



**REQUEST FOR PROPOSAL**

**FOR**

**STATE LEGISLATIVE CONSULTING SERVICES**

**Florida Public Transportation Association  
PO Box 10168  
Tallahassee, FL 32302**

**PROPOSAL SUBMISSION DATE:  
December 4, 2018 by 5:00 P.M.  
(Eastern Time)**

**Proposals must be Submitted Electronically**

**THE RESPONSIBILITY FOR SUBMITTING A PROPOSAL FOR THIS RFP TO FPTA ON OR BEFORE THE STATED DATE AND TIME WILL BE SOLELY AND STRICTLY THE RESPONSIBILITY OF THE PROPOSER.**

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# 1.0: RFP REQUIREMENTS AND INSTRUCTIONS

## CONTRACTING AGENCY

The Contracting Agency is the Florida Public Transportation Association (“FPTA”), a private, non-profit association. FPTA is governed by a Board of Directors made up of 23 public transit systems, two (2) private business members, and five (5) ex-officio members.

## INTRODUCTION / INVITATION

FPTA intends to enter into a one (1) year Agreement with a qualified contractor to provide it with legislative consulting services at the State level. This Agreement may be extended for two (2) additional one (1) year options. This RFP solicits proposals from qualified firms interested in providing the services needed for this Project.

## PURPOSE

The purpose of the RFP is to assist FPTA in the evaluation of each Proposer’s ability to provide the desired services. This document shall outline the elements of the Proposal, the RFP evaluation method, and the Contractor selection process. FPTA intends to execute a Contract with the responsive and responsible Contractor whose Proposal is determined to be the most advantageous to FPTA.

## SCHEDULE OF EVENTS

Key milestone dates associated with the submission of a Proposal are listed below:

ACTIVITY	DATE
RFP Advertised	November 6, 2018
Last day for Questions	November 19, 2018 at 5:00 p.m. (Eastern)
Last day for Submission of Proposals	December 4, 2018 at 5:00 p.m. (Eastern)
Selection Committee Review Process	December 5, 2018 - December 12, 2018
Selection Committee Meeting	December 13, 2018
Intent to Award	December 14, 2018

## QUESTIONS

Any questions, requests for interpretations or supplemental instructions arising from this RFP must be submitted in writing to FPTA's Executive Director, Ms. Lisa Bacot, by e-mail at [lisabacot@floridatransit.org](mailto:lisabacot@floridatransit.org). Ms. Bacot shall be the sole point of contact for this procurement and can also be reached at (850) 445-8329. In order for questions to be answered in a timely manner, they must be received no later than the date and time specified in the Schedule of Events above. Written questions received after the date specified in Schedule of Events may not be answered

## COMMUNICATIONS AND CONE OF SILENCE

**Any communications between any potential vendor, bidder, lobbyist or consultant and any board member, staff member, committee member, or consultant of FPTA regarding this procurement are strictly prohibited from the date on which the solicitation WAS RELEASED through the date of contract award.**

The only exception to Communications and the Cone of Silence is communications with FPTA's designated point of contact regarding questions concerning the RFP.

## CONFLICT OF INTEREST

This Section shall apply to the Contractor, any Subcontractors, and any other agent or employee engaged by the Contractor. The Contractor agrees to incorporate the provisions of this Section into any subcontract into which it might enter with reference to the Work performed. Organizational conflict of interest means that because of activities or relationships with other clients, a Proposer is unable or potentially unable to render impartial assistance or advice, or the Proposer's objectivity in performing the Work is, or might be, otherwise impaired ("Organizational Conflict of Interest"). The Contractor shall not enter into any other contract with any other private or public entity ("Entity") during the term of the Agreement that may: (a) create or involve an Organizational Conflict of Interest with the Services provided herein; or (b) be adverse to FPTA's interest, without the prior written approval of FPTA's Executive Director.

In addition, the Contractor shall not represent any other Entity before the Florida State Legislature or any committee thereof, the office of the Governor or any member of the cabinet or any state agency, on any matter where such party's interest is or may be adverse to FPTA's interests, as determined solely and absolutely by FPTA, including Organizational Conflicts of Interest ("Prohibited Conflict") without the prior written approval of FPTA's Executive Director.

In the event the Contractor desires to represent another Entity in a matter that may be a Potential or is a Prohibited Conflict, prior to undertaking any such representation, the Contractor shall submit a written request for approval to represent any Entity in either a Potential or Prohibited

Conflict to FPTA's Executive Director. FPTA's Executive Director shall issue a written response to the Contractor within five (5) business days following receipt of the Request for Approval.

