



**REQUEST FOR QUALIFICATIONS  
(RFQ)**

**FOR**

**CALIFORNIA STATE  
LOBBYIST AND ADVOCACY SERVICES**

**PROPOSALS DUE**

August 8, 2012 @ 11 a.m. via e-mail to [ochi@barstowca.org](mailto:ochi@barstowca.org)

**DIRECT QUESTIONS TO**

Oliver Chi  
Assistant City Manager  
City of Barstow  
E-mail: [ochi@barstowca.org](mailto:ochi@barstowca.org)  
Phone: (760) 577-4510



## CITY OF BARSTOW CALIFORNIA STATE LOBBYIST AND ADVOCACY SERVICES RFQ

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### SCOPE OF WORK

#### I. **BACKGROUND**

##### Summary

The City of Barstow is currently soliciting proposals for a firm to provide California State lobbyist and advocacy services. The duration of the contract is open to negotiation with extensions based upon performance reviews.

##### About the City of Barstow

Rich in California history and located in the northern Inland Empire region of San Bernardino County, the City of Barstow spans 40 square miles and is centrally located midway between Los Angeles and Las Vegas. The community was founded in 1886 and incorporated as a City in 1947. Today, Barstow is home to around 23,000 residents and blends the best elements of small town charm with convenient access to big city amenities. As the place where Interstates 15 and 40 intersects with Highways 58 and 247, Barstow truly sits at the crossroads of opportunity, where the best is yet to come.

Barstow's international reputation for being a premier community has attracted an eclectic mix of railroad, military, high technology, and mining employers in town. Burlington Northern Santa Fe Railroad's largest classification yard calls the City home. In addition, the U.S. Army National Training Center at Fort Irwin, the Marine Corps Logistics Base, NASA's Goldstone Deep Space Network, and Molycorp (the only rare earth oxide producer in the Western hemisphere) all have operations based in the greater Barstow area.

##### The Barstow City Organization

Barstow is a general-law city operating under the Council-Manager form of government. The City Manager is appointed by the City Council to serve as the organization's Chief Executive Officer and leads a full-time staff of 170 employees and a part-time staff of 54 employees while administering a Fiscal Year 2012/13 Budget of around \$49.4 million.

As the only full-service city in the Inland Empire's High Desert Region, Barstow coordinates its organization in six departments, including the City Manager's Office, Police Department, Fire Department, Community Development Department, Community Services Department, and the Finance Department. The City organization has recently engaged in an exciting initiative to reinvent itself into a dynamic, innovative, fast-paced, and strategic operation. Employees are being empowered to take calculated risks and there is a growing expectation and commitment to the continuous improvement of all aspects of the municipal operation.



## II. SCOPE OF WORK

The City is seeking a firm that can demonstrate an ability to provide representation to legislative and administrative agencies in Sacramento on specific issues and interests important to Barstow. In particular, the City is interested in hearing from firms that have experience lobbying and working with gaming and Indian gaming interests.

Additionally, the selected firm will be expected to assist with representing the City at the State, providing up to date information about legislative developments, and facilitating access to key State decision makers.

An overview of the services that the successful firm will be expected to provide include the following:

1. Assist the City with developing an overall legislative strategy to support the proposed Indian gaming development project known as the *Barstow Casino and Resort*.
2. Provide assistance in the development of the City's annual legislative platform
3. Report major legislative / regulatory changes as they specifically affect the City
4. Represent the City's specific interest with the legislature and State administrative agencies
5. Sponsor, support, amend or oppose legislation or regulations that benefit the City.
6. Provide regular (weekly and / or monthly) reports on legislation or regulations affecting the City
7. Respond to legislative questions from designated City representatives
8. Provide specific analysis of legislation or regulations regarding their impact on the City
9. Respond to inquiries from the League of California Cities (League) relating to impacts that specific legislation or regulations may have on the City
10. Assist departments on the means and methods of maximizing State funding of City programs
11. Facilitate access to State legislators (including legislative staff)
12. Facilitate access to other State organizations and / or associations to assure the City's input on issues that impact Barstow
13. Provide training when needed regarding the process of implementing both legislative and regulatory changes



