



## Interoffice Memorandum

November 25, 2019

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

FROM: Carrie Mathes, Manager, Procurement Division

CONTACT: Kelley Teague, Director, Legislative Affairs Office  
(407) 836-5423

SUBJECT: Selection of Firm, Request for Proposals Y20-145-AH, Secondary State  
Lobbying Services

### RECOMMENDATION:

Selection of one firm and two ranked alternates to provide Secondary State Lobbying Services, Request for Proposals Y20-145-AH, from the following firms, listed alphabetically:

Becker & Poliakoff, P.A.  
Greenberg Traurig, P.A.  
J.E.J. & Associates, Inc.  
Peebles, Smith & Matthews, Inc.  
Pittman Law Group, P.L.  
Smith, Bryan & Myers, Inc.  
The Southern Group of Florida, Inc.

Further request authorization for the Procurement Division to negotiate and execute a 3-year contract within a budget of \$120,000. Further request authorization for the Procurement Division to renew the contract for two additional 1-year terms.

The proposals were evaluated by the Procurement Committee on November 25, 2019. Commissioner Maribel Gomez Cordero was assigned to the Procurement Committee.

### PROCUREMENT:

The consultant will represent the County before the Florida Governor, Cabinet, Legislature, and state agencies by providing a full range of professional lobbying services and advocacy with an added emphasis on securing state appropriations. Specific responsibilities include, but are not limited to, the following:

- a. Work with appropriate County staff to develop the County's legislative agenda and associated strategies.
- b. Work with the County's lead lobbying firm, Gray Robinson, P.A., under the direction of the Legislative Affairs Director.
- c. Secure funding appropriations consistent with the County's legislative agenda.
- d. Identify areas of potential concern or opportunity that relate to the County's legislative agenda and provide appropriate briefings to the County.

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:

Eight proposals were received in response to this Request for Proposals. Under this contract, the consultant will work closely with the Legislative Affairs Director, Chief of Staff, County Administrator, and appropriate staff to develop the County's legislative agenda and associated strategies.

The proposal received from Gunster, Yoakley & Stewart PA scored too low for Board consideration.

The scores of the Procurement Committee are attached.

**RFP# Y20-145-AH  
SECONDARY STATE LOBBYING SERVICES**

RFP#: Y20-145 Secondary State Lobbying Services	QUALIFICATION OF STAFF		QUALIFICATION OF FIRM		TECHNICAL APPROACH		M/WBE		DISPLACED WORKERS	SDV VETERANS SUB HIRE	SDV VETERANS PRIME HIRE	TOTAL
	25		25		40		10		5	10	5	
WEIGHT	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE		WEIGHTED SCORE	RAW SCORE	RAW SCORE	RAW SCORE	
VENDOR NAME												
Peebles, Smith & Matthews, Inc.	4.80	120.00	5.00	125.00	4.00	160.00		25.00	0.00	0.00	0.00	430.00
Smith, Bryan & Myers, Inc.	4.00	100.00	4.40	110.00	3.60	144.00		0.00	0.00	0.00	0.00	354.00
Becker & Poliakoff, P.A.	4.00	100.00	4.00	100.00	3.00	120.00		25.00	0.00	0.00	0.00	345.00
The Southern Group of Florida, Inc.	4.80	120.00	3.40	85.00	3.00	120.00		0.00	0.00	0.00	0.00	325.00
Greenberg Traurig, P.A.	4.00	100.00	3.00	75.00	3.00	120.00		25.00	0.00	0.00	0.00	320.00
J.E.J. & Associates, Inc.	3.00	75.00	3.00	75.00	3.40	136.00		25.00	0.00	0.00	0.00	311.00
Pittman Law Group, P.L.	3.00	75.00	3.20	80.00	3.20	128.00		25.00	0.00	0.00	0.00	308.00



**INTEROFFICE MEMORANDUM**

November 12, 2019

TO: Alina Hernandez-Fernandez, Contract Agent  
Procurement Division

FROM: Kesi Warren, Senior Contract Administrator   
Business Development Division

SUBJECT: Business Development Division M/WBE Proposal Evaluation

PROJECT: Y20-145 AH / Secondary State Lobbying Services

APPROVED: 

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. Becker & Poliakoff, P.A.  
MAJORITY PRIME

M/WBE Sub-consultant(s)	M/WBE Classification	Projected %	Sub-consultants Role
None		0	

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

Total M/WBE Workforce: 30%  
 Total WBE Workforce: 31%  
**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	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. Greenberg Traurig, P.A.  
MAJORITY PRIME

