



City of Holladay

REQUEST FOR PROPOSALS (RFP) for FEDERAL LOBBYING SERVICES

The City of Holladay (City) is seeking proposals from an experienced professional consulting/advocacy firm to provide federal lobbying services and promote the City's interests before the United States Congress and the Executive Branch in Washington DC. The City desires to enter into a professional services contract with a qualified individual or firm who can demonstrate competency and experience in providing federal lobbying services for municipal governments.

Project Name	Federal Lobbying Services
Deadline for Proposal Submissions	Friday, September 30, 2022 at 12:00 p.m. Noon MST
Proposal Submission	Submit your proposal by email (single PDF of the complete proposal that includes all required information and documents) to gchamness@cityofholladay.com with the email subject "Proposal for Federal Lobbying Services." Proposals will not be publicly opened or read.
RFP Contact	Gina Chamness City Manager City of Holladay 4580 South 2300 East Holladay, UT 84117 Telephone: 801-272-9450, ext. 118 Email: gchamness@cityofholladay.com
Questions & Answers	All questions must be submitted no later than Thursday, September 15, 2022 at 5:00 p.m., MST. Please submit all questions in writing to gchamness@cityofholladay.com The question period will open concurrently with the release of the RFP. Answers will be posted on the CITY's website, www.cityofholladay.com , by Wednesday, September 21, 2022. The CITY requests that interested parties coordinate with the RFP contact and refrain from communicating with other City staff or officials regarding this project.
Modifications & Addenda	Any modifications or addendums to the RFP will be made in redline form on the website. Please check the RFP on the website for changes.

SECTION I: GENERAL INFORMATION

1. **City Background:** The City of Holladay was officially incorporated on November 30, 1999. Although a relatively young city, the community's rich history dates back to 1847 as one of Utah's earliest settlements. Today, the City's approximate 8.4 square miles is home to roughly 32,000 residents. Holladay not only boasts easy access to the amenities of the metropolitan region, but also the outdoor recreational areas of nearby canyons and national forests. The community is well-known for its iconic tree canopy, unique and charming neighborhoods, award-winning Holladay Village business district, burgeoning 57-acre mixed-use Royal Holladay Hills redevelopment site, excellent schools, outstanding arts and cultural offerings and high quality of life. Under the City's form of government, the Mayor and 5-member City Council provide policy direction and long-term vision with the City Manager overseeing approximately 20 staff members and all the administrative functions of the City on a day-to-day basis. The City has a robust group of appointed residents and volunteers that serve on a variety of City committees.

The City directly provides services in the areas of management, building permits, inspections, planning, finance, public services/engineering and justice court. The City contracts with the Unified Police Department and Unified Fire Authority for public safety services, and public works and animal services through contracts with Salt Lake County. The City also contracts for professional services, including legal, engineering support, financial administration, IT and human resources, and the city shares a sustainability analyst and emergency manager with other cities. The City is in the process of developing a robust stormwater management function, which will operate as a public utility. No other public utilities are owned or operated by the City, nor does the City manage any direct resident billing on an ongoing basis for any services. Other organizations provide culinary water, sewer, electricity, gas and waste collection services.

2. **Mission Statement:** The City of Holladay is committed to community, safety and responsible growth, while preserving our charm, history and iconic features, with open communication and quality services for all residents and businesses.
 - a. Key Messages and Core Values:
 - Community - Our public communication, events and resources support our residents and businesses and the tight knit community that we create.
 - Preservation - We're committed to preserving our charm and iconic features and celebrating our rich history of people, places, and stories.
 - Transparency- We provide transparent, direct, up-to-date and open communication to our residents and businesses through the City organization and administration.
 - Efficiency - We use resources responsibly and deliver high quality, efficient, responsive, and cost-effective public services.
 - Responsible Growth - Our growth is culturally diverse, economically viable, and environmentally sustainable; we do this through thoughtful land use development and well-maintained public assets.
 - Quality of Life - We support the exceptional quality of life that is a hallmark of our community. We take pride in our unique neighborhoods, history, culture, high quality schools, and stunning tree canopy. Our natural environment, open space, arts, cultural offerings, and civic amenities work together to make our City an exceptional and safe place to live, work, and play.

3. **Demographics:** Please visit the [City of Holladay's US Census Profile](#) to learn more about the City's

demographics.

4. **Scope of Work:** The City requires a qualified firm to provide federal lobbying services on behalf of the City to the legislative and executive branches of the federal government. We expect the following issues will be important to represent the City in the near term, including:
 - a. Environmental sustainability and climate change mitigation, particularly as it related to stormwater infrastructure.
 - b. Infrastructure investment and replacement.
 - c. Utility relocation options, particularly as they relate to long term climate change mitigation.
 - d. Transportation/transit opportunities, including options supporting sustainability goals.
 - e. Economic development opportunities.
 - f. Support for affordable housing opportunities within the City.

We anticipate that the firm will:

- Act as the representative on behalf of the City to the federal government, including both legislative and executive branches.
- Facilitate relationships between federal officials and City representatives.
- Confer with the City Manager and other city staff to make the best use of federal programs to support City priorities.
- Identify and notify the City in advance of opportunities for grants and funding for the key areas above.
- Contact federal agencies on the City's behalf when grant applications are under consideration by such agencies.
- Represent the City's interests in the federal budget process, as appropriate.
- Work with the City to plan legislative visits for the City's elected officials and staff.
- Provide detailed information on federal issues in which the City has an interest, at least on a monthly basis, and more frequently as necessary.
- Assist in developing the City's federal legislative priorities.
- Work successfully in a bipartisan manner.

