



# COUNTY OF CONTRA COSTA

REQUEST FOR QUALIFICATIONS No. 25xx-xxx

For

**STATE LEGISLATIVE ADVOCACY SERVICES**

Written questions about this RFQ can be submitted by **12:00 p.m. (noon) on April 25, 2025** to:  
[emlyn.struthers@cao.cccounty.us](mailto:emlyn.struthers@cao.cccounty.us)

Thank you in advance for your interest in this opportunity  
and for your efforts in preparing your response.

**DATE ISSUED: APRIL 15, 2025**

**RESPONSE DUE**

by

**12:00 p.m. (noon)**

on

**MAY 5, 2025**

via Bidnet:

<https://www.bidnetdirect.com/california/contracostacounty>

# COUNTY OF CONTRA COSTA

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### STATE LEGISLATIVE ADVOCACY SERVICES

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# COUNTY OF CONTRA COSTA

## REQUEST FOR QUALIFICATIONS No. 25xx-xxx For

### STATE LEGISLATIVE ADVOCACY SERVICES

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#### ATTACHMENTS

- Exhibit A – Fee Schedule
- Exhibit B – Response Content and Submittal Checklist
- Exhibit C – Standard Contract

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## I. ACRONYM AND TERM GLOSSARY

Unless otherwise noted, the terms below may be upper or lower case. Acronyms will always be uppercase.

Bidder or Responder	Shall mean the specific person or entity responding to this RFQ
Board	Shall refer to the County of Contra Costa Board of Supervisors
CAO	Shall refer to the County Administrator's Office
CSC	Shall refer to County Selection Committee
Contractor	When capitalized, shall refer to selected responder that is awarded a contract
County	When capitalized, shall refer to the County of Contra Costa
Federal	Refers to United States Federal Government, its departments and/or agencies
FY	Shall mean Fiscal Year
Labor Code	Refers to California Labor Code
Proposal	Shall mean responder/contractor response to this RFQ
Request for Qualifications	Shall mean this document, which is the County of Contra Costa's request for contractors'/responders' proposal to provide the services being solicited herein; also referred herein as RFQ
Response or Submittal	Shall refer to responder's proposal submitted in reply to RFQ
RFQ	Request for Qualifications
State	Refers to State of California, its departments and/or agencies

## II. STATEMENT OF WORK

### A. INTENT

The intent of this Request for Qualifications (RFQ) is to describe state legislative advocacy and related services required by the County of Contra Costa and to solicit qualifications from experienced providers to professionally and effectively represent the County's interests in Sacramento. The County intends to award a three-year contract with two (2) single-year options to renew to the successful responder whose response conforms to the RFQ and meets the County's requirements.

### B. SCOPE

Contra Costa County is seeking qualifications from experienced providers of State legislative advocacy services to professionally and effectively represent the County's interests in Sacramento. The purpose of the State legislative program is to secure legislation that benefits the County and its residents while seeking to mitigate or oppose legislation that would adversely impact the County's delivery of service; to secure State funding through the grant and/or appropriations process; and to shape public policy in priority areas that impact County government.

The successful responder will work in a proactive manner to protect and advance the County's interests in Sacramento. This includes lobbying the State Legislature and Administration to ameliorate budget proposals that negatively affect the County's interests and aggressively seek

opportunities to enhance the County's budget. Services required by the County include legislative and administrative representation with members of the executive branch, members and staff of the legislature, pertinent State offices and agencies, and relevant interest groups, coalitions, and associations. The successful Contractor will meet with State authorities and represent the County's interests as directed by the County. The legislative advocate will also work with the Board of Supervisors, the Legislation Committee, the County Administrator, department heads and/or assigned departmental staff on a legislative agenda to advance the County's interests. This includes tracking and suggesting opportunities to change State policy in ways that will benefit residents of Contra Costa County. The Contractor shall report to the County Administrator's Office.

The CAO coordinates the County's Legislative activities, as summarized below.

1. **Annual Legislative Program**

The Contra Costa County Board of Supervisors adopts an annual State Legislative Platform in January of each year<sup>1</sup>. Prior to developing this Platform, the CAO's office invites input from all County departments, the Board of Supervisors, its subcommittees, and its advisory bodies. From this input, the State Legislative Platform is developed. The County's State Legislative Platform includes legislative proposals and priorities, as well as the County's position on various policy issues. The Platform is submitted to the Board of Supervisors through the County's Legislation Committee, which typically approves the draft legislative Platform in December. The Platform is amended throughout the year as new legislative issues arise.

