike Trails on both sides of the creek.
 - **Estimated \$2.8 Million**
- **Public Safety**
 - **Consolidated Communications Facility** - Funding to assist with the construction and facility improvements necessary to expand the existing Emergency Operations Center, co-locate the county's separate Law Enforcement and Fire/Emergency Medical Service's E911 call receipt and dispatch centers into one consolidated communications operation. This is sought not only to garner efficiencies that will significantly improve service delivery to our citizens, but also to bring the County into compliance with the recommendations of the Marjory Stoneman Douglas High School Public Safety Commission Report.
 - Consolidated Communication Facility - \$2.0 Million
 - **Green Cove Fire Station 20** – Funding to assist with purchasing property, design, and construction necessary to relocate Green Cove Fire Station 20. The station will include fire and emergency medical service capabilities, house one of the County's two ladder trucks, as well as provide protection to the City of Green Cove Springs, Governors Park Development, all major County governmental buildings, and the maritime port authority on the St Johns River.
 - Green Cove Springs Fire Station - \$3.5 Million
 - **Fire/Rescue Training Tower & Burn Building** – Funding to assist with construction a Fire/Rescue Training Tower & Burn Building at the Public Safety Training Facility. The tower and burn building are required to both train and maintain the proficiencies of the Fire/Rescue staff as well as bring the county into compliance with community public protection insurance rating requirements.
 - Fire/Rescue Training Tower & Burn Building - \$2.75 Million
 - **Training Facility and Gun Range** – Funding to assist with constructing a Training Facility and Gun Range. The facility would provide classroom, physical training, defensive tactics, and exterior performance areas for the Clay County Sheriff's Team and the Fire/Rescue Team. The training facility would be co-located with the regional gun range Clay County is constructing. The facility would also be available to other agencies for training and personnel development as well as open to the public.
 - Training and Gun Range Facility - \$2.75 Million
- **Fairgrounds** – Funding to assist with Agricultural improvements at the Clay County Fairgrounds Facility for expanding and upgrading of the barn areas. Improvements will benefit both Tourism and Economic Development.
 - Expansion and Upgrading Barn Areas - \$1.0 Million

- **Animal Services Facility** – Funding to assist with relocating the current Animal Services building to new location, property owned by the County. This will allow the shelter to be relocated from the flood zone, provide for a more central operation, consolidate facilities to one building including an operation center providing better welfare for the animals in our care, and reduce citizen concerns.
 - Full Service Animal Facility, including operating room - \$12.0 Million

- **Moccasin Slough** – Funding to assist with construction of an education center and boardwalk with tower to provide natural resources education and recreational benefits. This project is identified in the Moccasin Slough Management Plan updated annually with the Florida Communities Trust.
 - Boardwalk and Viewing Tower - \$900,000
 - Environmental Education Center - \$850,000

- **Health Department Building** – Funding to assist with constructing a building that will replace six existing dilapidated buildings, reduce ongoing repairs and maintenance costs, reduce staffing costs, add efficiencies, shrink footprint, and allow for the co-location of social services in the County to better serve the population. (Clay County is Number 5 on the State DOH list)
 - Full Service Health Department Facility - \$13.66 Million

- **Veterans Support**
 - Funding to assist with the establishment of a non-profit Clay County Veterans Outreach Resource Center to provide services and support to local veterans in critical need of assistance. The Center will assist homeless and at-risk veterans with housing solutions, financial resources, community employment services, and other needed support. Through this initiative, the Center will join forces with federal, state and local agencies, as well as employers, housing providers, and faith-based and community non-profits organizations. The intent is to provide these critical services now and expand the program to include onsite mental health counseling and additional female veteran services in the future.
 - Clay County Veterans Outreach Resource Center - \$300,000
 - Support of the newly established veteran’s suicide prevention “Fire Watch” Program. This initiative will combine the resources of five northeast Florida counties (Baker, Clay, Duval, Nassau and St. Johns) to combat the rising number of military veterans’ suicides in each county. The intent of the Fire Watch program is to establish and support partnerships between government and private organizations to provide essential resources such as local one-on-one counseling and telephone help lines.

