

SERDA

**SOUTHEASTERN REGIONAL
DEVELOPMENT AGENCY**

**Request for Qualifications
Lobbying Services**

**252 South Fairgrounds Road
Price, Utah 84501**

Invitation to Bid

The Southeastern Association of Local Governments doing business as Southeastern Regional Development Agency (SERDA) seeks statements of qualifications from firms or individuals to conduct lobbying services on behalf of SERDA to the Utah Legislature, industry stakeholders, and other to-be-determined entities and individuals to advance the goals of SERDA. The contract for lobbying services resulting from the RFQ will extend through June 30, 2027. At the conclusion of this period, SERDA may opt to extend the contract under the same or new terms. SERDA may also decide to initiate a new procurement process at the cost of any contract period or upon termination.

SERDA is located at 252 South Fairgrounds Road, Price, Utah 84501 and provides many community and economic development, community services, and aging programs to the citizens and communities of southeastern Utah (Carbon, Emery, Grand, and San Juan Counties).

Schedule

SERDA Issues RFQ	April 13, 2026
Due Date of RFQ Submissions	April 20, 2026 by 5:00 pm MST
Anticipated Award Date	May 1, 2026 or sooner
Agreement State Date	May 1, 2026 or sooner

Note: This is SERDA's desired schedule. SERDA reserves the right to modify the schedule and will provide sufficient notice.

Scope of Work

The selected firm or individual will be responsible for providing state legislative representation and lobbying services on behalf of SERDA before the Utah Legislature and entities / individuals to advance the goals of SERDA. Services to be provided may include, but are not limited to, the responsibilities, tasks, and activities listed below. Respondents may include additional services.

- Act as SERDA's representative to the Legislature and lobby on behalf of SERDA on topics including, but not limited to; electricity generation, energy development, extraction; land-use laws and regulations; affordable and attainable housing initiatives; natural resource management and development; community and economic development; sustainability; infrastructure; grant awards; municipal water and wastewater; and other matters affecting southeastern Utah (Carbon, Emery, Grand and San Juan Counties).

- Assist in preparing position papers, exhibits, testimony, correspondence, proposed bill text, and amendments as necessary.
- Advise and assist SERDA officials with planning, preparing, and implementing legislative strategies to accomplish SERDA's goals and objectives, and with preparing proposed legislation to be introduced during the session.
- Build relationships with legislative champions for SERDA's proposed agenda and goals.
- Facilitate a process to identify and prioritize bills introduced during the annual legislative session that may be of interest to SERDA and may require active lobbying on SERDA's behalf.
- Monitor and track proposed legislation, programs, and proposals of interest to SERDA, and furnish written reports regarding their status on a regular basis.
- Work directly with legislators and staff, the governor's office, public officials and state agencies, special interest and industry groups, local governments, the Utah League of Cities and Towns, and other professional organizations to advance the goals and objectives of SERDA.
- Provide introductions to individual legislators; arrange meetings; manage logistics; and prepare SERDA officials for interaction with legislators, legislative staff, committees, interim work groups, and other public officials.

The successful respondent must, prior to entering into a professional services agreement with SERDA, disclose to the SERDA's executive team any potential conflicts of interests on key issues including in those key areas listed above.

Method of Evaluation (100 total points)

SERDA is interested in hearing detailed proposals from respondents that describe an effective lobbying strategy and related services. The SERDA Executive Team (Executive, Deputy, Fiscal, Community Engagement, and Community Impact Directors) will review the submitted qualifications based on the evaluation factors listed below:

Company Overview, Statement of Qualifications, Team Description 30 pts

Provide names, educational background and experience of each team member. The information should describe the nature of the work and the role of these individuals and/or companies as they relate to this service. Provide information on other lobbying clients and any past positions in Utah State government or politics held by lobbyists at the firm. Describe the firm's history. Information identifying the firm's strengths and weaknesses

along with special capabilities that may be appropriate to the Project will assist in the evaluation.

Project Relevant Experience

30 pts

Respondent must demonstrate successful experience and capacity to act as a lobbyist on behalf of local governments before the Utah Legislature. Provide examples of success advancing a legislative agenda in topic areas relevant to SERDA's priorities. Deliver examples of a legislative tracker the individual or firm has operated in the past or would use during the legislative session. Describe your recent and current work in southeastern Utah (Carbon, Emery, Grand and San Juan Counties), if any.

References

5 pts

A minimum of three (3) related business references, including names, addresses and phone numbers plus a description of the type of work performed. Include references of other organizations that your firm has represented.

Approach

25 pts

Describe your understanding of the effort and an approach for representing SERDA. Provide task details and proposed timeline. SERDA has a budget up to \$60,000 for lobbying services.

Price

10 pts

Provide the pricing for the Scope of Work including related deliverables and timeline.

Optional Interviews

The selection committee reserves the right to select a short list of the highest scoring respondents for interviews. Interviews will be scored based upon the method of evaluation criteria scores.

SERDA will enter into negotiations with the highest ranked respondent to finalize a contract for the contract period. If a contract cannot be successfully negotiated with the highest ranked respondent, then negotiations will be terminated with that respondent and SERDA will enter negotiations with the next highest ranked respondent until an agreement is reached or an impasse is declared.

Notice of Award and Appeal Process

SERDA intends to select a single firm / entity. The selected firm / entity will be identified by the selection committee and a notification letter will be sent to all respondents. Any respondent wishing to appeal the recommendation must do so in writing and within 7

business days of the notice being sent. The Executive Director or designee will recommend entering into a contract with the identified firm / entity to the SERDA Executive Board.

General Terms & Conditions

SERDA reserves the right to reject any or all submissions, to waive any informality or irregularity in any submission received, and to be the sole judge of the merits of the respective submission received. Final award will be subject to the execution of the contract. SERDA reserves the right to negotiate a final contract that is in the best interest of SERDA. SERDA reserves the right to modify or incorporate additional steps in the evaluation process in the interest of having a thorough and comprehensive body of information in order to make a recommendation.

Submittal Instructions

Submissions must be delivered via email with "SERDA Lobbying Services Proposal" in the email subject line. Below is the contact information for submission as well as questions regarding this RFQ:

Geri Gamber

Executive Director

E: ggamber@serda.utah.gov

Submission Date and Time: Monday, April 20, 2026 by 5:00 pm, local Utah time.

LATE SUBMISSIONS WILL NOT BE ACCEPTED.