2. **Legislation Committee**

In 2007, the County established the Legislation Committee as a means of coordinating the review of legislative matters of interest to the County. The Board's Transportation, Water, and Infrastructure Committee reviews legislative matters related to transportation, water, and other infrastructure. The Legislation Committee meets monthly to review the impact of State and Federal legislation on the County. The Committee receives regular updates from the County's State and Federal legislative advocates and advises the Board of Supervisors and County Administrator on legislative matters affecting the County.

3. **Issues of Particular Concern to the County**

The County's Legislative Platform identifies legislative and regulatory advocacy priorities which include Health Care, Behavioral Health, Homelessness, Public Safety and Realignment Implementation, the State Budget, and Water and Levees/the Sacramento-San Joaquin Delta. Of particular concern is the impact of the State Budget on the County, including the realignment of State programs to the County level and uncertainty of the federal budget. It is expected that the State legislative advocate will provide guidance to the County on these matters and strategies to mitigate potential negative impacts.

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<sup>1</sup> The Board's adopted Platform is available at: <http://www.contracosta.ca.gov/2859/Legislation>

C. BACKGROUND

Contra Costa County was incorporated in 1850 as one of the original 27 counties of California. A five-member Board of Supervisors, each elected to four-year terms in district nonpartisan elections, serves as the legislative body of the County, which has a general law form of government. Also elected are the County Assessor, Auditor-Controller, Clerk-Recorder, District Attorney, Sheriff-Coroner and Treasurer-Tax Collector. The County Administrator, David Twa, is appointed by the Board as the chief executive officer and directs the day-to-day government operations of the County. The County Administrator is also responsible for presenting the Board with a Recommended Budget for consideration of adoption as the Final (Adopted) Budget, which serves as the foundation of the County's financial planning and control.

Contra Costa is one of nine counties in the San Francisco-Oakland Bay Area and the ninth most populous county in California with an estimated population of 1,155,025 according to the 2024 Census population estimates. The County covers about 733 square miles and extends from the northeastern shore of the San Francisco Bay easterly about 50 miles to San Joaquin County. The County is bordered on the south and west by Alameda County and on the north by the Suisun and San Pablo Bays. The western and northern shorelines are highly industrialized, while the interior sections are suburban/residential, commercial and light industrial. The County contains 19 cities, the most populous of which include Richmond in the west (pop. 114,106); Antioch in the northeast (117,096); and Concord in central Contra Costa (122,315).

The County agencies/departments include: Agriculture, Animal Services, Assessor, Auditor-Controller, Child Support Services, Clerk-Recorder, Conservation & Development, County Administrator, County Counsel, District Attorney's Office, Employment and Human Services, Contra Costa Consolidated Fire, Health Services, Human Resources, Information Technology, Library, Office of Racial Equity and Social Justice, Probation, Public Defender, Public Works, Risk Management, Sheriff-Coroner, Treasurer-Tax Collector, and Veterans Services. The General Fund Recommended Budget for FY 2024-25 is \$2.47 Billion, with a total budget, excluding Fire and special districts, of \$5.99 Billion. The Recommended Budget includes funding for 11,396.6 full-time equivalent positions.

With respect to its State advocacy services, the County presently contracts with Nielsen Merksamer Parrinello Gross & Leoni, LLP. This firm has been under contract since 2004 as the County's state legislative advocates and receives a monthly retainer of \$15,000. The contract expires on June 30, 2025.

D. MINIMUM QUALIFICATIONS

1. Responders shall be regularly and continuously engaged in the business of providing State legislative advocacy to **local governments** for at least five (5) years (*does not have to be consecutive service or with the same jurisdiction*), preferably to urban county governments. In addition, experience representing a fire district, public hospital, health plan, community clinics, and/or Head Start grantees is preferred.
2. Responders shall have an office based in Sacramento with at least two non-clerical staff who would be assigned full-time or part-time to this contract who possess significant

experience testifying at hearings before the Legislature and State agencies. *Responders must submit names and resumes.*

3. Responders shall have relationships with the County's legislative delegation and their staff. Responders must provide a list of contacts and/or supporting documentation that demonstrates existing relationships. *The list need not be comprehensive.*
4. Responders shall have broad bipartisan relationships with State legislators, legislative staff, State agencies, and executive branch officials. Responders must provide a list of contacts or supporting documentation that demonstrates existing relationships. *The list need not be comprehensive.*
5. Responders shall possess the proven ability to initiate, develop, and carry out effective strategies to influence legislative and administrative activities and to effectively lobby on behalf of the County.
6. Responders shall possess all permits, licenses and professional credentials necessary to perform the required legislative advocacy services.
7. Responders' other clients should not pose conflict of interest issues for the County, nor should their interest be in direct conflict with the County's mission.

