



October 16, 2019

TO: Mayor Jerry L. Demings
and the Board of County Commissioners

FROM: Carrie Mathes, Manager, Procurement Division

CONTACT: Kelly Teague, Legislative Affairs Director
407-836-5423

SUBJECT: Selection of Firm, Request for Proposals, Y20-101, Federal Lobbying Services

RECOMMENDATION:

Selection of one firm and two ranked alternates to provide Federal Lobbying Services, Request for Proposals, Y20-101, from the following firms, listed alphabetically.

Alcalde & Fay, LTD, Inc.
Becker & Poliakoff, P.A.
Cogent Strategies, LLC
The Ferguson Group, L.L.C.
Thorn Run Partners, LLC
Van Scoyoc Associates, Inc.

Further request authorization for the Procurement Division to negotiate and execute a 1-year contract with a budget of \$122,000 and renew the contract for four additional 1-year terms.

This item was evaluated by the Procurement Committee on October 9, 2019. Commissioner Mayra Uribe was assigned to the procurement committee.

PROCUREMENT:

The firm will represent Orange County before the U.S. Congress, federal agencies, and the White House to secure federal funding and influence the enactment of legislation beneficial to the County. Specific responsibilities include:

- a. Identify additional areas where federal funding is available to local government.
- b. Represent the County's interest in securing federal funding and assistance for various County efforts and responsibilities from all relevant committees and sub-committees in the federal appropriations process. The firm will provide technical assistance, develop strategy and action plans, and facilitate and initiate communications needed to obtain federal funding.

- c. Advocate the County's positions regarding beneficial and harmful measures and issues to all appropriate personnel of the U.S. Congress, including elected members, committees and sub-committees, staff, and unofficial personnel engaged in Congressional business.
- d. Advocate the County's positions regarding beneficial and harmful measures and issues to all appropriate personnel of the Executive Branch, including federal agencies and other federal entities where necessary and unofficial personnel engaged in Executive branch business.

FUNDING:

Funding is available in account number 0001-023-0390-3167.

APPROVALS:

The Legislative Affairs Office and Business Development Division concur with this recommendation.

REMARKS:

Six proposals were received in response to this Request for Proposals.

The Procurement Committee's evaluations are attached.

**RFP# Y20-101-PD
FEDERAL LOBBYING SERVICES**


WEIGHT: 1= Poor Avg. 2= Below Avg. 3= Average 4= Above 5= Excellent	QUALIFICATION OF STAFF		QUALIFICATION OF FIRM		TECHNICAL APPROACH		FEE PROPOSAL		M/WBE PARTICIPATION		DISPL. WORKER	SDV PRIME	SDV SUBS	TOTAL
	25	15	15	15	30	30	20	20	10	10	5	5	10	
FIRM NAME:	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	BONUS POINTS	BONUS POINTS	BONUS POINTS	
Cogent Strategies, LLC	4.00	100.00	3.80	57.00	4.40	132.00	5.00	100.00		-	0.00	0.00	0.00	389.00
Becker & Poliakoff, P.A.	4.00	100.00	4.00	60.00	3.00	90.00	5.00	100.00		25.00	0.00	0.00	0.00	375.00
Alcalde & Fay, LTD. Inc.	3.60	90.00	3.20	48.00	3.00	90.00	5.00	100.00		25.00	0.00	0.00	0.00	353.00
Van Scoyoc Associates, Inc.	3.20	80.00	3.60	54.00	3.00	90.00	5.00	100.00		25.00	0.00	0.00	0.00	349.00
The Ferguson Group, LLC	4.00	100.00	3.00	45.00	3.00	90.00	5.00	100.00		0.00	0.00	0.00	0.00	335.00
Thorn Run Partners, LLC	3.00	75.00	3.00	45.00	3.00	90.00	5.00	100.00			0.00	0.00	0.00	310.00



INTEROFFICE MEMORANDUM

July 31, 2019

TO: Perry Davis, Senior Contract Administrator
Procurement Division

FROM: Kesi Warren, Senior Contract Administrator 
Business Development Division

SUBJECT: Business Development Division M/WBE Proposal Evaluation

PROJECT: Y20-101-PD, Federal Lobbying Services

APPROVED: *Aheena Ferguson*

Below are the respondents to the subject RFP with their firm's certified Minority/Women Business Enterprise (M/WBE) sub-consultants, Minority Business Enterprise Workforce and Women Business Enterprise goals:

1. Van Scoyoc Associates, Inc.
MAJORITY PRIME

M/WBE Sub-consultant(s)	M/WBE Classification	Projected %	Sub-consultants Role
No More Mondays, LLC	MBE-HF	24%	Consulting Services

Total M/WBE Participation Proposed: 24 %
M/WBE Sub consultant participation Weighted Score: 25

Total M/WBE Workforce: 08%
 Total WBE Workforce: 29%
Minority Workforce and Women Workforce Weighted Score: 0

Total M/WBE Participation Weighted Score: 25

Registered Service-Disabled Veteran(s) (SDV) Sub-consultant	Points	SDV Sub-consultant Role