FPTA, in its sole and absolute discretion, may preclude the Contractor from simultaneously representing FPTA and another Entity when FPTA determines that representation of such other Entity is a Potential or Prohibited Conflict. In making such determination, FPTA shall have sole and absolute discretion to determine if the requested representation is a Potential or Prohibited Conflict. FPTA agrees that its approval of any Request for Approval shall not be unreasonably withheld.

Should the Contractor fail to cure a Potential or Prohibited Conflict within five (5) days following its receipt of FPTA's written notice, FPTA shall have the right to terminate the Agreement effective upon issuance of the termination notice and the Contractor shall not be entitled to damages of any kind resulting from such termination, and any outstanding monthly retainer amounts shall be prorated and paid through the date of termination.

## ADDENDA AND CLARIFICATION

In the event that FPTA finds it necessary to supplement or modify any portion of the RFP during the Proposal preparation period, such procedure(s) shall be accomplished by issuance of written addenda. Addenda will be posted on FPTA's web page ([www.floridatransit.org/RFP](http://www.floridatransit.org/RFP)).

## SUBCONSULTANTS AND SUBCONTRACTORS

All Subconsultants or Subcontractors are subject to FPTA approval. FPTA reserves the right to reject any and all Subconsultants or Subcontractors listed by the Proposer and bears no responsibility or liability to the Proposer or Subconsultants or Subcontractors for any commitments made regarding the use of particular Subconsultants or Subcontractors for the Project. The Proposer shall provide a list with its Proposal of all Subconsultants and Subcontractors that may perform services on the Project. No changes to the list of Subconsultants and Subcontractors can be made after the deadline for submitting of Proposals without written approval by FPTA.

## RIGHT TO REJECT

FPTA, at its sole and absolute discretion, reserves the right to reject any or all Proposals and reserves the right to make an award based solely on the Proposals as submitted. Proposals forwarded to the Selection Committee by FPTA's Executive Director may be deemed non-responsive by the Committee.

A responsive Proposal is an offer which complies with and conforms to the requirements of the RFP. Proposals which, in the opinion of FPTA, are non-responsive will be rejected. Proposals may be rejected if found to be conditional, irregular or not in conformance with the requirements and instructions contained herein.

## 2.0: PROPOSAL SUBMITTAL REQUIREMENTS

All Proposals must be received electronically by the date and time shown in the Schedule of Events of the RFP. The proposers should submit one (1) file electronically titled "Proposers' Name Technical Proposal" and one (1) file electronically titled "Proposer's Name Price Proposal." The files should be submitted electronically by **Tuesday, December 4, 2018, by 5:00 pm (eastern)** to:

**Lisa Bacot, Executive Director**  
**FPTA**  
[lisabacot@floridatransit.org](mailto:lisabacot@floridatransit.org)

Proposals received after that time and date will not be considered. Proposals **MUST** be structured in the format outlined by FPTA in this section of the RFP. Proposals that do not meet this requirement may be rejected.

## TECHNICAL PROPOSAL

A Proposer shall submit a Technical Proposal for the Project. Technical Proposals should be prepared as simply as possible and provide a straightforward, concise description of the Proposer's capabilities to satisfy the requirements of the RFP. Emphasis should be concentrated on accuracy, completeness, and clarity of content. At a minimum, the Technical Proposals shall include the items required in this Section. The information provided within the Technical Proposal is intended to enable FPTA to evaluate the level of quality of the Proposer and the Proposer's ability to provide the proposed services based on the requirements provided in the RFP.

The Technical Proposal will be scored using the maximum point assignments shown below. Each criterion has an established point value.

Technical Proposals must be formatted as described below:

**1. Cover Letter (No more than 2 pages):**

Each Proposer shall submit a maximum two-page letter including the name and address of the organization submitting the Proposal; whether the organization is an individual, partnership or corporation; and the name, address, telephone number, and e-mail address of the contact person who will be authorized to represent the Proposer.

**2. Table of Contents:**

Each Proposer shall include an outline of the Proposal, identified by sequential page number and section title, as described herein.

**3. Qualifications and Experience (No more than 10 pages -Maximum 30 points):**

This category will evaluate the Proposer's skills, qualifications and proven success in the areas described in the Scope of Services. Specific skills and qualifications in the areas of State of Florida legislative coordination and State legislation and agency rulemaking. Please attach a list of all current clients, including the name of the organization, contact person, phone, email, and the dates of representation. Please also attach any current or past transportation-related clients you have represented, including the name of the organization, contact person, phone, email and the dates of representation. The client lists should be attached and are not counted towards the page maximum of this section.

