

# City of Salisbury



## Request for Proposals State Lobbying Services RFP #026-2022

---

**Issue Date:**

**May 18, 2022**

**Issued By:**

**City of Salisbury  
132 N. Main Street  
Salisbury, NC 28144**

May 18, 2022

Dear Sir or Madam:

The City of Salisbury, North Carolina, is now accepting Proposals for State Lobbying Services. The requirements for submitting a Proposal are stated in the attached Request for Proposals (the “RFP”).

Sealed proposals marked **State Lobbying Services** to be furnished to the City of Salisbury (the “City”) will be received by Kelly Baker, Administrative Services Director, 132 North Main Street, Salisbury, NC until **4:00 p.m. Wednesday, June 8, 2022**. The City reserves the right to reject any and all proposals.

An electronic copy of the RFP in Microsoft Word format may be obtained by contacting Kelly Baker at [kbake@salisburync.gov](mailto:kbake@salisburync.gov).

One (1) electronic copy of the Proposal on a CD or flash drive in a searchable format such as Microsoft Word or Adobe Acrobat and one (1) original Proposal signed in ink by a Vendor official authorized to make a legal and binding offer must be submitted in a sealed envelope plainly marked with the Proposal number and service description as follows:

**Request for Proposals**  
**Attention: Kelly Baker**  
**[Name of Provider Submitting Proposal]**  
**State Lobbying Services**  
**RFP #026-2022**

All questions must be directed to Kelly Baker as stated in the instructions. The City is an equal opportunity purchaser.

Sincerely,

Kelly Baker  
Administrative Services Director

**SECTION ONE: INSTRUCTIONS TO VENDORS**

- 1.1. Read, Review and Comply:** It shall be the Vendor’s responsibility to read this entire document, review all enclosures and attachments, and any addenda thereto, and comply with all requirements specified herein, regardless of whether appearing in these Instructions to Vendor or elsewhere in this RFP document.
- 1.2. Late Proposals:** Late proposals, regardless of cause, will not be opened or considered and will automatically be disqualified from further consideration. It shall be the Vendor’s sole responsibility to ensure delivery at the designated office by the designated time.
- 1.3 Acceptance and Rejection:** The City reserves the right to reject any and all proposals, to waive any informality in proposals and, unless otherwise specified by the Vendor, to accept any item in the proposal.
- 1.4 Withdrawal of Proposal:** No proposal may be changed or withdrawn after the time of the proposal due date. Any modifications or withdrawals requested before this time shall be acceptable only when such request is made in writing to the Administrative Services Director.
- 1.5 Conflict of Interest:** Each Vendor shall affirm that no official or employee of the City of Salisbury is directly or indirectly interested in this proposal for any reason of personal gain.
- 1.6 City Rights and Options:** The City, at its sole discretion, reserves the following rights:
- To supplement, amend, substitute, or otherwise modify this RFP at any time.
  - To cancel this RFP with or without the substitution of another RFP.
  - To take any action affecting this RFP, this RFP process, or the services subject to the RFP that would be in the best interests of the City.
  - To issue additional requests for information or clarification from Vendors or to allow corrections of errors or omissions.
  - To require one or more Vendors to supplement, clarify or provide additional information in order for the City to evaluate the responses submitted.
  - To negotiate a contract with a Vendor based on the information provided in response to this RFP.
- 1.7 Public Records:** Any materials submitted in response to this RFP will become “public record.” Proposers must claim any applicable exemptions to disclosure provided by law in their response to this RFP. Vendors must identify materials to be protected, and must state the reasons why such exclusion from public disclosure is necessary and legal. The City reserves the right to make all final determination(s) of the applicability of North Carolina Public Records Law to any materials submitted with the proposal.

- 1.8 Accuracy of RFP and Related Documents:** Each Vendor must independently evaluate all information provided by the City. The city makes no representations or warranties regarding any information presented in this RFP, or otherwise made available during this procurement process, and assumes no responsibility for conclusions or interpretations derived from such information. In addition, the City will not be bound by or be responsible for any explanation or conclusions regarding this RFP or any related documents other than those provided by an addendum issued by the City. Vendors may not rely on any oral statement by the City or its agents, advisors, or consultants.