SECTION II – SUBMISSION REQUIREMENTS AND INSTRUCTIONS

The responding firm must address and clearly label all items indicated in this section within their proposal in the order as outlined below. The proposal should not exceed twenty-five (25), 8.5"x11", single-sided pages. The City may reject any incomplete proposals during the selection process.

Submission Requirements

1. Cover Letter
 - a. Include a letter of transmittal attesting to your response's accuracy, and including relevant details about your firm, including name, title, email and telephone numbers. This letter should summarize your firm's understanding for the services required and the approach the firm would take to perform these services.
2. Approach to providing lobbying services and accomplishing the required scope of work. Please include:
 - a. Description of how your firm would address the issues and scope of work outlined in Section 1, #4 above.
 - b. Explanation of the firm's philosophy and strategy to achieve the best possible federal funding and lobbying/legislative outcomes before both branches of the federal government.
 - c. Employees who would support the City, including key individuals who would support the city

- along with their qualifications, professional certifications and experience of those individuals that would be providing lobbying services.
- d. Address how long the firm has been in business, and how long key personnel has been with the firm.
- e. Existing relationships with congress and executive branch.
- f. Examples of similar services provided to other local governments.
- 3. Disclosures
 - a. Identify any potential conflicts of interest.
 - b. Identify any ongoing litigation, and significant litigation in which your firm has been involved in the last three years.
- 4. Proposed Fees
 - a. Provide fees based on the information provided within this request for proposal.
 - b. Include a total number of hours and the total fee estimate.
 - c. Firms approach to price adjustments in future years.
- 5. References
 - a. Please include contact information for 1-3 local government clients for whom the firm provides similar services.

Submission Instructions: Submit your proposal by email (single PDF of the complete proposal that includes all required information and documents not exceed twenty-five (25), 8.5"x11", single-sided pages) by **Friday, September 30, 2022 at 12:00 p.m. Noon MST** to gchamness@cityofholladay.com with the email subject "Proposal for Federal Lobbying Services." Proposals will not be publicly opened or read. It is the responding firm's sole responsibility to read and interpret this RFP and the written instructions contained herein. Responses to the RFP that are not received prior to the time and date specified will be considered late. The City reserves the right to reject any late, incomplete or irregular response and reserves the right to waive any non-material irregularity in responses.

SECTION III – SELECTION PROCESS AND CRITERIA

1. **Selection Process:** The City will make every effort to ensure that all responses are treated fairly and equally throughout the selection process.
 - a. Selection Committee - The City will form a Selection Committee comprised of and including an elected official and key staff to review the submitted responses and provide recommendations.
 - b. Identify a Short-list of Finalists - The Selection Committee will score and rank the written proposals to determine a shortlist of finalists.
 - c. Finalist Interviews to Identify a First and Second Ranked Firm - The City will notify the consultant if selected for the shortlist and may ask them to participate in an interview to discuss their qualifications in further detail. The City may select a first-ranked and second-ranked consultant.
 - d. Negotiations with First Ranked Consultant - The first-ranked consultant will be given a defined period of time to negotiate and execute a service agreement with the City. In the event that exclusive negotiations are conducted and an agreement is not reached, the City reserves the right to enter into negotiations with the next highest ranked consultant without the need to repeat the formal solicitation process.

2. **Selection Criteria:** The following criteria that will be used in evaluating the responses received.
 - a. Overall Approach (30%) – Firm’s approach to meeting the objectives outlined in the scope of work.
 - b. Value and Cost (30%) – Proposals will be evaluated on the cost of services based on the work to be performed in accordance with the scope of this project.
 - c. Organizational Experience (20%) – Proposals will be evaluated on the experience of their firm as it pertains to the scope of this project.
 - d. Staff Experience (20%) – Consultants must provide descriptions and documentation of the expertise of their firm and team members.
3. **Anticipated Selection Schedule** (subject to change)

Sept 12	Issue RFP
Sept 15	Last day to submit questions
Sept 21	Post Q&A on website
Sept 30	RFP deadline
Early Oct	Determine shortlist of finalists
Mid-Late Oct	Conduct finalists’ interviews
Early Nov	Present recommendation to City Council
Mid-Late Nov	Negotiate and execute contract

SECTION IV – SPECIAL CONDITIONS FOR PROPOSALS

1. All information submitted to the City by the consultant will be binding upon the consultant.
2. All responses, including attachments, supplementary materials, and addenda shall become the property of the City at the time of submission and will not be returned to the consultant. Information contained in the responses will be available to the public upon inquiry or GRAMA request immediately following the execution of a written agreement with the selected consultant by the City.
3. The City reserves the right to negotiate changes in the terms of services with the selected consultant as may be required.
4. The City reserves the right to withdraw or suspend the RFP.
5. The City reserves the right to reject any or all responses received. Furthermore, the CITY shall have the right to waive any informality or technical defect in responses received when in the best interest of the City.