**4. Proposed Project Manager and Project Leaders (No more than 5 pages- Maximum 20 points):**

This category will evaluate the ability of the Project Manager and supporting individuals, including subconsultants, to perform the required Scope of Services. Identify the key personnel available for this Project. Attach resumes for each of the key personnel (Proposed Project Manager and Project Leaders), including subconsultants, describing the qualifications and experience relevant to the Scope of Services. Resumes will not be included in the page limitation.

A proposed organizational chart illustrating how the Proposal team will provide a logical division of responsibility and a clear line of authority in accomplishing the Scope of Services should be attached and is not counted towards the page maximum of this section.

**5. Approach to Scope of Services (No more than 10 pages- Maximum 30 points):**

This category will evaluate the Proposer’s knowledge of transportation and public transit issues, and their proposed approach to the Scope of Services. Samples of the required reports, such as monthly and weekly reports, are encouraged to be attached to the proposal and will not count against the total page count of this section.

**PRICE PROPOSAL**

Consultant is required to complete a separate price proposal using the proposed Pricing Proposal Form as outlined in Attachment 2. Please keep in mind that FPTA is a small, nonprofit Association with only one (1) full time staff member. We have a limited amount of dollars for this project and cost-effective proposals are encouraged.

**6. Pricing – Attachment 2 (Maximum 20 points):**

The Proposer offering the lowest total price proposal shall receive 20 points for the cost criteria. The remaining firms shall be rated in accordance with the formula in Section 3.0 Evaluation Process.

## 3.0: EVALUATION PROCESS

FPTA’s Selection Committee shall evaluate the Technical Proposals provided to it using the RFP Evaluation Criteria. FPTA may request additional information in writing from the Proposers during this phase of the Evaluation Process.

**SELECTION COMMITTEE SCORING OF TECHNICAL PROPOSAL**

Each member of the Selection Committee shall receive a copy of each Technical Proposal determined initially responsive. The Selection Committee members will independently evaluate the Technical Proposals using the RFP Evaluation Criteria prior to the Selection Committee meeting.

At the Selection Committee meeting, Selection Committee members may ask questions and adjustments to scoring may take place. After the Technical Proposals are scored, the Selection Committee will incorporate the Price Proposal Scores using the scoring methodology outlined in this section for those Price Proposals that have been deemed responsive.

The Selection Committee also reserves the right to refrain from making a recommendation in the event that no Proposal is deemed advantageous to FPTA.

## FINAL SCORING, RANKING, AND SELECTION

Proposers shall be assigned a Final Score using the formula provided below:

Final Score = Technical Proposal Score + Price Proposal Score

The Price Proposal Score = 
$$s = \left[1 - \frac{(b-a)}{a}\right] \times 20$$

Where:  
a = dollar amount of lowest Price Proposal  
b = dollar amount of Price Proposal to be rated  
s = Price Proposal score (rounded to the nearest 10<sup>th</sup> of a point)

The basis for evaluation of the Price Proposals will be set at the dollar amount of the lowest priced Price Proposal for the Project, i.e. "a." The lowest Price Proposal will receive the maximum score (20 points) for the Price Proposal evaluation. All other Price Proposals will be compared to the lowest Price Proposal, i.e. "b." The percentage that each Price Proposal is above the lowest Price Proposal will be multiplied by 20. This number will be reduced from the maximum Price Proposal score of 20 to determine its score (rounded to the nearest 10<sup>th</sup> of a point), with a minimum score of 0.

The Price Proposal score will then be added to the Technical Proposal Score to obtain the Final Score for each Proposer. The Successful Proposer will be the Proposer with the highest Final Score.

# ATTACHMENT 1: SCOPE OF SERVICES

## Introduction

The Florida Public Transportation Association (FPTA) is a nonprofit association whose members include public transit agencies in Florida, as well as interested citizens and businesses. FPTA's membership is composed of numerous fixed route and rural transit systems, a commuter railroad, a heavy-rail commuter system, and two people mover systems. Many members also conduct paratransit operations to meet ADA and state requirements. FPTA was incorporated in 1974 and started with only twelve members. Today, FPTA has grown to 200 members, including transit systems, supporting agencies, and business class members.