Any response that does not demonstrate that the Responder meets these minimum requirements by the deadline to submit proposals will be considered non-responsive and will not be eligible for evaluation for award of the contract.

E. SPECIFIC REQUIREMENTS/SCOPE OF WORK

The selected Responder shall advise, counsel, and represent the County in pursuing legislative initiatives and funding before the California Legislature and the Executive Branch of State government. Under the direction of the County Administrator, the State legislative advocate will provide, at a minimum, the following services:

1. Energetically represent the County and serve as a liaison between the California State Legislature, the Governor, State administration officials, and other State Department representatives.
2. Maintain regular, routine communication with the County Administrator's Office regarding issues of importance to the County Board of Supervisors, the County Administrator, and Department heads.
3. Provide the County Administrator's Office with timely reports during session and on an "as needed" basis when the Legislature is not in session.
4. Work with the legislative members and staff to implement the legislative objectives approved by the County, including (if necessary) obtaining sponsorship of bill(s) or amendment(s) to bill(s) consistent with the legislative agenda and Platform approved by the County Board of Supervisors.

5. Assist the County in developing strong relations with the County's legislative delegation, legislative leaders and the Administration. This includes developing a target list of key influencers from both parties in the Legislature and proactively developing relationships between these members and County leaders.
6. Draft and/or assist in drafting materials, correspondence, legislation, amendments, and resolutions to advocate in support of the County's legislative goals.
7. Monitor all bills of interest to the County and take actions on such legislation as directed by the County Administrator's Office. For bills or amendments passed into law that affect the County, Contractor shall monitor the implementation of those laws and advise the County on the action needed to ensure proper implementation and compliance.
8. Provide logistical support to arrange appointments and meetings with members of the Legislature, Administration, and State agencies, as needed. This includes preparing talking points and/or briefing materials as needed.
9. Serve as the liaison to the California State Association of Counties (CSAC), Urban Counties of California (UCC), and, as requested, to other state professional organizations
10. Lead the County in developing and implementing an effective State advocacy strategy and annual legislative program to:
  - a. Influence State laws and policies as they relate to County priorities, programs and operations, including enacting legislation which accomplish specific County goals; and
  - b. Identify opportunities to increase funding for County priorities, programs and operations. The advocate will be proactive in opposing legislation or statutes that may have a negative impact on funding.
11. Research and provide information to the County on such matters as:
  - a. State Budget: Prepare written reports of analysis of State Budget actions and their impact on the County.
  - b. State bills and laws: Monitor legislation affecting County programs and alert the County Administrator's Office and appropriate departmental staff.
  - c. Funding opportunities and availability.
  - d. Legislative hearings, reports and testimony.
  - e. State regulations, guidelines, directives and other administrative policies, both proposed and adopted.
  - f. Technical memoranda and reports impacting County operations; and



- g. Perform other related duties as mutually agreed upon.

F. DELIVERABLES/REPORTS

1. Report on and advise the County on relevant State legislation, proposed and adopted, and administrative actions that affect County programs. Reporting will include, at a minimum:
  - a. a yearly summary on major activities and accomplishments;
  - b. participation in monthly conference calls with the Legislation Committee to provide updates on legislative activities, pending legislation, and all budget related matters; and
  - c. at least two (2) visits per year to the County which will include meetings with Board members/staff, County administrative and departmental staff.
2. Regular e-mails regarding budget and/or legislative updates.
3. Report of County sponsored, supported and opposed bills, to be included in the annual Legislative Platform.

III. INSTRUCTIONS TO RESPONDERS

G. CORRESPONDENCE

As of the issuance of this RFQ, Responders are specifically directed not to contact County personnel for meetings, conferences or technical discussions related to this RFQ. Failure to adhere to this policy may result in disqualification of the Responder.

