



400 South Federal Hwy
Hallandale Beach, FL 33009

City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	September 6, 2017		Item Type: <i>(Enter X in box)</i>	Resolution X	Ordinance	Other	
Fiscal Impact: <i>(Enter X in box)</i>	Yes	No	Ordinance Reading: <i>(Enter X in box)</i>	1st Reading		2nd Reading	
	X		Public Hearing: <i>(Enter X in box)</i>	Yes	No	Yes	No
					X		
Funding Source:	General, Utility and HBCRA Funds		Advertising Requirement: <i>(Enter X in box)</i>	Yes		No	
Account Balance:	\$100K has been budgeted for FY17-18, shared in General, Utility and HBCRA Funds		Quasi-Judicial: <i>(Enter X in box)</i>	Yes		No	
						X	
Project Number :	N/A		RFP/RFQ/Bid Number:	RFP #FY 2016-2017-010 State Lobbyist Services			
Contract/P.O. Required: <i>(Enter X in box)</i>	Yes	No	Strategic Plan Priority Area: <i>(Enter X in box)</i>				
	X		Safety <input type="checkbox"/> Quality <input checked="" type="checkbox"/> Vibrant Appeal <input type="checkbox"/>				
Sponsor Name:	Roger M. Carlton, City Manager		Department:	Office of the City Manager			

Short Title:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AWARDED RFP FY#2016-2017-010, STATE LOBBYIST SERVICES, TO THE HIGHEST RANKED PROPOSER, BALLARD PARTNERS FOR AN AMOUNT NOT TO EXCEED SIXTY THOUSAND (\$60,000.00) DOLLARS FOR A ONE YEAR TERM; AUTHORIZING THE CITY MANAGER AND CITY ATTORNEY TO NEGOTIATE AND EXECUTE AN AGREEMENT IN SUBSTANTIALLY THE SAME FORM AS ATTACHED AS EXHIBIT "A" FOR A ONE YEAR TERM WITH TWO (2) ONE YEAR TERM OPTIONAL RENEWALS; AND PROVIDING AN EFFECTIVE DATE.

Staff Summary:

Background:

The City has maintained a professional services agreement with Ronald L. Book, P.A., for State Lobbyist services during the last six years. This agreement was awarded through Request for Proposal (RFP) #2010-2011-014, State Lobbyist Services, on October 17, 2011. The initial contract period set forth in the RFP was one (1) year, commencing upon award by the City Commission, with four (4) additional one-year renewal terms, which were contingent upon satisfactory performance of the services and available funding. In December 2016, the agreement was extended to September 2017 via Resolution 2016-190, to provide lobbyist services for the 2017 State Legislative session. Mr. Book's final year fee was fifty thousand dollars (\$50,000).

To prepare for the 2018 State Legislative Session, City Administration released RFP #FY 2016-2017-010, State Lobbyist Services July 5, 2017.





The release notice for the RFP was sent via email to 38 vendors from the City's Vendor list. The RFP was also advertised in the Hallandale Beach Chamber of Commerce website, City's website, DEMANDSTAR website, and City and HBCRA Social Media pages. The RFP was also advertised through the Miami Minority Business Development Agency Business Center, the U.S. Small Business Administration, and the Broward County Community Relations and Outreach Section Office of Economic and Small Business Development.

A Non Mandatory Pre-Proposal Conference was held on July 12, 2017, at 11:00 am, with two vendors in attendance. In addition to providing the opportunity for vendors to come and ask questions during the non-mandatory pre-proposal meeting, the solicitation allowed for additional questions to be submitted in via email by no later than July 14, 2017 11:00 am.