### **III. CONTENT OF PROPOSALS**

A qualifying proposal must address all of the following points:

1. *Project Title*
2. *Firm Name*
3. *Firm Qualifications*
  - a. Type of organization, size, professional registration and affiliations
  - b. Resume of the principal individual(s) from the firm who will be assisting the City with this initiative
  - c. Outline of recent projects completed that are directly related to this project. Consultant is required to demonstrate specific expertise relating to the requirements of the Scope of Work
  - d. Qualifications of consultants, subcontractors, or joint venture firm, if appropriate
  - e. Client references from recent related projects, including name, address and phone number of individual(s) to contact for referral
4. *Understanding of and Approach to the Project*
  - a. Summary of approach to be taken
  - b. Description of the organization and staffing to be used for the project
  - c. Other information that may be appropriate.
  - d. Indication of information and participation the proposer will require from City staff
5. *Fees and Insurance*
  - a. Proposed total fees to complete project as described under Scope of Work
  - b. The selected Consultant will be required to provide insurance coverage in the amount of \$1,000,000 General Liability Insurance and \$1,000,000 of Professional Liability Insurance.
  - c. The Firm shall provide a certificate of liability insurance naming the City of Barstow and its employees and officers as additionally named insured. This shall be maintained in full force and effect for the duration of the contract and must be in an amount and format satisfactory to the City.



#### **IV. SUBMITTAL GUIDELINE**

The deadline for receiving proposals is 11 a.m. on Wednesday, August 8, 2012.

Respondents are required to submit the following:

- One (1) hard-copy proposal in response to the RFQ
- A copy of the proposal in an electronic format via any of the following methods:
  - E-mail (send to [ochi@barstowca.org](mailto:ochi@barstowca.org))
  - CD
  - Flash Drive

All responses, questions, or requests for information should be directed to:

Oliver Chi  
Assistant City Manager  
City Manager's Office  
City of Barstow  
220 East Mountain View Street, Suite A  
Barstow, CA 92311-2888  
E-mail: [ochi@barstowca.org](mailto:ochi@barstowca.org)  
Phone: (760) 577-4510

The City reserves the right to reject any and all proposals. The City will not be liable for, nor pay for any costs incurred by responding firms relating to the preparation of the proposal. An explicit provision of this RFQ is that any oral communication is not binding on the City's proposal process or award of the contract.

#### **V. SELECTION OF FIRMS**

The City Manager's Office will review and evaluate the proposals submitted based on each responding firm's knowledge, skills, experience, past performance, and quality of the proposal. In addition, the following criteria will also be used in the evaluation process:

1. Demonstrated professional skills and credentials of staff to be assigned to the project.
2. Approach to the performance of services required.
3. Quality of past professional experiences and firm reputation.
4. General firm experience.
5. Responsiveness to the RFQ and completeness of the proposal.
6. Amount of the proposed fee for service.



## **VI. TERMS AND CONDITIONS**

The following terms and conditions apply to this RFQ:

1. All responses shall become the property of the City.
2. Due care and diligence has been exercised in the preparation of this RFQ and all information contained herein is believed to be substantially correct. However, the responsibility for determining the full extent of the services rests solely with those making responses. Neither the City nor its representatives shall be responsible for any error or omission in this response, nor for the failure on the part of the respondents to determine the full extent of their exposures.
3. The City reserves the right to select consultants from the responses received; to waive any or all informalities and / or irregularities; to re-advertise with either an identical or revised scope, or to cancel any requirement in its entirety; or to reject any or all proposals received. The City also reserves the right to approve any subcontractors used by submitting firms.
4. A response to this RFQ does not constitute a formal bid, therefore, the City retains the right to contact any / all proposing firms after submittal in order to obtain supplemental information and / or clarification in either oral or written form. Furthermore, an explicit provision of this RFQ is that any oral communication made is not binding on the City's proposal process.
5. The City will not be liable for, nor pay for any costs incurred by responding firms relating to the preparation of any proposal for this RFQ.