All questions regarding the proposal must be directed to Emlyn Struthers, Deputy County Administrator at: [emlyn.struthers@cao.cccounty.us](mailto:emlyn.struthers@cao.cccounty.us). Include RFQ #25xx-xxx in the Subject line. The deadline for submitting questions for this RFQ is on or before 12:00 noon on April 25, 2025. All questions will be answered and disseminated to those registered on the Bidnet website; Bidnet is a web-based government bidding system. It is the responsibility of each responder to be familiar with all the specifications, terms and conditions. By the submission of a Bid, the Responder certifies that if awarded a contract they will make no claim against the County based upon ignorance of conditions or misunderstanding of the specifications.

H. CALENDAR OF EVENTS

Event	Date/Location
Request Issued	April 15, 2025
Written Questions Due	<b>by</b> 12:00 p.m. (noon) on April 25, 2025
Response Due	<b>by</b> 12:00 p.m. (noon) on May 5, 2025
Interviews	Week of May 19, 2025 via Zoom
Legislation Committee Recommendation	May 28, 2025
Board Award Date	June 10, 2025

Contract Start Date	July 1, 2025
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***Note:** Award date is approximate.*

**I. SUBMITTAL OF RESPONSES**

1. All responses must be submitted using Bidnet and must be received **by** 12:00 p.m. on the due date specified in the Calendar of Events.
2. Responder agrees and acknowledges all RFQ specifications, terms and conditions and indicates ability to perform by submission of its response.
3. All costs required for the preparation and submission of a bid shall be borne by Responder.
4. Proprietary or Confidential Information: No part of any response is to be marked as confidential or proprietary. County may refuse to consider any response or part thereof so marked. Responses submitted in response to this RFQ may be subject to public disclosure. County shall not be liable in any way for disclosure of any such records. Additionally, all responses shall become the property of County. County reserves the right to make use of any information or ideas contained in submitted responses. This provision is not intended to require the disclosure of records that are exempt from disclosure under the California Public Records Act (Government Code Section 6250, *et seq.*) or of “trade secrets” protected by the Uniform Trade Secrets Act (Civil Code Section 3426, *et seq.*).
5. All other information regarding the responses will be held as confidential until such time as the County Selection Committee has completed their evaluation and an intended award has been made by the County Board of Supervisors. The submitted proposals shall be made available upon request no later than five (5) business days after approval of the award and contract is scheduled to be heard by the Board of Supervisors. All parties submitting proposals, either qualified or unqualified, will receive intent to award/non-award notifications, which will include the name of the responder to be recommended for award of this project.
6. Each response received, with the name of the responder, shall be entered on a record, and each record with the successful response indicated thereon shall, after the award of the order or contract, be open to public inspection.

**J. RESPONSE FORMAT**

1. Responses are to be straightforward, clear, concise and specific to the information requested.
2. In order for responses to be considered complete, Responder must provide all information requested. **See Exhibit B, Response Content and Submittals Completeness Checklist.**

K. EVALUATION CRITERIA/SELECTION COMMITTEE

All proposals will be evaluated by a County Selection Committee (CSC). The County Selection Committee may be composed of Board Members, County staff and other parties that may have expertise or experience in State legislative advocacy services. The CSC will select a contractor in accordance with the evaluation criteria set forth in this RFQ. The evaluation of the proposals shall be within the sole judgment and discretion of the CSC.

All contact during the evaluation phase shall be through the County Administrator's Office only. Responders shall neither contact nor lobby evaluators during the evaluation process. Attempts by Responder to contact and/or influence members of the CSC may result in disqualification of Responder.

Responders are advised that in the evaluation of cost, it will be assumed that the unit price quoted is correct in the case of a discrepancy between the unit price and an extension.

As a result of this RFQ, the County intends to award a contract to the responsible responder whose response conforms to the RFQ and whose response presents the greatest value to the County, all evaluation criteria considered. The combined weight of the evaluation criteria is greater in importance than cost in determining the greatest value to the County. The goal is to award a contract to the responder that proposes the County the best quality as determined by the combined weight of the evaluation criteria. The County may award a contract of higher qualitative competence over the lowest priced response.

The evaluation process may include a two-stage approach including an initial evaluation of the written proposal and preliminary scoring to develop a short list of responders that will continue to the final stage of oral presentation and interview and reference checks. If the two stage approach is used, responders receiving the highest preliminary scores may be invited to an oral presentation and interview. Only the responders meeting the short list criteria will proceed to the next stage. All other responders will be deemed eliminated from the process. All responders will be notified of the short list participants; however, the preliminary scores at that time will not be communicated to responders.