FPTA desires to engage a Consultant to analyze state legislation, policies and regulations affecting FPTA or its members, and to develop strategies for advancing actions at the state level that are beneficial to FPTA and its members. Services are being requested of a professional state government affairs firm, hereby referred to as "Consultant", to provide FPTA with effective representation regarding state transportation initiatives before the State's executive branch, legislative branch, the Florida Department of Transportation (FDOT), and other related interest groups, as needed.

All work related to this contract shall be carried out in accordance with policies and goals set by FPTA. The FPTA Executive Director shall communicate FPTA's priorities and positions to the Consultant and will also independently monitor legislative proposals and circulate those to pertinent FPTA Committees for review and comment.

## Goals

FPTA desires to engage a professional state government affairs firm to provide assistance with the goals of FPTA and to provide services specific to:

- FPTA interests and funding priorities
- Analysis of state legislation, policies and regulations affecting FPTA and its member agencies
- Development of strategies for advancing state actions that are beneficial to FPTA and its member agencies
- Advancing FPTA's Legislative Platform, which shall be adopted by the FPTA Board of Directors annually
- Regularly provide reports and updates to FPTA as well as organize meetings between FPTA and state officials, as needed.

## Consultant Priorities

The Consultant shall provide services of a state government affairs firm that will provide FPTA with effective representation regarding transportation initiatives before the State's executive branch, legislative branch, the Florida Department of Transportation (FDOT), and related interest groups. The priorities for a Consultant in this regard are as follows:

1. Advocate on behalf of FPTA's and its members' interests.
2. Advocating for increasing state and local funding for public transportation in general so that it benefits FPTA and its member agencies.
3. Advocate on behalf of FPTA's interests related to specific state transportation related policy issues as directed by FPTA staff.
4. Maintain a significant presence in Tallahassee, Florida such that FPTA's interests can be represented before Tallahassee based state officials on an immediate basis.
5. Provide timely information to FPTA's Executive Director on major state actions and events including written monthly and weekly reports and regular communication with the FPTA Executive Director.

The successful Consultant will keep FPTA abreast of State legislation through analysis and recommendations for advocacy; assisting in the development, proposal and sponsorship of State bills/amendments needed to further FPTA's goals and priorities; working with State legislative staff and members to advocate passage of said bills and/or amendments to bills; coordinating and facilitating meetings with appropriate state agencies, legislative staff and elected officials to communicate FPTA's interests, concerns, needs, etc.

## Consultant Responsibilities

The professional services shall include, but not be limited to the following:

### **Task 1.0 General Services**

The general scope of work consists of the Consultant performing all of the following general services:

1. Maintain knowledge of issues concerning FPTA and be prepared to offer advice and advocacy support.
2. Assist FPTA in developing the FPTA Legislative Platform and making recommendations for an annual legislative strategy identifying key objectives.
3. Review and analyze, on a continuing basis, all existing and proposed State policies, programs, and regulations that may impact FPTA. Provide prompt notification to FPTA of the issue and specific impact, and possible resolutions.

4. Assist in the development for advancing actions at the State level that are beneficial to FPTA, including drafting legislation, and sponsorship of State bills/amendments needed to further FPTA's goals and priorities.
5. Coordinate with other transit system lobbyists or lobbying efforts across the state on issues of collective interest.

### **Task 2.0 Legislative Monitoring/Representation Activities**

The Consultant will be responsible for managing the following activities:

6. Assist FPTA in developing specific legislative strategies pertaining to individual members of the legislative branch, Florida Legislature, specific bills, or executive branch actions.
7. Advocate FPTA's positions and priorities to the State executive branch the Florida Legislature, and legislative branch officials.
8. Solicit input from representatives on issues concerning FPTA and report it to FPTA Board staff, as appropriate.
9. Identify and evaluate the potential impact of proposed legislation, policies, and regulations on FPTA, while providing recommendations for advocacy. Provide more detailed advice, analysis, and research related to issues of particular importance to FPTA, and suggesting strategies for responding or reacting to threats, challenges, or opportunities in the legislative or regulatory realm.
10. Testify before legislative committees and/or regulatory bodies on behalf of FPTA. Provide periodic timely written updates, during the State legislative session on current trends and issues. Provide other written status reports to FPTA on key state transportation issues and legislation, as appropriate.
11. Provide assistance in preparing briefing information, notes, testimony, letters, or legislation, as needed, in addition to analyzing relevant State proposals, writing articles for publication, and updates for dissemination to FPTA. Assist in the development for advancing actions at the State level that are beneficial to FPTA such as developing and managing strategies to achieve passage of legislation, and sponsorship of State bills/amendments needed to further FPTA's goals and priorities.
12. Communicate regularly and directly with elected representatives of the House of Representatives, the Senate, various state committees and their respective staff members, as well as with staff members of the various agencies within the Florida Department of Transportation (FDOT) and other state agencies with transportation-related programs, regarding issues pertinent to FPTA.
13. Detailed analysis of any and all budgetary changes, legislation, policy, and funding opportunities that impact, or would potentially benefit, FPTA and its interests.
14. Related responsibilities, as needed.

