



**Website:**  
[www.beaumontca.gov](http://www.beaumontca.gov)

**Address:**  
550 E. 6<sup>th</sup> Street  
Beaumont, CA 92223

**Phone:**  
951.769.8520

# Request for Proposals For Federal Lobbying Services

**Proposals Due By:**  
2:00 p.m.  
Thursday, January 12, 2023

**Contact:**  
Grace Wichert  
Procurement and Contracts Specialist  
[Gwichert@beaumontca.gov](mailto:Gwichert@beaumontca.gov)

**RFP Available:**  
[www.publicpurchase.com](http://www.publicpurchase.com) or  
<https://www.beaumontca.gov/949/Bids-and-RFPs>



**1. INTRODUCTION**

The City of Beaumont (City) is seeking proposals from qualified firms/individuals (Consultant) registered as a lobbyist with the United States House of Representatives (House) and the United States Senate (Senate) in order to achieve certain federal legislative agenda objectives, including funding advocacy and policy changes. The prospective consultant(s) should have business relationships with the Executive branch and its reporting agencies and departments and should have experience in effectively lobbying issues on both sides of the aisle in both the House and Senate.

All services provided by the Consultant shall be performed by individuals who meet the qualifications, education, and certification/licensing requirements for the position. The successful Consultant shall also have the resources to provide cost effective and timely services, including providing customer service to the City.

Qualified Consultants that submit a proposal will be evaluated in accordance with the requirements defined within this RFP. Upon successful negotiations with the City, the selected firm will provide Federal Lobbying Services.

Responses must conform to the requirements of this Request for Proposal (RFP). The City reserves the right to waive any irregularity in any proposal or reject any proposal that does not comply with this RFP or City policies. Modifications to the RFP, including, but not limited to the scope of work, can be made only by written addendum issued by the City.

**2. THE CITY OF BEAUMONT**

The City was incorporated in November 1912 and is located in the San Gorgonio Pass portion of western Riverside County. It is bounded on the west by Calimesa and unincorporated areas, on the north by unincorporated county areas (Cherry Valley), on the south by unincorporated county areas and the City of San Jacinto, and on the east by the City of Banning. The land area within the City's boundary is approximately 30 square miles.

The City of Beaumont is rated one of the safest cities in southern California. The City has its own police department. Fire and paramedic services are contracted through Riverside County. The City of Beaumont has been one of the fastest growing cities in California over the past 15 years and has a current population of 54,690. An average of 500 new homes have been permitted annually since 2013 and the population has grown by approximately 1,500 residents each year. Beaumont has seen significant growth in its quality of workforce with educational levels and technical skills. The community has also seen growth in its household income levels. As a result of this growth, the City must continue to provide residents with the quality of life they expect. This involves expanding park and recreational amenities, maintaining a quality police force to keep pace with growth, construction of regional surface transportation projects, and to perform economic development activities to diversify the city's tax base and increase employment opportunities in the region.



### The City Government

The Beaumont City Council is comprised of five Council members, each sharing equal voting powers on all items coming before the Council. Council members are elected to at-large positions for four-year terms, with elections held in November of even-numbered years. The City Council meets annually to select one of its members to serve as Mayor and another to serve as Mayor Pro Tem for one year but no more than two consecutive years.

The City Council provides legislative and policy direction to the City Manager, who implements their decisions to direct the activities of the City. The City Council responds to issues and concerns of the community by allocating resources, developing policies, and formulating strategies that support the vitality and economic viability of the City. All of their decisions must be made at public meetings.

The City Council appoints the City Manager and City Attorney and members of all advisory boards, commissions, and committees. The City Council also serves as the Board of Directors for the Beaumont Financing Authority, Beaumont Utility Authority, and the Beaumont Parking Authority.