Evaluation Criteria

- Completeness of Response
- Relevant Experience and Relationships
- Expertise of Key Personnel
- References
- Understanding of the Project and Scope of Work
- Presentation and Interview if required

L. NOTICE OF INTENT TO AWARD

At the conclusion of the RFQ response evaluation process ("Evaluation Process") all responders will be notified in writing by e-mail or fax, and certified mail, by the CAO's office of the

contract award recommendation, if any. The document providing this notification is the “Notice of Intent to Award.” The Notice of Intent to Award will provide the following information:

- The name of the responder being recommended for contract award; and
- The names of all other parties that submitted proposals.

M. DISPUTES RELATING TO PROPOSAL PROCESS AND AWARD

In the event a dispute arises concerning the proposal process prior to the award of the contract, the party requesting resolution of the dispute shall submit a request in writing to the County Administrator. Responders may appeal the recommended award or denial of award, provided the following stipulations are met:

1. Appeal must be in writing.
2. Must be submitted within ten (5) calendar days of the date of the letter of notification of recommended award or denial of award.
3. An appeal of a denial of award can only be brought on the following grounds:
  - a. Failure of the County to follow the selection procedures and adhere to requirements specified in the RFQ or any addenda or amendments.
  - b. There has been a violation of conflict of interest as provided by California Government Code Section 87100 et seq.
  - c. A violation of State or Federal law.

Appeals will not be accepted for any other reasons than those stated above. All appeals must be sent to:

Monica Nino, County Administrator  
Contra Costa County  
1025 Escobar St., 4<sup>th</sup> floor  
Martinez CA, 94553  
Monica.Nino@cao.cccounty.us

The County Administrator shall make a decision concerning the appeal and notify the Responder making the appeal within a reasonable timeframe prior to the tentatively scheduled date for awarding the contract. The decision of the County Administrator shall be deemed final.

IV. TERMS AND CONDITIONS

N. TERM / RENEWAL

1. The term of the contract, which may be awarded pursuant to this RFQ, will be three (3) fiscal years, commencing July 1, 2019.
2. By mutual agreement, any contract which may be awarded pursuant to this RFQ may be extended for two (2) additional one-year terms at agreed prices with all other terms and conditions remaining the same.

O. PRICING

1. All pricing as quoted will remain firm for the term of any contract that may be awarded as a result of this RFQ.
2. Unless otherwise stated, Responder agrees that, in the event of a price decline, the benefit of such lower price shall be extended to the County.
3. Any price increases or decreases for subsequent contract terms may be negotiated between Contractor and County only after completion of the initial term.
4. All prices quoted shall be in United States dollars and "whole cent," no cent fractions shall be used. There are no exceptions.
5. Responders are advised that in the evaluation of cost, if applicable, it will be assumed that the unit price quoted is correct in the case of a discrepancy between the unit price and an extension.
6. Federal and State minimum wage laws apply. The County is not imposing any additional requirements regarding wages.
7. Prevailing Wages: Pursuant to Labor Code Sections 1770 et seq., Contractor shall pay to persons performing labor in and about Work provided for in Contract not less than the general prevailing rate of per diem wages for work of a similar character in the locality in which the Work is performed, and not less than the general prevailing rate of per diem wages for legal holiday and overtime work in said locality, which per diem wages shall not be less than the stipulated rates contained in a schedule thereof which has been ascertained and determined by the Director of the State Department of Industrial Relations to be the general prevailing rate of per diem wages for each craft or type of workman or mechanic needed to execute this contract.

P. AWARD

1. Proposals will be evaluated by a committee and will be ranked in accordance with the RFQ section entitled "Evaluation Criteria/Selection Committee."
2. The committee will recommend award to the responder who, in its opinion, has submitted the proposal that best serves the overall interests of the County and attains the highest overall score. Award may not necessarily be made to the responder with the lowest price.
3. The County reserves the right to reject any or all responses that materially differ from any terms contained in this RFQ or from any Exhibits attached hereto, to waive informalities and minor irregularities in responses received, and to provide an opportunity for responders to correct minor and immaterial errors contained in their submissions. The decision as to what constitutes a minor irregularity shall be made solely at the discretion of the County.
4. The County reserves the right to award to a single contractor.

