



## **Request for Proposals (RFP)**

Professional Consultant Services for:  
**Government Relations & Legislative Advocacy**

Proposals Due: November 16, 2018 by 4:30 p.m.

To the attention of:

Michael Redlinger  
Assistant City Administrator  
City Administrator's Office  
225 4<sup>th</sup> St. N.  
Fargo, ND 58102

Email: [MRedlinger@FargoND.gov](mailto:MRedlinger@FargoND.gov)

## **INTRODUCTION & STATEMENT OF PURPOSE:**

The City of Fargo, North Dakota (City) is issuing a Request for Proposals (RFP) from qualified firms or individuals to provide government relations and legislative advocacy services for the City during the 66<sup>th</sup> North Dakota Legislative Assembly at the State Capitol in Bismarck, ND. The selected firm or individuals will be expected to provide a wide range of professional services and will work closely with the City Commission, City Administrator, and appropriate City staff on all state legislative matters.

## **BACKGROUND INFORMATION:**

The Fargo City Administrator coordinates the City's legislative program on behalf of the City Commission and the organization. The Board of City Commissioners identifies, considers, and approves legislative and policy positions that are consistent with advancing the City's legislative agenda. The City's government relations contractor(s) work in collaboration with the City Commission, City Administrator, and staff to prepare legislative advocacy materials (e.g. written testimony and exhibits); coordinate with other cities and the North Dakota League of Cities (NDLC); and communicate regular, timely updates to the City Commission and City staff throughout the Legislative Session.

Interested firms or individuals should prepare and submit a proposal consistent with the instructions provided in this RFP. The City reserves the right to select one, more than one, or none of the proposals submitted to the City for consideration.

## **SCOPE OF SERVICES:**

The scope of work presented below is representative, although not exhaustive, of tasks assigned by the City to the government relations and legislative advocacy contractor(s). These tasks include:

- Initiate, organize, and conduct internal planning/coordination sessions with the City Commissioners and City staff on legislative matters of significance to Fargo. The service provider(s) shall develop a comprehensive understanding of the City's legislative initiatives and history on specific issues.
- Assist the City's elected officials and staff to prioritize current legislative interests. Provide strategy, guidance, and background information to focus the City's legislative interests to ensure success.
- Assess the capacity of the City's elected officials and staff to assist with direct government relations activities. Advise the client when supplementary professional services may add value or assist in properly advancing the City's interests. Include City Commissioners in legislative testimony and written communications when/where appropriate.
- Prepare legislation and testify at the direction of the City Administrator at hearings, meetings, and in informal interactions with legislators. Communications will be consistent with the City's

legislative program, and information gathered from these interactions will be provided to City leadership.

- Draft letters or written communications (e.g. position statements) as recommended by the provider(s) and approved by the City Administrator.
- Identify and recommend affirmative legislative opportunities that may benefit the City that arise during the Legislative Session.
- Annually prepare a written summary of accomplishments to the City Commission; forecasting potential legislative or agency issues the City should monitor in the future.

**THE PROPOSAL:**

- A. Responses must provide complete information as outlined in the RFP. An electronic or mailed copy of the proposal shall be submitted by **4:30 p.m. on November 16, 2018**. The proposal shall be marked: "City of Fargo Government Relations & Legislative Advocacy RFP" and be sent to one of the following addresses:

**U.S. Mail:** Michael Redlinger  
Assistant City Administrator  
City Administrator's Office  
City of Fargo  
225 4<sup>th</sup> St. N.  
Fargo, ND 58102

**Email:** MRedlinger@FargoND.gov

- B. The City will not reimburse any expenses incurred by the firm or individual submitting responses, including but not limited to expenses associated with the preparation and submission of the response and attendance at interviews.
- C. The City reserves the right to accept one, accept more than one, or reject any and all proposals; to request additional information from any or all Proposers; and to suggest modifications to the terms and conditions offered by a Proposer.

## Proposal Content

Proposals must contain the following elements:

- A. **Title Page** which contains the name of the proposing firm/individual, its address, telephone number, name of the contact person, and the date of submittal.
- B. **Firm/Individual Profile** that contains the firm or individual's organizational history and credentials, including:
  - Who will be assigned to the project and a description of their responsibilities.
  - The size of firm and its capacity/availability to perform work on behalf of the City.
  - The experience of the firm or individual in providing previous government relations and legislative advocacy services for a local unit of government or municipality.
- C. **A Comprehensive Response to the City's Requested Scope of Services**, including:
  - A clear understanding of the requested services.
  - An overview of the firm or individual's approach to meeting the goals, performance expectations, and desired policy outcomes of the City.
  - The process utilized to understand proposed legislation; potential impact (or benefit) to the City; and strategies to position the City for success.
  - How the firm or individual will communicate with City leadership at the various stages of the legislative process, including:
    - Urgent matters during the Legislative Session that require immediate attention of the City;
    - Routine matters and coordination during the Legislative Session; and
    - The requested "end of Legislative Session" written report to the City Commission.
- D. **Rates, Fees and Charges**

Proposals must provide a complete description of the rate, fee, and charge structure proposed for the services. Proposers should also indicate whether, and to what extent, they are willing to consider the use of a retainer. Such retainer would be a fixed annual fee covering all services rendered.

- E. **Conflict Check**
  - Indicate whether Proposer (firm or individual) represents or has represented any government relations client whose representation may conflict with the Proposer's ability to provide effective government relations and legislative advocacy services to the City.

- Does the Proposer currently represent any other local units of government having jurisdiction contiguous to the City of Fargo?
- What procedures does your firm utilize to identify and resolve conflicts of interest?

**EVALUATION AND SELECTION PROCESS:**

The City Administrator will review all submitted proposals pursuant to the RFP and may choose to conduct in-person or telephone interviews. After this initial screening process, the City Administrator will make a recommendation (or recommendations) to the Fargo City Commission. At its discretion, the City Commission may or may not conduct additional interviews with respondents.

At the conclusion of the selection process, the City intends to enter into a professional services agreement with the selected firm or individual(s). Based upon a review of the proposals and such other evaluation as may be necessary, the City Administrator will request that the City Commission approve the appointment of the firm/individual(s) determined to be the most responsive and responsible. Approval of the recommendation and authorization of the professional services agreement is at the sole discretion of the City Commission.

**SCHEDULE:**

City Commission Approval of RFP	October 22, 2018
Distribute/Advertise RFP	October 23, October 29, & November 5, 2018
RFP Due Date	<b>DUE November 16, 2018 by 4:30 p.m.*</b>
Interviews <i>(to be scheduled)</i>	November 27-29, 2018
City Commission Appointment & Approval of Professional Service Agreement(s)	December 3, 2018

*\*Proposals received after November 16, 2018 at 4:30 p.m. will be considered non-responsive and rejected.*