The due date for responses to the RFP was August 2, 2017, at 11:00 am. At that time, four proposals were received from the following vendors:

1. Ballard Partners;
2. Becker and Poliakoff;
3. Gray Robinson Attorneys at Law; and,
4. Peebles and Smith

The Evaluation Committee, appointed by the City Manager, was composed of the following individuals:

-  Nydia M. Rafols, Deputy City Manager
-  Jeremy Earle, Assistant City Manager
-  Mark Ellis, Fire Chief
-  Mario Bataille, City Clerk

The ranking criteria included the following:

NUMBER	Evaluation Criteria	MAXIMUM Potential Points
1.	MINIMUM QUALIFICATION REQUIREMENTS (MQRs) – this criteria has no points. If your firm does not provide all the required MQRs information, your firm’s proposal will not be reviewed/evaluated and your firm’s submission will be disqualified.	Ensure your firm provides all the MQRs within your firm’s submittal
2.	Firm’s Qualifications and Experience	15
3.	Project Team’s Experience/Qualifications	15
4.	Past Performance (References)	10
5.	Approach to the Project	30
6.	Cost Proposal	10
7.	Key Partnerships	20
	TOTAL POINTS	100

It should be noted that Approach to Project – Line Item 5 - had the most weight in the evaluation criteria - 30 points – as City Administration wanted to ensure the selected firm thoroughly understood the City’s needs as well as the legislative process, both at the state and federal levels.

On August 9, 2017, at 3:30 pm, a Sunshine Evaluation Committee meeting was held with the Evaluation Committee to discuss the proposals. At this meeting, all committee members came to a consensus that all four firms met the minimum qualification requirements of the RFP and would continue through the evaluation process. This led to invitations for oral presentations to the firms.

On August 24, 2017, starting at 9:00 am, oral presentations for the four (4) firms were held. An Evaluation Committee Sunshine meeting was held immediately after, at approximately 12:00 pm.

On August 24, 2017, the Evaluation Committee submitted rating sheets for all four (4) firms (See Exhibit 2).

Current Situation:

The scope of services to be provided under the subject RFP is distinctive from previous agreements as follows: 1) It is based on measurable results; 2) It requires the selected firm to work with the City year-round, as opposed to previous agreements, where services were provided only during the Legislative Session; and, 3) Two special projects were included within the RFP. The RFP's scope of services is described below:

Scope of Services:

- 1) The selected firm will work with the City Manager and/or his designee to identify and represent legislative and funding priorities for the City. As directed by City Manager, and/or his designee, the firm will serve as a consistent and effective primary point of contact between the City and State officials and Legislators.
- 2) Services will have an emphasis on producing measurable results in achieving state funding and/or legislative and executive action favorable or protective to the City. Accordingly, the City Administration is seeking a well-informed Consultant, capable of providing timely and frequent information to the City on these and other priorities and other issues and decisions at the State level that may affect the City. The selected firm will have a strong background on issues of importance to the City, and will be able to demonstrate unique relationships with members of the Legislature and others representing the City.
- 3) The selected firm shall agree to be available at all times, upon reasonable request, to meet with the City Commission, City staff, and others as specified, in order to perform the responsibilities assigned, to attend meetings, represent the interests of the City, and act as liaison between the City and all branches, departments, and agencies of the State government, at any legislative committee meeting or meetings with the Governor, or Cabinet members, or State agencies, as well as regional agencies, universities, school boards and federal-related agencies, if necessary, on matters under the scope of this Request for Proposal (RFP). It is expected that the selected firm will review and understand the agendas of the House and Senate leaders in order to assist the City to strategically seek monetary funds and policy change.

- 4) Although legal opinions are not required as a part of the Consultant(s) responsibilities, the City will expect the selected firm to understand applicable laws and proposals under consideration by the administrative agencies or the Legislators or their committees, and the firm shall be expected to have the ability to interpret legal implications and advise the City accordingly.
- 5) The firm is also expected to monitor proposals and activities in meetings regarding state administrative and agency hearings. This would include a review of the agendas and providing notification to the City as pertinent issues arise. The Consultant will also be expected to report the outcome of such meetings. Consultant should be prepared to lobby committee members prior to and during these meetings to accomplish the City's desired positions.