5. The County has the right to decline to award this contract or any part thereof for any reason.
6. Board approval to award a contract is required.
7. Final Standard Contract terms and conditions will be negotiated with the selected responder.

Q. METHOD OF ORDERING

1. A signed Standard Contract will be issued upon Board approval.
2. Standard Contracts will be transmitted electronically and shall be the only authorization for the Contractor to place an order.
3. Payments for services will be issued only in the name of Contractor.
4. Contractor shall adapt to changes to the method of ordering procedures as required by the County during the term of the contract.
5. Change orders shall be agreed upon by Contractor and County and issued as needed in writing by County.

R. INVOICING

1. Contractor shall invoice the County Administrator's Office, unless otherwise advised, upon satisfactory performance of services.
2. Payment will be made within thirty (30) days following receipt of invoice and upon complete satisfactory performance of services.
3. County shall notify Contractor of any adjustments required to invoice.
4. Invoices shall contain County contract number, invoice number, remit to address and itemized services description and price as quoted.
5. Contractor shall utilize standardized invoice upon request.
6. Invoices shall only be issued by the Contractor who is awarded a contract.
7. Payments will be issued to and invoices must be received from the same Contractor whose name is specified on the contract.

S. ACCOUNT MANAGER/SUPPORT STAFF

1. Contractor shall provide a dedicated competent account manager who shall be responsible for the County account/contract. The account manager shall receive all contracts from the

County and shall be the primary contact for all issues regarding Responder's response to this RFQ and any contract which may arise pursuant to this RFQ.

2. Contractor shall also provide adequate, competent support staff that shall be able to service the County during normal working hours, Monday through Friday. Such representative(s) shall be knowledgeable about the contract, products offered and able to identify and resolve quickly any issues including but not limited to order and invoicing problems.
3. Contractor account manager shall be familiar with County requirements and standards and work with the CAO staff to ensure that established standards are adhered to.

T. GENERAL REQUIREMENTS

1. Proper conduct is expected of Contractor's personnel when on County premises. This includes adhering to no-smoking ordinances, the drug-free work place policy, not using alcoholic beverages and treating employees courteously.
2. The County has the right to request removal of any Contractor employee or subcontractor who does not properly conduct themselves or perform quality work.

**EXHIBIT A**  
**COUNTY OF CONTRA COSTA**

No. RFQ 25xx-xxx  
for

**STATE LEGISLATIVE ADVOCACY SERVICES**

**FEE SCHEDULE**

Fees shall be submitted on Exhibit A as-is. No alterations or changes of any kind are permitted. Responses that do not comply will be subject to rejection in total. The fees quoted below shall include all taxes and all other charges and is the cost the County will pay for the three-year term of any contract that is a result of this bid.

Proposal prices shall include everything necessary for the completion of and fulfillment of the contract including but not limited to furnishing all materials, equipment, tools, facilities and all management, labor, services, taxes, licenses, permits and an estimated cost for two (2) trips to Contra Costa County per year required to complete the work in accordance with the contract documents, except as may be provided otherwise in the contract documents.

Responder agrees that the prices quoted are the maximum they will charge during the term of any contract awarded.

			1st Year		2nd Year		3rd Year		
Description	Unit of Measure	No. Units	Charge per Unit	Extension	Charge per unit	Extension	Charge per unit	Extension	Total for Three (3) Years
	A	B	C	D = B * C	E	F = B * E	G	H = B * G	I = (D + F + H)
Monthly service charge for state legislative advocate program	Per month	12	\$	\$	\$	\$	\$	\$	\$
TOTAL COST FOR SERVICES									

FIRM: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_



## EXHIBIT B

No. RFQ 25xx-xxx

for

STATE LEGISLATIVE ADVOCACY SERVICES
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### RESPONSE CONTENT AND SUBMITTAL COMPLETENESS CHECKLIST

1. Responses must be signed in blue ink and include evidence that the person or persons signing the proposal is/are authorized to execute the proposal on behalf of the responder.
2. Responders shall provide all of the below noted Response documentation and exhibits. Any material deviation from these requirements may be cause for rejection of the Response, as determined in the County's sole discretion. The content and sequence for each required Response document/exhibit shall be as follows:

