

**REQUEST FOR PROPOSALS
for Lobbying Services**

City of Homer, Alaska

The City of Homer, Alaska, is soliciting proposals from experienced and qualified professionals who are interested in entering into a contract to work collaboratively with the City Council, Mayor, City Manager, and key staff members to represent the City as a State Lobbyist for the 2011 session of the Alaska Legislature.

Sealed proposals will be received at the Office of the City Clerk, City Hall, City of Homer, 491 E. Pioneer Avenue, Homer, Alaska, until 4 p.m., January 13, 2011. The time of receipt will be determined by the City Clerk's time stamp. Proposals received after the time fixed for the receipt of proposals shall not be considered.

The project will require contractor to furnish all labor, materials, equipment, tools, supervision, communications, reproduction, and facilities necessary to perform the desired services. The work includes, but is not limited to the following:

In accordance with standards and criteria of the City of Homer, assist the City in furthering its legislative agenda and securing state funding. The City's legislative agenda will include, but not be limited to: 1) revisions to state statute to allow Homer to capture a greater share of state fisheries tax revenue commensurate with Homer's prominence in the state as a commercial fishing port; 2) state funding for capital projects identified as priorities by the Homer City Council; and 3) other legislative priorities identified by Council.

For **proposal specifications and evaluation criteria** contact:

City Clerk
491 E. Pioneer Avenue
Homer, Alaska 99603
907-235-3130

Please direct all questions regarding this project to: Anne Marie Holen, Special Projects Coordinator, City Manager's Office, 907-435-3101. Questions and answers will be distributed by the Clerk's Office to all those listed on the plan holders list for this RFP.

The City of Homer reserves the right to accept or reject any or all proposals, to waive irregularities or informalities in the proposals, and to award the contract to the respondent that best meets the selection criteria. **All firms submitting proposals must be listed on the "plan holders list" kept by the City Clerk.** Respondents not on the plan holders list shall be deemed unresponsive and shall not be considered. The City shall not accept faxed proposals.

Dated this 22nd day of December, 2010.

CITY OF HOMER

Walt Wrede, City Manager

Advertise: Homer News – December 30, 2010, January 6, 2011

REQUEST FOR PROPOSALS

Lobbying Services
City of Homer, Alaska

The City of Homer, Alaska ("City") is soliciting proposals from experienced and qualified professionals who are interested in entering into a contract to work collaboratively with the City Council, Mayor, City Manager, and key staff members to represent the City as a State Lobbyist for the 2011 session of the Alaska Legislature. The following subjects are discussed in this RFP to assist you in preparing your proposal.

- I. Contract Term and Budget
- II. Background Information
- III. Scope of Services
- IV. Proposal Format and Content
- V. Evaluation Criteria and Selection Process
- VI. General Requirements

I. Contract Term and Budget

The City has available \$44,000 to hire a contract lobbyist for the period of January through May, 2011. A contract of longer duration or a contract renewal may be considered based on performance under the initial contract and budget considerations; however, the City will be under no obligation to extend the term of the contract stated above.

II. Background Information

The City of Homer was incorporated March 31, 1964 as a first-class city. The governing body consists of the Mayor and 6-member City Council, assisted by a full-time City Manager. The current City Manager, Walt Wrede, has held the position since February 2003.

Departments within the City of Homer are Administration, Finance, Public Library, Planning, Police, Fire, Public Works, and Port and Harbor. While services provided by the City of Homer are primarily intended to benefit the 5,500 citizens residing within city limits, many programs and facilities serve a larger area on the southern Kenai Peninsula encompassing more than 50 square miles with a population of approximately 12,000.

III. Scope of Services

The project consists of furnishing all labor, materials, equipment, tools, supervision, and other facilities necessary to assist the City of Homer in accomplishing its state legislative goals in 2011.

All documents compiled or completed for this project shall be provided to the City of Homer in a format and on media approved by the City.