*The Schedule of Sub-Contracting – SDV Participation Form was not submitted with the proposal

Registered SDV(s) Proposed: 0
SDV Bonus Points: 0

Displaced Worker(s) Proposed: 0
Displaced Worker(s) Bonus Points: 0

Total Bonus Points: 0
(Includes SDV & Displaced workers)

2. The Ferguson Group, L.L.C.
 MAJORITY PRIME

M/WBE Sub-consultant(s)	M/WBE Classification	Projected %	Sub-consultants Role
None			

Total M/WBE Participation Proposed: 0 %
 M/WBE Sub consultant participation Weighted Score: 0

Total M/WBE Workforce: 0%
 Total WBE Workforce: 0%
 Minority Workforce and Women Workforce Weighted Score: 0

Total M/WBE Participation Weighted Score: 0

Registered Service-Disabled Veteran(s) (SDV) Sub-consultant	Points	SDV Sub-consultant Role
None		

Registered SDV(s) Proposed: 0
SDV Bonus Points: 0

Displaced Worker(s) Proposed: 0
Displaced Worker(s) Bonus Points: 0

Total Bonus Points: 0
(Includes SDV & Displaced workers)

3. Cogent Strategies LLC
 MAJORITY PRIME

M/WBE Sub-consultant(s)	M/WBE Classification	Projected %	Sub-consultants Role
None			

Total M/WBE Participation Proposed: 0 %
 M/WBE Sub consultant participation Weighted Score: 0

Total M/WBE Workforce: 14%
 Total WBE Workforce: 36%
 Minority Workforce and Women Workforce Weighted Score: 0

Total M/WBE Participation Weighted Score: 0

Registered Service-Disabled Veteran(s) (SDV) Sub-consultant	Points	SDV Sub-consultant Role
None		

Registered SDV(s) Proposed: 0
SDV Bonus Points: 0
 Displaced Worker(s) Proposed: 0
Displaced Worker(s) Bonus Points: 0
Total Bonus Points: 0
(Includes SDV & Displaced workers)

4. Becker & Poliakoff, P.A.
 MAJORITY PRIME

M/WBE Sub-consultant(s)	M/WBE Classification	Projected %	Sub-consultants Role
None			

Total M/WBE Participation Proposed: 0 %
 M/WBE Sub consultant participation Weighted Score: 0

Total M/WBE Workforce: 25%
 Total WBE Workforce: 33%
 Minority Workforce and Women Workforce Weighted Score: 25

Total M/WBE Participation Weighted Score: 25

Registered Service-Disabled Veteran(s) (SDV) Sub-consultant	Points	SDV Sub-consultant Role
None		

Registered SDV(s) Proposed: 0
SDV Bonus Points: 0
 Displaced Worker(s) Proposed: 0
Displaced Worker(s) Bonus Points: 0
Total Bonus Points: 0
(Includes SDV & Displaced workers)

5. Alcalde & Fay, LTD. INC.
 MAJORITY PRIME

M/WBE Sub-consultant(s)	M/WBE Classification	Projected %	Sub-consultants Role

* The Schedule of Sub-Contracting – M/WBE Participation Form was not submitted with the proposal

Total M/WBE Participation Proposed: 0 %
 M/WBE Sub consultant participation Weighted Score: 0

Total M/WBE Workforce: 19%
 Total WBE Workforce: 43%
 Minority Workforce and Women Workforce Weighted Score: 25

Total M/WBE Participation Weighted Score: 25

Registered Service-Disabled Veteran(s) (SDV) Sub-consultant	Points	SDV Sub-consultant Role
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* The Schedule of Sub-Contracting – SDV Participation Form was not submitted with the proposal

Registered SDV(s) Proposed: 0
SDV Bonus Points: 0

Displaced Worker(s) Proposed: 0
Displaced Worker(s) Bonus Points: 0

*The Displaced Worker form was not submitted with the proposal

Total Bonus Points: 0
(Includes SDV & Displaced workers)

6. Thorn Run Partners, LLC
 MAJORITY PRIME

M/WBE Sub-consultant(s)	M/WBE Classification	Projected %	Sub-consultants Role
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* The Schedule of Sub-Contracting – M/WBE Participation Form was not submitted with the proposal

Total M/WBE Participation Proposed: 0 %
 M/WBE Sub consultant participation Weighted Score: 0

Total M/WBE Workforce: 0%
 Total WBE Workforce: 0%

*The Equal Opportunity Workforce Schedule was not submitted with the proposal
 Minority Workforce and Women Workforce Weighted Score: 0

Total M/WBE Participation Weighted Score: 0

Registered Service-Disabled Veteran(s) (SDV) Sub-consultant	Points	SDV Sub-consultant Role
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* The Schedule of Sub-Contracting – SDV Participation Form was not submitted with the proposal

Registered SDV(s) Proposed: 0
SDV Bonus Points: 0

Displaced Worker(s) Proposed: 0
Displaced Worker(s) Bonus Points: 0

*The Displaced Worker form was not submitted with the proposal

Total Bonus Points: 0
(Includes SDV & Displaced workers)