



TOWN OF BOONSBORO, MARYLAND REQUEST FOR PROPOSAL PROFESSIONAL CONSULTING & LOBBYING SERVICES

I. PROJECT OVERVIEW

The Mayor and Council is seeking proposals from firms with qualifications and experience to provide professional consulting and lobbying services to the Town of Boonsboro. These services entail the support and promotion of Boonsboro residential and business stakeholders' interests by formulating, promoting, monitoring, and reporting on the state and federal legislative initiatives and priorities. Officials and Staff will provide the consultant with legislative priorities on an annual basis and as issues emerge.

II. BACKGROUND

The Town of Boonsboro has a population of 3,553 and provides municipal services, including administration, public works, police and public safety, water and sewer, planning, and community development.

Accounts are organized using funds such as the General Fund, Water Fund, and Sewer Fund. Within the General Fund, expenditures are set up by programs/departments. The approved budgets for General, Water, and Sewer Funds total \$4.2 million.

The Town operates under a Mayor and Council form of government. The Town Council is composed of six elected Councilmembers and an elected Mayor. The Mayor, with the approval of the Council, appoints the Town Manager. The Town Manager is responsible for all Town management functions.

III. SCOPE OF WORK/SERVICES

The Consultant will work under the direction of the Town Manager and act as a liaison with state and federal government officials. It is anticipated that the full-year contract engagement, if selected, will include at least the following activities and tasks:

- Research, prepare and lobby proposals desired by the Town.
- Position the Town to maximize state and federal funding opportunities.
- Promote the Town's legislative proposals by communicating with state and federal governmental officials through personal contact, proposals, testimony, and other such means as appropriate.
- Monitor legislation, arrange for bill sponsorship, perform issue analysis and brief Town Officials on legislative issues.
- Draft legislation in support of the Town's legislative priorities.

- Prepare monthly informational reports and action calls during legislative sessions to inform the Town of the legislative process and status of the Town’s proposals.
- Perform other duties in relation to the Town’s intergovernmental relations, including counsel, attendance, and testimony at intergovernmental meetings.
- Assist the Town in strategy formulation and long-term legislative planning.

IV. PROPOSAL CONTENT AND ORGANIZATION

Proposals should be limited to specific discussion of the elements outlined in this RFP. The intent of this RFP is to encourage responses which meet the stated requirements, and which propose the best methods to accomplish the work.

The organization of the proposal should follow the general outline below. Each proposal should consist of a technical proposal (items A-G below) and a cost proposal (item F).

A. Transmittal Letter

The transmittal letter should include the name, title, address, phone number, and original signature of an individual with authority to negotiate on behalf of and to contractually bind the consulting firm, and who may be contacted during the period of proposal evaluation. Only one transmittal letter needs to be prepared to accompany all copies of the technical and cost proposals.

B. Table of Contents

A listing of the major sections in the proposal and the associated page numbers.

C. Introduction

In this section, the proposer should demonstrate an adequate understanding of the role and relationships of the Town, describe related municipal experiences, and detail how the proposal meets the scope and requirements of the Requested Proposal.

D. Technical Approach

This should include:

1. A brief description of the consulting/lobbying firm, including the year the firm was established, type of organization of firm (partnership, corporation, etc.), and any variation in size over the last five years, along with a statement of the firm’s qualifications for performing the subject consulting services.
2. A brief description of the firm’s experience with similar organizations, particularly municipal governments.
3. An organizational chart depicting the individual or team proposed by the firm, a summary of their qualifications, including their Maryland State Bar Numbers, and experience of each member proposed to provide services.

E. Consultant Qualifications and References

The proposal must include a list of references for similar clients. References should include client contact names, addresses, and phone numbers, descriptions of the type of work performed, approximate dates on which the work was completed and professional staff who performed the work. If a subcontractor is proposed, two to three similar qualifications and references should be provided for the subcontractor.

F. Cost Proposal

The Town is seeking an innovative approach to consulting/lobbying and is requesting proposals with fees for both an issue-by-issue type contract (where services are solicited on an as-needed basis) and/or a full-year contract for general consulting services invoiced monthly.

For issue-by-issue proposals, the cost proposal shall describe the hourly rate for consultants and employees to be assigned to this contract and a summary of any other related costs that are to be billed directly. The Town employs a soft cost cap for assignments exceeding \$5,000 (excluding litigation) in total billable hours. Once the soft cap threshold is reached, firms may continue to work on an assignment, with approval by the Town Manager, at reduced hourly rates. Firms shall submit a secondary hourly rate schedule, of reduced rates for all personnel to be assigned to this contract, for billable hours exceeding the soft cap threshold, \$5,000 per assignment.

G. Number of Copies

The proposer must provide nine (9) bound copies and one electronic copy (PDF).

V. TERM

The initial period of the contract will be for one year with the option to extend an additional one year, for a total two-year term, at the discretion of the Mayor and Council.

VI. PAYMENT SCHEDULE

The consultant will be paid based on work performed during the preceding month. The consulting firm should forward a copy of all invoices for work performed and associated expenses by the 15th day of the month.

VII. PROPOSAL EVALUATION AND SELECTION

The Mayor and Council, and Town Manager, will evaluate the proposals. Applicants may be contacted and asked for further information, if necessary, and may be asked to appear for an interview. Upon receipt of the proposals, a technical evaluation will be performed. Each of the major sections of the proposal will be reviewed and evaluated with criteria designed to help judge the quality of the proposal. Evaluation criteria will include the following considerations:

- Specialized experience and technical competence.
- Familiarity with type of issues and problems associated with municipal government.
- Understanding of and approach to scope of work/services.
- Qualification of personnel to be assigned to this contract.
- Hourly/monthly fee schedules.

VIII. INQUIRIES AND RECEIPT OF PROPOSALS

Proposals must be received by the Town of Boonsboro, either by mail or hand delivery, no later than **2:00 PM** local time on _____ in a Sealed Envelope marked "**Consulting/Lobbying Services**" at the following address:

Town of Boonsboro
21 North Main Street
Boonsboro, Maryland 21713

Any proposals received after the above time will not be accepted under any circumstances. Any uncertainty regarding the time a Bid is received will be resolved against the Bidder.

Any inquiries regarding this Request for Proposal should be made to: Town Manager, Paul Mantello at 301-432-7600 or by email at townmanager@townofboonsboro.com.

Award, Waiver and Rejection of Bids: Proposals will be presented to the Mayor and Council of Boonsboro for final review and approval. The Town reserves the right to:

- a. Reject any or all Bids.
- b. Waive any informality or irregularity in any Bid received.
- c. Accept the Bid deemed by the Town of Boonsboro to be the most advantageous to its interests.