The individual or firm hired for this project will work under the direction of the City Manager. The exact scope of services will be negotiated based on budget considerations and identified City Council priorities. Scope of services will include, at a minimum, the following:

- Advise and assist the City in development and execution of strategies for the purpose of accomplishing state legislative priorities. Such priorities include, but are not limited to: 1) revisions to state statute to allow Homer to capture a greater share of state fisheries tax revenue commensurate with Homer's prominence in the state as a commercial fishing port; 2) state funding for capital projects identified as priorities by the Homer City Council; and 3) other legislative priorities identified by Council.
- Provide written updates for each City Council meeting and/or be available for updates by teleconference during the legislative session regarding the status of legislation, issues, or topics of interest to the City and the measures taken to achieve the City's objectives.

IV. Proposal Format and Content

Proposals which do not address the items listed in this section may be considered incomplete and may be deemed non-responsive by the City.

1. Title Page (one page maximum). At a minimum, the title page shall show the name of the services being proposed (State Legislative Lobbying Services), the firm name, address, telephone number, name of contact person, and the date.
2. Cover Letter which includes the following information:
 - A description of experience relevant to this Scope of Services
 - Description of strategy for accomplishing the goals and priorities of the City
 - A list of other clients
 - A description of any conflicts, perceived or actual, which might impact the successful implementation of stated goals and priorities of the City
 - A fee schedule for services performed, with total remuneration not to exceed \$44,000 over the contract period.
3. Current and accurate resume of the person or persons who will be principally responsible for providing services under the contract. Any contract resulting from this procurement will require that services be provided by the identified individual(s), with any change in personnel subject to approval by the City in its sole discretion.
4. Letters of reference (at least three), preferably from Alaska municipalities to which similar services have been provided by the individual(s) identified under IV(3) above within the last three years.

V. Evaluation Criteria and Selection Process

The City of Homer reserves the right to reject any and all proposals submitted and shall not be liable for any costs incurred by any proposer in response to this solicitation or for any work done prior to the issuance of a notice to proceed.

The City Manager and evaluation committee will evaluate the proposals and make a recommendation to the City Council. In addition to reviewing the written proposals, the committee may investigate a proposer's prior work experience and performance, including projects referenced in the proposal and available written evaluations, and may contact listed references or other persons knowledgeable of a proposer's past performance. Factors such

as overall experience relative to the proposed contract, quality of work, cost control, and the ability to meet schedules may be addressed during the evaluation.

Through this process, proposals will be ranked according to the following criteria:

- Completeness of proposal (as per Proposal Format and Guidelines) – 20 points
- Proposer’s experience (past performance, work products, timeliness, cost control) – 20 points
- References – 20 points
- Fee schedule/budget proposal – 20 points
- Strategy for accomplishing goals and priorities for the City – 20 points

The City of Homer reserves the right to award a contract to the highest ranked firm based solely on the written proposal or request oral interviews with a “short list” of the highest ranked firms. The City of Homer reserves the right to terminate negotiations with any proposer should it be in the City of Homer’s best interest.

VI. General Requirements

The following information is presented as a general guideline for the preparation of the proposals.

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the proposals address all the items described in the Section IV, Proposal Format and Content. Proposals that do not address these items may be considered incomplete and may be deemed non-responsive by the City.

Interested firms shall submit one original and one copy of the completed proposal in an opaque envelope marked as follows:

CITY OF HOMER LOBBYING SERVICES
Proposal dated _____, 20__

The proposals shall be addressed to:

City Clerk, City of Homer
491 E. Pioneer Avenue
Homer, Alaska 99603

Proposals shall be received at the office of the City Clerk until 4 p.m., January 13, 2011. Faxed or emailed proposals are not accepted.

Direct questions regarding this Request for Proposals to Anne Marie Holen, City Manager’s Office, City of Homer, (907) 435-3101, or amholen@ci.homer.ak.us.