### 3. BACKGROUND

Founded at the turn of the 20th century, Beaumont is proud of its rich history and rural charm. The town served as a welcome “stopping-off point” for early travelers making their way from the Mohave desert to Los Angeles, and later for L.A. residents eager to vacation in Palm Springs. Some, however, set down roots, drawn by the beautiful mountain vistas; clean, crisp air; and the abundance of cherry and apple orchards.

Beaumont provides the very best of rustic, rural beauty and charm, combined with the planned growth, abundant recreational opportunities, and rich community life offered by the finest Southern California cities. The progressive city of over 54,000 people, sits at 2,612 feet in elevation between Riverside and Palm Springs in the Inland Empire. The city operates 18 city-owned parks, including a 20-acre sports park as well as an extensive trails system. The Beaumont School District, with 12 schools, has an outstanding reputation, and it ranks highly in the Pass Area. The city is rounded out with various local service clubs, a state-of-the-art community recreation center, a library, two four-star golf courses, and multiple churches.

The City interacts with numerous other government agencies, including but not limited to the California Department of Parks and Recreation, the California Department of Transportation, the County of Riverside, Riverside County Transportation Commission (RCTC), California Department of Housing and Community Development, the Federal Railroad Administration, the U.S. Economic Development Administration, and the U.S. Department of Justice.



**4. PURPOSE**

The purpose of this RFP is to select a registered federal lobbyist firm who shall represent the City of Beaumont in Washington D.C. by monitoring and lobbying federal legislation which impacts the city and advocating on policy and funding opportunities with the House, Senate, congressional committees, and federal agencies. The selected firm will help the city develop a stronger, faster, and more effective approach to protect the interest of our residents, and to successfully pursue, secure, and maximize funds for local and regional projects through the federal authorization/appropriation process and competitive grant programs.

Areas of interest include, but are not limited to, federal funding, both direct and pass through, transportation (surface and public), economic development, public safety, telecommunications and broadband, emergency operations, park and recreation amenities, labor law and rulemaking (e.g. collective bargaining for municipal employees), municipal/local government and non-profit taxation (e.g. tax exemption status for municipal bonds) and user fees, federal taxation and debt issues, cyber security, as well as issues concerning federal contracting, the federal workforce, including but not limited to, federal travel/transit reimbursements and per diems, and the location of federal facilities (including federal payments in lieu of taxes).

**5. SCOPE OF WORK**

The Consultant must be well versed in Federal Legislation and able to properly represent the City and its interests. The services the City is seeking will include but are not limited to the following:

General Lobbying Services:

1. On an annual basis, work with the City to update its legislative program to look at upcoming legislative trends. This will assist the City in proactively addressing legislation, topics, or issues that unfold in advance of the coming year.
2. Undertake advocacy, including strategy development and related activities, to attain the objectives of the City. Related activities to include meeting with legislators and staff, drafting legislative amendments, coordinating testimony at legislative hearings and administrative agencies, attending meetings and otherwise representing the City's positions. Organize advocacy trips to promote the City's projects and priorities.
3. Review proposed, introduced, and amended legislation, and proposed and adopted administrative rules and regulations, to determine its impact on the City and recommend positions to be taken on the legislation.



4. Provide periodic electronic reports on status of legislation and other related matters such as bill language and committee analysis, an annual report giving an overview of the completed and forecast of important issues on the upcoming year.
5. Coordinate and cooperate with other organizations, municipalities, companies, and firms having similar legislative objectives as the City. Where appropriate, advocate positions on legislation and work to secure language in law that will advance the City's interests.
6. Regularly communicate with the City to assess legislative options, analyze legislation, and discuss policy objectives including review and input to the City's legislative policy guide. Present legislative issues to the full City Council as needed/upon request.
7. Participate in regular planning and coordination meetings with City staff.
8. Undertake advocacy on technical matters, compliance reporting and associated activities.
9. Identify available programs that provide funding or grants for transportation, wastewater, recycled water, water conservation, energy sustainability, economic development, parks and recreation, public safety, and all other City projects and services and provide assistance in preparing applications.
10. Prepare and file all applicable Fair Political Practices Commission lobbying documents and reports within all applicable deadlines, per the provisions of the Political Reform Act of 1974 as amended. Provide the City notification of any changes or modifications that may be pertinent.
11. Assist City staff with ongoing/regular reporting and follow up as may be required by the granting agency/organization.
12. Arrange meetings with legislative representatives and/or government departments and/or agencies for City elected officials and staff as requested by the City.
13. Provide a monthly written summary of work conducted on behalf of the City.