Services Required:

I. Consultation

1. Identify grant opportunities on an ongoing basis and provide designated City staff with agency meetings, letters of support or other recommendations to enhance the efforts in the competitive proposal process.
2. Review on a continuing basis all existing and proposed state policies, programs and legislation, identifying those issues that may affect the City or its citizens and regularly informing the City as to the above. Weekly reports are required during committee meetings of the legislative session.
3. Review the legislative and state agency policy statements adopted by the Florida League of Cities, the U.S. Conference of Mayors and other local government lobbying groups for the purpose of identifying issues which may either positively or negatively affect the City.
4. Monitor and track City issues of interest litigation, administrative hearings and proceedings, rule challenges, and representation of the City specifically in a regulatory context.
5. Assist the Mayor, City Commissioners and City staff in the coordination and development of the City's state administrative agencies, State Legislature and their committees, as well as regional agencies, universities, school boards and federal-related agencies' legislative programs.

6. Coordinate with designated City staff to develop the City's state administrative agencies, State Legislature and their committees, as well as regional agencies, universities, school boards and federal-related agencies' legislative program.
7. Upon request, coordinate, and attend, appointments and meetings between the Mayor, City Commissioners, designated representatives of the City, or other City staff and appropriate state officials and/or members of Congress. Provide federal consultant assistance as needed. The Consultant may seek, but is not expected to seek, a larger fee to provide these services.

II. Advocacy

1. Attend state legislative sessions, committee hearings and meetings; attend agency hearings and meetings; provide high-level consultation for, and assist with the identification of state grant opportunities; and provide appropriate status reports on all issues and activities.
2. Participate in state organization lobbying efforts and campaigns when priority concerns of the City are at stake.
3. Maximize relationships with the Florida Congressional Delegation, state agency departments, other key members of the Florida Legislature, Committee Chairs and professional Committee staff. The selected Consultant for the state services is expected to work with the Federal Consultant, Alcalde & Fay.
4. Facilitate briefings and lobbying/advocacy strategies for the City's concerns with the Florida Congressional Delegation (vote counts, delegation letters in support of the City's grants and projects, and orchestrated congressional calls to executive agencies in support of grants).
5. Maximize the City's membership in Tallahassee-based interest groups and associations, such as the Florida League of Cities, so the City priorities and positions are clearly understood, reinforced, and advanced within state organization agendas.
6. Develop and evaluate strategy for the support, defeat, or amendment of pending state legislation or agency policy initiatives.

7. Appear and testify before legislative committees and state agencies, as required, in order to promote and seek passage of legislation or agency policies affecting in accordance with the City's state program(s).

Communications and Reporting

I. When Legislature is in Session:

1. The selected firm will be responsible for providing a calendar of issues and events at the beginning of every week to the City Manager or designee during the Legislative Session and the Committee meeting process. The firm will also be responsible for scheduling regular quarterly meetings at City Hall and/or conference calls to update City staff on contacts and advocacy efforts and to develop appropriate strategies. It is anticipated that two or three visits to the City prior to the beginning of the Legislative Session will be necessary to assist the City to develop and describe a proposed list of priorities and legislative and funding strategies.
2. Directly notify the Mayor, elected officials, City Manager, and other City staff as directed on information that may impose critical deadlines and impact the City.
3. As needed, City and Consultant will be met in a reasonable amount of time to meet critical deadlines.
4. Provide conference calls with the Mayor, elected officials, City Manager, department directors or other designated City employee, as scheduled.
5. Provide weekly written reports on the status of legislation and state agency policy issues of concern to designated City staff. Such reports shall be in memo format and include personal briefings and information bulletins pertinent to any legislation, rules, regulations, and state policies or programs that affect the City and its citizens, either directly or indirectly.
6. Provide a monthly memo style written report detailing action taken during the month, status of issues, and anticipated action during the upcoming month.
7. Provide a detailed final report on specific legislation or policies affecting the City. The report shall be provided within a reasonable time period, not to exceed one (1) week, after the close of each legislative session.