### **Task 3.0 Communications**

The Consultant will be responsible for managing the following activities:

1. On a weekly and real-time basis throughout the year, provide written updates that inform FPTA of developments coming from the State Legislature that impact FPTA.
2. Act quickly on FPTA's behalf regarding developments in Tallahassee, Florida with impact on funding and policy matters.
3. Provide legislative and policy research on legislative proposals and Executive agency regulations/issues.
4. Work with FPTA to prepare written communications that advance FPTA's position on State legislative, policy, and intergovernmental issues.
5. File memoranda in support of or in opposition to state government actions; and attend and report on relevant committee hearings.
6. Monitor and advise FPTA of any State ballot measures or referenda that would affect FPTA and provide recommendations.
7. Monitor legislative or executive initiatives which may affect FPTA or its member agencies and communicating such initiatives to FPTA promptly.

#### **Task 4.0 Deliverables**

1. **Annual Submission of Suggested Legislative Strategy** – The Consultant will provide a proposed written legislative strategy for FPTA to consider, based on the approved FPTA Legislative Platform. The strategy should be based on pending legislative actions, trends, and political activities, etc. The strategy will incorporate FPTA's Legislative Platform which the Consultant will assist in developing. The strategy shall have specific objectives for key meetings to arrange, activities to monitor, and other actions that will occur over the coming year. The strategy will also include talking points to be used by FPTA's Executive Director and transit system personnel.
2. **Monthly Written Reports** – The Consultant must provide monthly written summaries of all activities performed and the status of ongoing tasks, in support of the FPTA representation.
3. **Weekly Reports During Session**- Prepare and submit weekly activity reports throughout the regular State legislative session, as well as any extended or special sessions, to the FPTA Executive Director.
4. **Weekly Meetings During Session**- Organize and facilitate weekly legislative Consultant team meetings with the FPTA Executive Director throughout regular and extended or special sessions.
5. **Attendance at FPTA Board Meetings**- Consultant shall personally appear before the FPTA Board of Directors at least annually, and attend via conference call for other meetings, as needed.
6. **Represent FPTA with the Florida Legislature & Others**- The Consultant must document at least 3 meetings each month that the Florida Legislature is in session related to its representation of FPTA with elected officials, their staff, executive branch staff, or other related officials.
7. **Other Services and Participation**- Conduct other services and participate in meetings, as may be deemed necessary, to implement FPTA's Legislative Program.

# ATTACHMENT 2: PRICING PROPOSAL FORM

(Required to be Submitted as Separate File)

**Instructions:** Please complete the table below and sign and return this form with your proposal. FPTA expects to award this contract to a single Consultant.

Miscellaneous and out of pocket expenses for Consultant(s) shall be established and covered by this Agreement and will consist of the following:

- a. Out-of-pocket expenses include incidental costs of printing, materials, expendable equipment, and travel within the limits of Florida Statute 112.061, equipment rental and tolls.
- b. Compensation for additional services, if required, shall be negotiated for each assignment.

Flat Fee for services on a monthly retainer basis. Retainer rates represent the number of principals and staff devoted to FPTA and the expected scope of work as outlined in the final scope work. Included in this flat fee will include all ordinary business expenses.

**Proposed price for fixed monthly retainer** \$ \_\_\_\_\_  
**(Prices must be firm for a period of one [1] year)**

**Monthly Retainer Option to extend to year two (2)** \$ \_\_\_\_\_

**Monthly Retainer Option to extend to year three (3)** \$ \_\_\_\_\_

Service related travel expenses, beyond the required meetings, which are directly identifiable to the performance of services under this Agreement shall be reimbursed at actual cost without mark-up. Airfare shall be at the lowest available coach fare. Vehicle mileage shall be reimbursed at the current IRS rate. Reimbursement for all travel shall not exceed \$250 per day. All expenses shall require appropriate backup documentation for reimbursement.

The undersigned hereby agrees to furnish the services in accordance with the specifications as outlined in this RFP.

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Authorized Individual's Name/Title (Print)

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Authorized Signature

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Date