Federal Lobbying Services:

1. Serve as a reliable and consistent conduit of information to and from the congressional delegation, other members of Congress, congressional committees, congressional staff, and federal agencies.
2. Monitor and provide regular reports both orally and in writing, on current



legislation, the federal budget process, or any congressional events that may directly or indirectly impact the City.

3. Work closely with the City Council and/or City Manager to assist in developing the City's legislative priorities and identifying current needs.
4. Focus efforts of supporting the City's appropriations requests and legislative objectives during the final phases of Congressional action on spending and authorization legislation, including coordinating additional meetings with relevant Members of Congress or staff in support of the City's federal objectives (as appropriate).
5. Frequently contact Members of Congress and staff, as well as Committee and federal agency staff on matters concerning the development of future legislation and regulations impacting the City of Beaumont. Said contact shall keep policy makers aware of the potential effect of specific legislation and regulations relative to the City of Beaumont's interests.
6. Obtain and monitor bills, resolution, files, journals, histories, etc. As such, copies of bills and amendments that are determined to have an impact on the legislative and regulatory interests of the agency should be forwarded to the City of Beaumont.
7. Once legislative positions are established by the City, log required actions into a bill tracking system and update that system on a regular basis.
8. Transmit the City's position on key House and Senate actions to Members of Congress and staff, as well as Committee and federal agencies (as appropriate) and other interest groups.
9. Design and implement a strategy, in consultation with the City staff that raises the consciousness and awareness of issues relating to the City with Congressional leaders and broadens and improves direct communication of City officials with the House and Senate Leadership.
10. Work with the City in the coordination of a legislative/regulatory program, which includes the development of legislative/regulatory positions and platforms as well as drafting proposed legislation when appropriate.
11. Be a special project facilitator for the City before federal agencies on funding matters and to develop project guidelines, policy, and resolution statements.
12. Assist the City with strategic communication or crisis response, if needed, relative to the City's federal affairs activities.
13. Actively establish a strong identity and presence in Washington, DC on behalf



of the City. This effort shall be reinforced by day-to-day involvement in the political, regulatory and congressional actions on behalf of this organization.

14. On-site visits to the City of Beaumont shall be made upon reasonable notice and request to Consultant along with a presentation to the City Council and to confer with City officials regarding federal issues as requested.

### **Optional Scope of Work Items:**

The consultant shall provide a separate line-item proposal for the following optional task: (these optional items may or may not be added to the final scope of work as determined by the city once a preferred consultant is chosen):

#### **A. California State Lobbyist Services**

1. Review all bills introduced in the California Legislature and inform the City of all such legislation affecting its interest and forward a copy of such bills to the City.
2. Assist the City in identifying and obtaining state funding available for City programs and proposed capital projects.
3. Provide a monthly written summary conducted on behalf of the City during the legislative session and at other times if significant activity warrants it.
4. Initiate legislative proposals on behalf of the City.
5. Attend and provide testimony on behalf of the City in legislative hearings.
6. Perform duties customarily performed by legislative advocates and governmental affairs representatives on behalf of the City to the best of their abilities, experience, and talents.

### **General Requirements:**

The successful proposer will be required to maintain an active City of Beaumont Business License and maintain all required insurance coverage as stipulated in the final contract.

### **8. ADDITIONAL CONSULTANT RESPONSIBILITIES**

The Consultant Team shall be responsible for completing the specified services in accordance with the City's Professional Services Agreement (Attachment A).