II. When Legislature is out of Session:

1. Provide bi-weekly oral and monthly memo-style written briefings on a schedule determined in consultation with City officials.
2. Provide a minimum of four comprehensive briefing sessions annually. More frequent reports will be provided on demand, when necessary; and interim written reports providing an overview on legislative and state actions taken and a decision memorandum on those issues requiring immediate action.
3. Provide regular legislative reports on all state programs and legislation of most concern to the City, including specific impact analysis. These reports are intended especially to provide Hallandale Beach-specific information, well beyond that available to the City through general or national newsletter. These reports are intended to provide information the City can utilize for more rational short-term grant and program planning and development purposes.
4. Provide targeted information on state policy and regulatory actions of the federal government, which may directly affect City, including potential plans on the Administration and executive agencies for new grant competitions or programs.

Special Projects:

A requirement of the RFP was to provide a specific strategy for two (2) activities:

1. Obtain a commitment for a transit station located on the Florida East Coast Railway (FEC) right of way (ROW), immediately west of the City's new \$28 million Bluesten Park, which will serve as a new "downtown" for Hallandale Beach and as a direct link to Gulfstream Park. Included in this strategy will be suggestions for how the City of Hallandale Beach can obtain the post office site through public private partnerships.
2. A specific strategy to avoid Florida Legislature efforts to terminate or severely limit the Community Redevelopment Agency (CRA's) is also a requirement of this RFP.

Logistical Support:

The selected firm will provide the City, the Mayor, City Manager, elected officials and designated staff with logistical support in Tallahassee or at state organization sessions involving critical state-local issues. Such support will include: 1) coordinating and scheduling strategic appointments or negotiation sessions; and 2) providing in-town transportation to and from sessions, agency, legislative and lobbying meetings.

Selected Firm:

The highest ranked firm is Ballard Partners, headquartered in Tallahassee, FL, with offices in every major region of the state, including Fort Lauderdale and Miami. With over 19 years of continuous experience, Ballard Partners specializes in all aspects of governmental and public affairs, including legislative advocacy, appropriations and administrative issues affecting agency decisions. The focus of the Firm's services is to advocate the interests of the client before the Florida legislature and executive agencies of Florida government. This includes the advocacy for passage and defeat of legislation, policy and appropriations relevant to the client.

The firm's professional staff includes two former legislators, a former Governor's chief of staff, Lieutenant Governor's chief of staff, gubernatorial policy director, Speaker of the House's chief of staff, mayoral chief of staff and legislative committee staff director.

While all proposers were qualified to conduct lobbying activities, Ballard Partners demonstrated understanding of the City's needs, most specifically, their approach to the special projects, year-round availability and proposed communications with City Administration and staff, set the firm apart from the other firms.

Fiscal Impact:

One hundred thousand dollars (\$100,000) have been budgeted in FY17-18.

Why Action is Necessary:

Pursuant to Chapter 23, Section 23-4, Competitive Bidding Required, all purchases of and contracts for equipment, supplies and contractual services, when the estimated cost shall exceed \$50,000 shall be based on competitive bids. Furthermore, pursuant to Chapter 23, Section 23-6, Award of Contract, the City Manager, shall have the authority to recommend to the City Commission award of contracts.

Proposed Action:

Staff recommends that the City Commission approves the attached Resolution awarding State Lobbyist contract to Ballard Partners and authorizing the City Manager and City Attorney to negotiate and execute an agreement, in substantially the same form as

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attached as exhibit "A" with Ballard Partners.

Attachment(s):

Exhibit 1 – Resolution - Forthcoming

Exhibit 2 – Summary Rating Sheet

Prepared by:

Nydia M. Rafols
Deputy City Manager

Department Head Review:

Roger M. Carlton
City Manager