



SUMMARY REPORT

Agenda Date: 1/25/2021

To: Board of Supervisors

Department or Agency Name(s): County Administrator's Office

Staff Name and Phone Number: Marissa Montenegro 707-565-3771

Vote Requirement: Majority

Supervisory District(s): Countywide

Title:

State and Federal Advocacy Services

Recommended Action:

Receive presentations on proposed services from state and federal advocacy firms.

Executive Summary:

On December 11, 2020, the County Administrator's Office issued Request for Proposals (RFP) for State and Federal Advocacy Services. Written Proposals were evaluated on January 11, 2021. Top ranked firms have been invited to present proposed services to your Board.

Discussion:

State and Federal advocacy services are critical to maintaining and generating new sources of funding for Sonoma County. The county's budget is comprised of a significant amount of federal and state revenue, much of which is under constant threat from legislative or programmatic reductions. Additionally, the County has continually used its legislative advocacy to advance key issues and programs such as housing and homelessness, climate action, and wildfire resiliency.

The County's current state advocacy firm is Shaw Yoder Antwih Schmelzer and Lange. The County's current federal advocacy firms are Alcalde & Fay for general federal advocacy and Van Scoyoc and Associates for Transportation, Health and Tribal Affairs.

Selection Process

On December 11, 2020, Sonoma County issued two separate Request for Proposals (RFP) for state and federal advocacy services to a broad range of firms and posted it to the Sonoma Purchasing Department website. Sonoma County received three (3) responses to the state RFP and seven (7) responses to the federal RFP. The following firms submitted proposals:

State Firms:

1. Capitol Core Group
2. CrisCom Company
3. Shaw Yoder Antwih (SYASL)

Federal Firms:

1. Alcalde & Fay
2. Carpi & Clay, Inc.

3. Kadesh & Associates
4. The Madison Group LLC
5. Platinum Advisors
6. Van Scoyoc Associates
7. VNF Solutions, LLC

Written proposals were evaluated by separate state and federal panels comprised of local government staff familiar with state and federal advocacy. Panelists rated proposals on the agency's qualifications as outlined in Request for Proposal.

The firms below have been invited to present to your Board.

Note: Firms are listed in alphabetical order.

State Firms:

1. Capitol Core Group
2. Shaw Yoder Antwih Schmelzer & Lange

Federal Firms:

1. Alcalde & Fay
2. Carpi & Clay
3. Kadesh & Associates
4. Van Scoyoc Associates
5. Van Ness Feldman

Finalists will present a brief proposal overview and be available to answer questions. Staff plan to return to your Board with a recommendation for award on February 9, 2021.

Prior Board Actions:

6.24.2014 Federal Advocacy Services

9.1.2009 Federal and State Advocacy Request for Proposals

FISCAL SUMMARY

Expenditures	FY 20-21 Adopted	FY21-22 Projected	FY 22-23 Projected
Budgeted Expenses			
Additional Appropriation Requested			
Total Expenditures			
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance			

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Contingencies			
Total Sources			

Narrative Explanation of Fiscal Impacts:

N/A

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Alcalde & Fay Firm Overview and Resumes
Carpi & Clay Firm Overview and Resumes
Kadesh & Associates Firm Overview and Resumes
Van Scoyoc Associates Firm Overview and Resumes
Van Ness Feldman Firm Overview and Resumes
Capitol Core Group Firm Overview and Resumes
Shaw Yoder Antwih Schmelzer & Lange Firm Overview and Resumes

Related Items "On File" with the Clerk of the Board:

N/A