## 9. TERM

The initial term of the agreement shall be for the period of three (3) years from the commencement date. The contract may be extended for up to two (2) additional one (1) year periods. Unless otherwise agreed to by the parties or as may be required by law, any renewal shall be based on the same prices, terms and conditions as the initial term.

## 10. PROPOSAL REQUIREMENTS

The proposal shall clearly address all the information requested herein. To achieve a uniform review process and obtain the maximum degree of comparability, it is required that proposals be organized and contain all information as specified below.

- A. Cover Letter: Maximum of two (2) pages serving as an Executive Summary which shall include an understanding of the scope of services. The RFP shall be transmitted with a cover letter that must be signed by an official authorized to bind the consultant contractually. The letter accompanying the RFP shall also provide the name, title, address, and telephone number of individuals with the authority to negotiate and contractually bind the consultant. The cover letter constitutes certification by the consultant, under penalty of perjury, that the consultant complies with nondiscrimination requirements of the State and Federal Government. An unsigned proposal or one signed by an individual unauthorized to bind the consultant may be rejected.
- B. Introduction/Information: Introduction of the service proposal, including a statement of understanding for the types of services contemplated. Provide a discussion on how the objectives of the scope of services will be accomplished. Provide the name of the firm submitting the proposal, its mailing address, telephone number, and the name of the individual to contact if further information is required. Any participating firms and proposed sub-consultants shall be identified and included in the proposal (all sub-consultants must be approved by City prior to signing the agreement with City).
- C. Approach: The firm's approach to delivering the scope of services. Provide a description of the firm's approach to communicating effectively with City staff and officials, other jurisdictional stakeholders, and the public, to facilitate successful delivery of assigned tasks.
- D. Firm Profile: Provide a description of the firm, including number of professional personnel, years in business, office location(s), organizational structure (e.g., corporation, partnership, sole practitioner, etc.), areas of particular expertise, etc.
- E. Firm Accomplishments: Provide key examples of accomplishments for clients,





examples of reports submitted to clients, capacity to represent clients in the Federal Legislature.

- F. Location of principal office that will be responsible for the implementation of this contract.
- G. Proposed Team: Provide a summary description of all personnel who will be involved in this project, their roles and responsibilities, and their experience in similar past projects. The proposal must name a project manager. In addition to this summary, full resumes must be provided.
- H. References: Provide at least three (3) references from previous cities, counties or other agencies for similar work completed within the last 10 years, which include: name, address, contact person and phone number for the agency, length of time services were provided, staff assigned to each project by your firm, and a description of the services provided. All submitted materials shall become the property of the City of Beaumont.
- I. Scope of Services: Provide a description of the tasks, sub-tasks, and deliverables that will be provided. The Scope of Services should be presented in a logical format that can be easily attached to the Professional Services Agreement. Any additional items not mentioned above in the list but needed to get to full design and construction shall be included in the proposal as additional items for consideration.
- J. Project Schedule: Provide a comprehensive Critical Path Method (CPM) schedule describing the nature and estimated timeline of proposed work objectives and milestones. Gantt chart preferred.
- K. Cost proposal: Provide detailed cost of services in a separate sealed envelope.
- Costing should include:
- Fixed prices, including out-of-pocket expenses, for all costs associated within the scope of this proposal
  - Detailed hourly rates of all members of the project
  - Additional billable costs for non-specified tasks
  - Total fees and expenses for the entire scope of the project
  - Any area which proposers believe should be included in the scope of work in this proposal, but which is not stipulated in this RFP, and identifies the costs associated with the services rendered
- L. List of all current/outstanding contracts, their status, and the completion date for each contract.
- M. Any other information which should be considered, such as any special services or customer service philosophy which define your firm's practice.



N. The firm will be required to have professional liability insurance including liability at a minimum of one million per occurrence, worker’s compensation, and vehicle coverage including comprehensive and collision insurance naming the City of Beaumont as additional insured. The proposal shall state whether such insurances will be in force at time of contract execution.