- **Camp Blanding Museum** – Funding to assist with expanding the museum to provide space for additional exhibits that feature the global military history of Camp Blanding, military research center, space for proper storage of artifacts, and a venue for special events. The expansion provides the opportunity for education, historic preservation, and economic development while honoring veterans.
 - Camp Blanding Museum Building Expansion - \$1.6 Million
- **Transportation Funding** – Funding to assist with transportation of the Disadvantaged.
 - **Adult Day Care Transportation Funding** – Funding to assist with transportation of Senior Citizens for daily care, primary door-to-door services.
 - **Transportation Disadvantage Funding** – Funding to assist with transportation of individuals that are for older adults, persons with disabilities, persons of low income and children at risk.
- **Regional Government Complex** – Funding to assist with constructing a new Regional Government Complex located in a central area of the County (Brannan Field Road) that would house a Regional Library, Tax Collector, Clay County Sheriff's Office Station, and other Government operations.
 - Regional Government Complex - \$30 Million
- Continue to fund the **SWEAT Program**.
- Continue to fund the **Keystone Heights Lake Project** - Supporting SJRWMD's project of restoring lake levels.
- Continue to provide funds for **Library Operations**
- Continue to provide funds for First Coast Expressway – Maintain funding in FDOT work program for the First Coast Expressway including the replacement of the Shands Bridge
- **Fort San Francisco de Pupo** – The County supports the effort of the Clay County Historical Preservation Board to seek State opportunities to save and restore the archaeological site from the First Spanish colonial era, Fort San Francisco de Pupo. Fort Pupo was situated about three miles south of Green Cove Springs in Clay County, near the end of Bayard Point. If the site of this Fort were to be saved and preserved, it could become a famous historic site in Clay County increasing tourism and local pride.
 - Fort San Francisco de Pupo preservation - \$1.5 Million

Policy Matters

- **Streamline the FEMA reimbursement process.**
- **Prevent Unfunded Mandates and Defend Home Rule** – Nearly every legislative session, lawmakers seek to enact policies that could potentially harm or lessen the decision-making authority of local government, or shift costs for various programs from the state to the local level.

- **Advocate for Designation of the greater Keystone Heights area as a Rural Economic Development Initiative (REDI) Community** – Given the location and size, Keystone Heights meets the definition and Eligibility for REDI.
- **Prevent Changes to the Certificate of Public Convenience (COPCN) Program for Emergency Medical Transportation Services** – The County strongly opposes any legislation that would alter or degrade a county's ability to apply local governance of the delivery of EMS transport services.
- **Monitor Changes in the Communications Services Tax** – Discussions continue regarding modernization. The concern among counties is that the tax be reliable and budget neutral.
- **Amend Florida Statutes 401.465 (j)1. to afford the same waiver requirements for State Certified Firefighters, Emergency Medical Technicians and Paramedics as State Certified Law Enforcement Officers** – The statute was created in part to insure that emergency medical dispatch instructions were offered to E911 callers by telecommunicators, but only waives the certification for State Certified Law Enforcement Officers who are selected by their chief executive to perform as a 911 public safety telecommunicator on an occasional or limited basis and pass the department-approved examination that measures the competency and proficiency of an applicant in the subject material comprising the public safety telecommunication program. We would seek the same waiver for those whose base training includes the direct delivery of emergency medical service.
- **Recycling** – Reduce the Statewide recycling goal that was established in 2008. Mandatory residential and commercial participation would be required, in addition to building a facility to handle recycle and demolition of construction debris. (In 2008, the Florida Legislature enacted House Bill 7135 which created Section 403.7032, Florida Statutes. This established a new statewide recycling goal of 75% to be achieved by the year 2020).
- **Indigent Burial Responsibility** – Florida Statutes Chapter 406, Part II, provides for a county to arrange for the burial or cremation of unclaimed or indigent bodies when the death occurs within that county. This procedure places an inordinate burden on a county if the decedent was not a resident of the county. In order to provide for fairness and proper allocation of the expense, an amendment to Chapter 406 to provide that the county of residence of the decedent should first be authorized to arrange for the burial or cremation and then in such situations where the county of residence is unable to be determined, then the county within which the death occurs would be so authorized.