If a Vendor identifies potential errors or omissions in this RFP or any related documents, the Vendor should immediately notify the City of such potential discrepancy in writing. The City may issue a written addendum if the City determines that clarification is necessary. Each Vendor requesting an interpretation will be responsible for delivering such requests to the City’s designated representative as directed in RFP Section Three.

- 1.9 Proposal Binding:** Proposals shall be binding for a period of ninety (90) days.

## **SECTION TWO: GENERAL TERMS AND CONDITIONS.**

The terms of the engagement shall be governed by the Services Contract enclosed as an attachment to this RFP. Any terms of the Services Contract objectionable to the Provider shall be identified in the RFP response. The City is willing to consider reasonable revisions to the Services Contract.

## **SECTION THREE: PROCUREMENT PROCESS**

### **3.1 Schedule and Process.**

The following chart shows the schedule of events for the conduct of this RFP. The key events and deadlines for this process are as follows:

<b>Event</b>	<b>Date and Time</b>
Issuance of RFP	Wednesday, May 18, 2022
Deadline to submit questions	Friday, May 27, 2022
Answers to questions provided	Tuesday, May 31, 2022
Proposal Due	Wednesday, June 8, 2022

Firms may have questions or need clarification about the terms of the RFP. To accommodate the proposal questions process, Vendors shall submit any such questions by the above due date.

Written questions shall be emailed to [kbake@salisburync.gov](mailto:kbake@salisburync.gov) by the date and time specified above. Companies should enter “RFP#026-2022 Questions” as the subject for the email.

Responses will be posted in the form of an addendum to the RFP on the City's website at <http://salisburync.gov/Government/Financial-and-Business-Services/Bids-and-Purchasing>. No information, instruction, or advice provided orally or informally, whether made in response to a question or otherwise in connection with this RFP, shall be considered authoritative or binding.

No contact regarding this RFP will be allowed between Vendors or potential Vendors and employees of the City of Salisbury after issuance of the RFP with the exception of the City contact person named on the cover page. Any such contact may disqualify a firm from further consideration. Requests for clarification from Vendors will be allowed provided that such requests are made through the Administrative Services Director in writing.

### **3.2 Proposal Submittal:**

One (1) signed, executed copy and one (1) digital copy of the proposal on a flashdrive in PDF format submitted in a sealed envelope shall be received as shown on the schedule above.

#### **Mailing and Hand Delivery Address:**

Kelly Baker  
Administrative Services Director  
City of Salisbury  
132 North Main Street  
Salisbury, NC 28144

All proposals should be clearly marked on the outside of the package with the Vendor's name, Attention: Kelly Baker, and the title, RFP#026-2022 State Lobbying Services. It is the Vendor's responsibility to ensure proposals are received by the City of Salisbury by the stated day and time. No late proposals will be accepted.

All proposals must be signed by an authorized official of the firm. The Vendor shall insert the required responses and supply all the information, as requested. The prices inserted shall be net and shall be the full cost, including all factors whatsoever.

### **SECTION FOUR: SCOPE OF STATE LOBBYING SERVICES**

The City of Salisbury requires a Vendor to lobby the North Carolina General Assembly on its behalf. The Vendor shall work under the direction of the City Council.

The Vendor will actively and continuously lobby the General Assembly to assist the City in several key areas including, but not limited to, the following:

- Environmental quality with particular interest in the City's water resources;
- Economic development

- Streets and transportation infrastructure;
- Planning and land use;
- Public safety;
- Public transportation;
- Stormwater;
- Tax policies;
- Telecommunications; and
- Other City Council priorities

The Vendor shall also:

- Maintain liaison with the leadership of the General Assembly;
- Maintain liaison with the City's State Delegation;
- Counsel Mayor and City Council, City Manager and City Manager's Management Team regarding the development and improvement of relationships with the leadership of the General Assembly and State Delegation;
- Review state executive proposals, legislation under consideration, proposed and adopted administrative rules and regulations, and other developments for the purpose of advising the City of issues that may have a bearing on the City's policies and programs;
- Identify and aggressively act to obtain funding for the City;
- Develop briefing materials and talking points for meetings and phone calls with state officials;
- Review on a continuing basis all existing and proposed state policies, programs, and legislation. Identify those issues that may affect the City or its citizens, and regularly inform the City on these matters. Provide legislative expertise and consulting services;
- Alert the City to potential new opportunities that will further the City's interests and to posing threats that could negatively impact the City's interest;
- Provide monthly updates and quarterly status reports on the Vendor's achievements as the relate to the goals and objectives set forth in the City's legislative program;
- Confer with the City Manager and City Manager's Management Team on preparation and implementation of legislative agendas.

