



CITY MANAGER'S OFFICE MEMORANDUM

TO: Mayor and Commissioners
FROM: Bob Vitas, City Manager
DATE: October 30, 2012
SUBJECT: Ranking of Proposals
Federal Government Relations Services

ACTION STATEMENT:

The City Commission is respectfully requested to rank the top three (3) proposals submitted in response to Request for Proposal 004-12 Federal Government Relations services.

BACKGROUND:

On February 23, 2012, a Request for Proposals (RFP) was published for Federal Government Relations services. On March 21, 2012 nine (9) consultants / firms responded to the RFP:

1. Alcalde & Fay
2111 Wilson Blvd, 8th Floor
Arlington, VA 22201
2. American Continental Group, Inc.
900 19th Street, NW, Suite 800
Washington, DC 20006
3. Becker & Poliakoff
1275 K Street, NW, Suite 850
Washington, DC 20005
4. Cassidy & Associates
733 10th Street NW, Suite 400
Washington, DC 20001
5. Greenberg Traurig's, LLP
2101 L Street, NW, Suite 1000
Washington, DC 20037
6. Holland & Knight
2099 Penn Ave. NW Ste 100
Washington, DC 20006
7. The Normandy Group
888 16th Street, NW, Suite 530
Washington, DC 20006
8. The Raben Group, LLC
23 E Street NE
Washington, DC 20001
9. Venable LLP
575 7th Street NW
Washington, DC 20004

I have reviewed all nine (9) proposals and offer the following observations/recommendation:

- Only Becker & Poliakoff, American Continental Group, Inc. and Alcalde & Faye have proposed a retainer and allowance for expenses that fall within the \$70,000 budgeted for federal lobbying services during Fiscal Year 2012-2013.
- Though all proposers have documented successful federal lobbying experience, it is my opinion the following firms have assembled a team of professionals with the breadth of experience and a level of familiarity with the City of Key West operations and projects all within budget which affords the City the ability to maximize its federal lobbying efforts.
 - Alcalde & Faye
 - Becker & Poliakoff
 - American Continental Group, Inc.

With the City Manager's recommendation under consideration, the City Commission is respectfully requested to individually rate, in accordance with the seven categories enumerated below, each of the nine proposals using evaluation forms provided by the City Clerk. Based on the results of the aforementioned evaluation, a "short list" of the top three (3) rated firms will be established.

Max Points	Category
20	Experience of Firm <ul style="list-style-type: none"> • Experience of the firm with similar projects • Past accomplishments with similar projects • References.
20	Qualifications and availability of "core team" <ul style="list-style-type: none"> • Qualifications of "core team" members • Availability of "core team" members
20	Methodologies <ul style="list-style-type: none"> • Proposed methods for identifying funding opportunities • Lobbying and advocacy strategies for securing federal funds through direct legislation or through Federal grant opportunities.
10	Location consideration and how it impacts effective communication between the City, consultant, and key federal contacts <ul style="list-style-type: none"> • Location(s) of the firm and key "core team" members • Approach to maintaining good communication/coordination with clients.
5	Scheduling <ul style="list-style-type: none"> • Willingness to meet City time requirements • Recent, current and projected workload of the firm.
5	Knowledge/understanding of the City and Projects <ul style="list-style-type: none"> • Understanding of the City's government process • Understanding of the City's projects.
20	Cost <ul style="list-style-type: none"> • Fee and Cost basis.

Subsequent to the rating process the top three firms will be notified of their opportunity to make a presentation at the December 04, 2012 meeting at which time a final selection will be made by the City Commission and the City Manager will be extended the authority to negotiate an agreement with the City Commission selected firm. The resulting agreement will be brought back before the Commission for approval. No presentations will be made at the November 7, 2012 meeting.

FINANCIAL IMPACT:

The City of Key West Fiscal Year 2012-13 budget has an appropriation of \$70,000 (inclusive of expenses) for Federal Government Relation services, currently provided by Alcalde and Faye.

RECOMMENDATION:

The City Commission is respectfully requested to rank the top three (3) proposals submitted in response to Request for Proposal 004-12 Federal Government Relations Services.