#### CHECK LIST

- ☐ A. **Title Page:** Show RFQ number and title, your company name and address, name of the contact person (for all matters regarding the RFQ response), telephone number and proposal date.
- ☐ B. **Table of Contents:** Responses shall include a table of contents listing the individual sections of the proposal and their corresponding page numbers.
- ☐ C. **Cover Letter:** Responses shall include a cover letter describing Responder and include all of the following:
  - 1) The official name of Responder;
  - 2) Responder's organizational structure (e.g. corporation, partnership, limited liability company, etc.);
  - 3) The jurisdiction in which Responder is organized and the date of such organization;
  - 4) The address of Responder's headquarters, any local office involved in the Response; and the address/location where the actual services will be performed;
  - 5) Responder's Federal Tax Identification Number;

- 6) The name, address, telephone, and e-mail address of the person(s) who will serve as the contact(s) to the County, with regards to the RFQ response, with authorization to make representations on behalf of and to bind Responder;
- 7) A representation that Responder is in good standing in the State of California and will have all necessary licenses, permits, certifications, approvals and authorizations necessary in order to perform all of its obligations in connection with this RFQ. This requirement includes the necessity for some out of state companies to be registered with the State of California by the effective date of the agreement. Information regarding this requirement can be located at the Secretary of State website, <http://www.sos.ca.gov/>; and
- 8) An acceptance of all conditions and requirements contained in this RFQ.
- 9) Cover letter must be signed in blue ink by a person or persons authorized to execute the proposal on behalf of the responder.

☐ D. **Responder's Qualifications and Experience:**

Provide a description of Responder's capabilities pertaining to this RFQ. This description should not exceed three (3) pages and should include a detailed summary of Responder's experience relative to RFQ requirements described herein.

☐ E. **Key Personnel - Qualifications and Experience:**

Responses shall include a complete list of and resumes for all key personnel associated with the RFQ. This list must include all key personnel who will provide services to County staff and all key personnel who will provide maintenance and support services. For each person on the list, the following information shall be included: (1) the person's relationship with Responder, including job title and years of employment with Responder; (2) the role that the person will play in connection with the RFQ (3) address, telephone and e-mail address; (4) the person's educational background; (5) the person's relevant experience; and (6) relevant awards, certificates or other achievements. This section of the bid response should include no more than two pages of information for each listed person.

☐ F. **Description of the Proposed Services:**

Response shall include a description of the services to be provided during the contract term including response times, not to exceed five (5) pages.

The description must: (1) specify how the services in the response will meet or exceed the requirements of the County; (2) explain any special resources, procedures or approaches that make the services of Responder particularly advantageous to the County; and (3) identify any limitations or restrictions of Responder in providing the services that the County should be aware of in evaluating its Response to this RFQ. Responses shall include a description of Responder's approach in providing its services to the County, stating its understanding of the work to be done and a positive commitment to perform the work as specified.

Responders should address how their proposed services will advance the County's advocacy priorities, specifically addressing experience, expertise, and proposed scope of services related to the issues of particular concern to the County.

☐ G. **References:**

- 1) Responders are to provide a list of three (3) current and three (3) former clients. References must be satisfactory as deemed solely by County. References should have similar scope, volume and requirements to those outlined in these specifications, terms and conditions. Reference information is to include:
  - Company/Agency name
  - Contact person (name and title), *contact person is to be someone directly involved with the services*
  - Complete street address
  - Telephone number
  - Dates of service
- 2) The County may contact some or all the references provided in order to determine Responder's performance record on work similar to that described in this request. The County reserves the right to contact references other than those provided in the Response and to use the information gained from them in the evaluation process.

☐ H. **Relationships:** Responders must provide a list of contacts and/or supporting documentation that demonstrates existing relationships with the County's legislative delegation. *The list need not be comprehensive.* Responders must provide a list of contacts and/or supporting documentation that demonstrates existing relationships with other State legislators, legislative staff, State agencies, and executive branch officials. *The list need not be comprehensive.*

☐ I. **Fee Schedule, Exhibit A:** Prices shall include the cost of everything necessary for fulfillment of the contract requirements.

- ☐ J. **Evidence of Insurance:** Consultant may not commence work until it has furnished evidence of the insurance required in the Standard Contract to the CAO, and the CAO has approved it, and may not continue to perform any work under the contract if the insurance required therein is no longer in effect.

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**EXHIBIT C**

**No. RFQ 25xx-xxx  
for**

**STATE LEGISLATIVE ADVOCACY SERVICES**

**STANDARD CONTRACT**

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