#### **SECTION FIVE: CONTRACT TERM**

The term for any contract resulting from the Request for Proposal (RFP) is for one (1) year. The contract may be extended for as many as four (4) additional twelve (12) month periods, for a total of five (5) years, pursuant to a written extension signed by both parties and provided funds are available for contract purposes.

**SECTION SIX: PROPOSAL CONTENT AND FORMAT**

The City desires all Proposals to be identical in format in order to facilitate comparison. While the City's format may represent departure from the Vendor's preference, the City requires adherence to the format. The Proposal will be in the format described below:

- A. Cover letter;
- B. Approach to providing lobbying services and accomplishing the required scope of work;
- C. Qualifications including background and experience;
- D. Past and current clients;
- E. Pricing

Companies are required to organize the information requested in this RFP in accordance with the format and instructions outlined above and detailed below. Failure to do so may result in the City, at its sole discretion, deeming the Proposal non-responsive.

All Proposals must be:

- No greater than five (5) pages, single-sided, single-spaced;
- Printed on 8.5"x11" paper with standard text no smaller than eleven (11) points;
- Unless necessary, all Proposal originals should minimize or eliminate the use of non-recyclable or non-reusable materials such as 3-ring binder, plastic report covers, plastic dividers, and vinyl sleeves.

**6.1 Proposal Content:***A. Cover letter*

The Proposal must include a letter of transmittal attesting to its accuracy, signed by an individual authorized to execute binding legal documents. The cover letter shall provide the name, address, and telephone number of the Vendor along with the name, title, address, email address and telephone number of the executive that has the authority to contract with the City. The cover letter shall present the Vendor's understanding of the Project and a summary of the approach to perform the Services. The Vendor must also identify if it is certified as a Historically Underutilized Business (HUB) through the State of North Carolina. All addenda must be acknowledged in this letter.

*B. Approach to providing lobbying services and accomplishing the required scope of work*

For each component of the Scope of Work described in Section Four, state how the Vendor plans to provide the best approach to meeting stated goals. Describe the key individuals along with their qualifications, professional certifications, and experience that would comprise the Vendor's team for providing Lobbying Services. Identify any sub-consultants who would be retained to provide services, the percentage of work assigned, and whether or not they are HUB certified. Identify the number of lobbyists to be assigned to the City.

*C. Qualifications including background and experience*

Provide a brief overview and history of the Vendor, including how many years it has been in business. Describe the Vendor's experience lobbying on behalf of local government issues, particularly those issues listed in the Scope of Services. Describe the Vendor's experience lobbying and/or employment with the NC General Assembly. Describe the Vendor's working relationship with members of both political parties. Indicate if the Vendor's representatives are registered North Carolina Lobbyists. Also, disclose any litigation the Vendor has been involved with during the past three (3) years for Lobbying Services.

*D. Past and current clients*

Provide a listing of current and past public sector (cities or counties) clients and the general services provided. Identify clients that are similar to the City of Salisbury (e.g.: in size, complexity, location). Provide contact information (i.e.: name, phone number, email address) for those that will serve as a reference.

*E. Pricing*

Provide a detailed fee of scheduled expenses. Express the administrative fee in a lump sum payable monthly over the course of the year. Expenses not specifically listed will not be considered. All Proposals must include a maximum not-to-exceed amount and separate price for travel and related expenses (if applicable). Vendors shall incur no travel or related expenses chargeable to the City without prior approval by an authorized City representative. The actual contract amount will be negotiated after the Vendor has been selected and the scope of work finalized.

**SECTION SEVEN: EVALUATION CRITERIA**

Proposals will be assess to determine the most comprehensive, competitive and best value solution for the City based on, but not limited to, the criteria below. The City reserves the right to modify the evaluation criteria or waive portions thereof.

Proposals will be evaluated on the following major categories:

1. Project Approach/Proposed Solution
2. Qualifications and Experience
3. Cost Effectiveness and Value