<b>M/WBE Sub-consultant(s)</b>	<b>M/WBE Classification</b>	<b>Projected %</b>	<b>Sub-consultants Role</b>
None		0%	

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

Total M/WBE Workforce: 20%  
Total WBE Workforce: 25%  
Minority Workforce and Women Workforce Weighted Score: 25

**Total M/WBE Participation Weighted Score: 25**

<b>Registered Service-Disabled Veteran(s) (SDV) Sub-consultant</b>	<b>Points</b>	<b>SDV Sub-consultant Role</b>
None	0	

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. Gunster, Yoakley & Stewart PA  
MAJORITY PRIME

<b>M/WBE Sub-consultant(s)</b>	<b>M/WBE Classification</b>	<b>Projected %</b>	<b>Sub-consultants Role</b>
None		0%	

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

Total M/WBE Workforce: 13%  
Total WBE Workforce: 28%  
Minority Workforce and Women Workforce Weighted Score: 0

**Total M/WBE Participation Weighted Score: 0**

**Total M/WBE Participation Weighted Score: 0**

Registered Service-Disabled Veteran(s) (SDV) Sub-consultant	Points	SDV Sub-consultant Role
None	0	

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. J.E.J. & Associates, Inc.  
 MAJORITY PRIME

M/WBE Sub-consultant(s)	M/WBE Classification	Projected %	Sub-consultants Role
*None		0%	

**\*The Schedule of sub-contracting – MWBE participation form and MWBE Letter of Intent was not submitted with the proposal.**

Total MWBE Participation Proposed: 0%  
 MWBE Sub consultant participation Weighted Score: 0

Total MWBE Workforce: 33%  
 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	0	

**\*The Schedule of sub-contracting – SDV participation form and SDV Letter of Intent was not submitted with the proposal.**

Registered SDV(s) Proposed: 0  
**SDV Bonus Points: 0**  
 \*Displaced Worker(s) Proposed: 0  
**\*The Displaced Worker form was not submitted with the proposal.**

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

5. Pebbles, Smith & Matthews, Inc.  
MAJORITY PRIME

M/WBE Sub-consultant(s)	M/WBE Classification	Projected %	Sub-consultants Role
*None		0%	

**\*David Ash of DLA Consulting, LLC is not an Orange County certified MWBE**

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

Total M/WBE Workforce: 16%  
Total WBE Workforce: 33%  
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	0	

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)

6. Pittman Law Group, P.L.  
MAJORITY PRIME

M/WBE Sub-consultant(s)	M/WBE Classification	Projected %	Sub-consultants Role
*None		0%	

**\*The MWBE Letter of Intent was not submitted with the proposal.**

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

Total M/WBE Workforce: 66%  
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	0	

**\*The SDV Letter of Intent was not submitted with the proposal.**

Registered SDV(s) Proposed: 0

**SDV Bonus Points: 0**

\*Displaced Worker(s) Proposed: 0

**\*The Displaced Worker form was not submitted with the proposal.**

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

**Total Bonus Points: 0**

*(Includes SDV & Displaced workers)*

7. Smith, Bryan & Myers, Inc.

MAJORITY PRIME

M/WBE Sub-consultant(s)	M/WBE Classification	Projected %	Sub-consultants Role
*None		0%	

**\*The Schedule of sub-contracting – MWBE participation form and MWBE Letter of Intent 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: 36%

Minority Workforce and Women Workforce Weighted Score: 0

**Total MWBE Participation Weighted Score: 0**

Registered Service-Disabled Veteran(s) (SDV) Sub-consultant	Points	SDV Sub-consultant Role
*None	0	

**\*The Schedule of sub-contracting – SDV participation form and SDV Letter of Intent was not submitted with the proposal.**

Registered SDV(s) Proposed: 0

**SDV Bonus Points: 0**

\*Displaced Worker(s) Proposed: 0

**\*The Displaced Worker form was not submitted with the proposal.**

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

**Total Bonus Points: 0**

*(Includes SDV & Displaced workers)*

8. The Southern Group of Florida, Inc.

MAJORITY PRIME

M/WBE Sub-consultant(s)	M/WBE Classification	Projected %	Sub-consultants Role
None		0	

Total M/WBE Participation Proposed: 0%



**M/WBE Sub consultant participation Weighted Score: 0**

Total M/WBE Workforce: 08%

Total WBE Workforce: 25%

**Minority Workforce and Women Workforce Weighted Score: 0**

**Total M/WBE Participation Weighted Score: 0**

<b>Registered Service-Disabled Veteran(s) (SDV) Sub-consultant</b>	<b>Points</b>	<b>SDV Sub-consultant Role</b>
None	0	

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)*