**11. SUBMITTAL**

Six (6) bound copies and one (1) color digital pdf copy (flash drive) of the proposal must be submitted no later than 2:00 p.m. Thursday, January 12, 2023. The cost proposal shall be submitted in a separate sealed envelope. Postmarks and faxes are not acceptable. Proposal must be titled “RFP Professional Services for FEDERAL LOBBYIST SERVICES.” All proposals shall be submitted to:

Grace Wichert  
Gwichert@beaumontca.gov  
City of Beaumont  
550 E. 6th Street  
Beaumont, CA 92223

No postmarked proposals will be accepted. Once submitted, proposals, including the composition of the consulting staff, cannot be altered without prior written consent of the City.

All costs associated with preparation of any proposal shall be the sole responsibility of the proposer. Each proposal shall be limited to a maximum of 25 pages, using minimum 12-point font size. Electronic submittals of the proposal will not be accepted.

***\*DUE DATE FOR QUESTIONS IS December 15, 2022, AT 2:00 p.m.***

All questions shall be submitted on PublicPurchase.com. Answers will be posted on the same website to allow all users to review the City’s responses to all questions within one (1) week of the question due date.

**12. CONFIDENTIALITY**

Prior to the proposal submittal deadline, all proposals will be designated confidential to the extent permitted by the California Public Records Act. After the proposal submittal deadline, all responses will be regarded as public record and will be subject to review by the public. Any language purported to render confidential all or portions of the proposals will be regarded as non-effective and will be disregarded.

**13. AMENDMENTS TO REQUEST FOR PROPOSALS**



The City reserves the right to amend the RFP by addendum prior to the final proposal submittal date.

**14. CITY OF BEAUMONT RIGHTS AND OPTIONS**

This RFP does not commit the City of Beaumont to award a contract or to pay any cost incurred with the preparation of a proposal or contract for services described herein. The City may, in its sole discretion and without any obligation to act reasonably, reject any and all proposals, waive informalities and minor irregularities in any proposal reviewed, negotiate with any qualified source submitting a proposal, extend deadlines, and/or request additional information. Subsequent to negotiations, prospective consultants may be required to submit revisions to their proposals. The City may reject any proposal that does not conform to the instructions provided in this RFP. Additionally, the City reserves the right to negotiate all final terms and conditions of any proposal received before entering into final contract.

The City reserves the right to postpone selection for its own convenience, to withdraw this RFP at any time, and to reject any and all proposals without indicating any reason for such rejection. As a function of the RFP process, the City of Beaumont reserves the right to remedy technical errors in response to the RFP and to modify the published scope of services and scope of work. Proposals submitted in response to the RFP will not be returned.

**15. CONFLICT OF INTEREST**

The Consultant shall disclose any personal or professional financial, business, or other relationships with the City that may have an impact on the outcome of this contract or any resulting project. The consultant shall also list current clients who may have a financial interest in the outcome of this contract.

**16. PROPOSAL EVALUATION/SELECTION**

The City intends to engage the most qualified consultant available that demonstrates a thorough understanding of the City's needs. City staff will use the following criteria to evaluate the proposals:

- |    |   |                                     |
|----|---|-------------------------------------|
| 1. | Understanding the scope of services and completeness of RFP | Available Points = 20               |
| 2. | Related experience and demonstrated skills                  | Available Points = 30               |
| 3. | Approach to performing this type of service                 | Available Points = 20               |
| 4. | Familiarity with City, County, State procedures             | Available Points = 5                |
| 5. | References  | Available Points = 10               |
| 6. | Cost and Cost Effectiveness                                 | Available Points = 15               |
|    |   | <b>Total Points Available = 100</b> |

The City may request a qualification interview with the highest ranked consultant(s) prior



to determining the final ranking. This selection will be conducted according to the City's adopted procedures. The City reserves the right to reject any and all proposals.

**Attachments**

- A. Exhibit A- Professional Services Agreement



# **Exhibit "A"**

## **Professional Service Agreement**