



**Sonoma  
Water**

## **MEMORANDUM**

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TW: 20/21-046  
TW: 20/21-047  
TW: 20/21-048  
TW: 20/21-049

**DATE:** May 10, 2021

**TO:** Grant Davis, General Manager

**FROM:** Brad Sherwood, Project Manager *BD*

**SUBJECT: Selection of Consultants for Federal Affairs Advocacy Representation**

9b Group, Inc., Alcalde & Fay, Natural Resource Results LLC, and Van Ness Feldman (Consultants) were selected from a list of qualified federal affairs advocacy representation consultants developed from a competitive selection process for TW 18/19-020 in September 2018. Attached is a memo entitled, "List of Qualified Consultants for Federal Affairs Advocacy Representation," dated November 7, 2018, that explains the previous competitive selection process.

Consultants ranked highest based on their submittals in the areas of expertise, Congressional and Administration contacts, and success in obtaining passage of funding legislation. Each of the top three firms was interviewed and scopes of work were developed for each firm, which emphasized areas of expertise and established Congressional or Administration contacts within each firm, but which also required coordination and support between firms and with the County of Sonoma's legislative program as appropriate.

The hiring of these consultants causes no conflict of interest and is not based on any financial incentive provided to Sonoma Water or its employees and representatives.

Attachment(s)

c: Rachel Vail

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SONOMA COUNTY WATER AGENCY  
M E M O R A N D U M

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CF/0-0-21 RFQ (Agree for Federal Affairs Advocacy  
Representation) 18/19-020 (ID 7087)

DATE: November 7, 2018

TO: Grant Davis, General Manager

FROM: Brad Sherwood, Project Manager 

RE: **List of Qualified Consultants for Federal Affairs Advocacy Representation - Not to be used for Federally Funded Projects**

Sonoma Water is a California special district with responsibility for wholesale water supply, flood protection, wastewater treatment, and recycled water distribution. Sonoma Water also operates a hydroelectric plant and allows recreational use over some of its properties. In addition, Sonoma Water is actively involved in efforts to protect and restore endangered or threatened steelhead and salmon species in the Russian River watershed and in implementing a Biological Opinion from the National Marine Fisheries Service that requires extensive restoration and biological monitoring. A significant effort is underway to increase renewable power production, reduce greenhouse gas emissions, and provide for climate change adaptation.

Legislative tracking, legislative development, and pursuit of funding to offset costs are essential for success in fulfilling Sonoma Water's responsibilities. Federal laws that impact Sonoma Water's work include, but are not limited to, the Clean Water Act, the Endangered Species Act, Water Resources Development Act(s) and the National Environmental Policy Act. Sonoma Water's interests require coordination and communication with several federal departments, agencies, and related offices including, but not limited to, the United States Army Corps of Engineers, Fish and Wildlife Service, National Oceanic and Atmospheric Agency, Office of Management and Budget, Federal Energy Regulatory Commission, Environmental Protection Agency, Bureau of Reclamation, the Council on Environmental Quality, U.S. Geological Survey, Department of Energy, and the Federal Emergency Management Agency.

On September 25, 2018, Sonoma County Water Agency and its affiliated sanitation districts (collectively "Sonoma Water") issued a Request for Statements of Qualifications (RFQ) to the following four firms:

- 9b Group, Washington, DC
- Alcalde & Faye, Arlington, Virginia

- Natural Resource Results, Washington, DC
- Van Ness Feldman, Washington, DC

The RFQ was also posted on the Sonoma County Water Agency and County of Sonoma Purchasing Department websites.

The seven firms listed below submitted Statements of Qualifications (SOQs):

- 9b Group, Washington, DC
- Alcalde & Faye, Arlington, Virginia
- Duncan, Weinberg, Genzer & Pembroke, P.C., Washington, DC
- Natural Resource Results, Washington, DC
- Smith Dawson & Andrews, Washington, DC
- Van Ness Feldman, Washington, DC
- Van Scoyoc Associates, Washington, DC

The following criteria were used to evaluate each firm:

1. Thoroughness of SOQ
2. Professional qualifications and demonstrated ability to perform the work
3. Exceptions to standard terms in the sample agreement
4. Local Service Provider Preference of 5%

Based on the evaluations, the following respondents were selected for the list of qualified consultants:

Name of Firm	DIR Registered? Y/N
9b Group	N
Alcalde & Faye	N
Natural Resource Results	N
Van Ness Feldman	N

For projects requiring federal affairs advocacy representation and related services, Sonoma Water will contact individual firms from the above list to determine availability and potential conflict of interest with other projects that the firm is undertaking, and to prepare a cost proposal to perform the work.

SOQs and evaluation forms have been sent to Central Records.

c: Julie Sykes