RFP NO. 19/20-39, PROFESSIONAL LOBBYING SERVICES

PROPOSAL FORMAT

Each proposal shall include at a minimum the information requested in this request for proposal, plus any additional data that the proposer deems pertinent to the understanding and evaluating of the proposal. **Proposals shall be organized and sections tabbed in the following order, however submittals shall not exceed 25 pages in total.** The proposer should not withhold any information from the written response in anticipation of presenting the information orally or in a demonstration, since oral presentations or demonstrations may not be required. All proposals shall include at minimum:

Cover Letter

The cover letter should provide the following:

- Respondent's name, primary contact name, business address, phone number, and e-mail address.
- Name and title of the individual with responsibility for the response and to whom matters regarding this RFP should be directed.
- A brief statement of the respondent's understanding of the services required and qualifications to provide professional lobbying services.
- A brief company background statement to include, but not limited to, years in business, corporate structure, professional affiliations, office location that will be serving the county, and capability of meeting deadlines.
- Cover letter must be signed by an officer of the Firm who is responsible for committing the Firm's resources.

Firm and Staff Qualifications

Respondent shall demonstrate the qualifications of company, staff, and any proposed sub-consultant who may perform any aspect of the scope of services provided herein. Firms will be required to provide the following information regarding their related experience:

- Provide key personnel that may perform work under the award of this contract.
- Provide an Organization Chart.
- Include a brief resume for each key personnel, be sure to state the specific qualifications and experience levels of the personnel that would be assigned to this project.
- Identify the primary contact for this contract.
- List of Proposed Sub-Consultants and their qualifications.
- Proper and valid licensing to conduct business in the State of Florida.
- Evidence the lobbyist is registered and authorized to lobby the executive and legislature branch in accordance with Chapter 112, Florida Statutes.
- Current Applicable Department of Professional Regulation License(s) and Applicable Certification(s).

Related Experience

Provide details on related experience and professional accomplishments:

- List of matters within the last five (5) years in which the Firm has represented a local government entity (e.g., county, municipality, special district or other authority) or private sector entity that may be applicable to this request for proposals as a lobbyist.
- Show how current and past experience will benefit Clay County in Tallahassee.

- Provide brief descriptions of engagements that you and your clients believe to have had successful outcomes.
- Provide a list of three (3) references, include company name, date(s) of service, project information including name of the project, and a contact person name, title, phone number and email address.

Approach and Innovation

Respondent shall provide the Firm's technical approach to perform the scope of services requested:

- Approach to be taken while working with Clay County.
- Examples of reports that would typically be made available to Clay County (i.e., progress reports, tracking tools, software applications etc.).
- Provided is a draft of Clay County needs including projects and matters, describe what would be your main effort and advice as to what the County should focus on.

Fee Schedule

Clay County requests a cost proposal, all-inclusive of any expenses incurred and associated with lobbying efforts, including but not limited to general operating expenses, travel, meals, overhead, and profit; in the form of a monthly retainer, for a Firm to provide the services requested in this Request for Proposal. Proposed fee will remain the same for the duration of the contract term.

RFP NO. 19/20-39, PROFESSIONAL LOBBYING SERVICES

SELECTION CRITERIA

Evaluation Committee:

Clay County will appoint staff to serve on the Evaluation Committee. The Evaluation Committee will review, evaluate, and make recommendations according to the criteria set forth in this RFP. The Evaluation Committee, at its sole discretion, shall have the right to seek written clarifications and/or additional information from Firms, verify information submitted and check project references, in order to fully understand the Proposals.

The evaluation shall be based upon the following criteria, and respondents are requested to provide, as a minimum, the information listed under each criterion. Failure to provide adequate information on any criterion will result in lower scores and could result in rejection of the proposal as non-responsive. The response to each of the criteria will be evaluated relative to the other responses received and will be awarded a score as listed below. The Board of County Commissioners reserves the right to request oral presentations from one or more selected Firms.

<u>Evaluation Criteria</u>	<u>Ranking Weight</u>
Firm and Staff Qualifications	30 Points
Related Experience.....	25 Points
Approach and Innovation.....	25 Points
Fees Schedule	<u>20 Points</u>
	100 Points

Bid Invitations Sent to the Following Companies for:
RFP #19/20-39, Professional Lobbying Services

The Fiorentino Group
Strategos Group
Capitol Insight
The Advocacy Group at Cardenas
Heffley & Associates
Ballard Partners Group
NAPC Data Specialist
Wexford Strategies / HBW Resources
Thor Run Partners
Presley Consulting Group
Foley & Lardner
Solaris Consulting
Gray Robinson
The Southern Group
Becker & Poliakoff