



**Request for Proposal  
(RFP) 11/13/2023**

**State Lobbyist and Advocacy Services for  
California Communications Association**

**CalCom  
3626 Fair Oaks Blvd., #100  
Sacramento, CA 95864**

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Date of Release: 11/13/2023

Submission Deadline: 12/14/2023

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# **Request for Proposals Professional Lobbyist and Advocacy Services CalCom**

California Communications Association (“CalCom”) is soliciting proposals from qualified professionals to provide Professional State Lobbyist and Advocacy Services. Proposers who are interested in working collaboratively with the members of CalCom, and key representatives of CalCom should submit their proposals to CalCom by close of business on 12/14/2023. The selected consultant will work with the CalCom and its members to develop and advance key legislative priorities, gain support from policy makers on local initiatives, monitor state appropriations cycles and grant deadlines. The following subjects are discussed in this RFP to assist you in submitting a competitive proposal.

- I. Contract Term and Budget
- II. Required Qualifications of Proposer(s)
- III. Background Information
- IV. Scope of Services
- V. Proposal Format and Content
- VI. Evaluation Criteria
- VII. Proposal Submittal Requirements
- VIII. RFP Schedule

## **I. Contract Term and Budget**

CalCom is seeking to engage and contract for Professional Lobbyist and Advocacy Services for a fixed fee schedule for services preformed, and proposer(s) must provide its proposed fixed fee schedule with the RFP. The term of this agreement shall be for three (3) years. A contract for longer duration or a contract renewal will be based on performance under the initial contract and budget considerations; however, CalCom will be under no obligation to extend the term of the contract stated above. The contract will provide for early termination at the discretion of either party.

## **II. Required Qualifications of Proposer(s)**

To be eligible to respond to this RFP, the proposer(s) must demonstrate that they, or the Principals assigned to the project, have successfully performed the services in the Scope of Services section of this RFP.

At a minimum, qualification of submittals should include:

- A list of at least three (3) private sector clients from who you have performed these services for within the past five (5) years and success achieved with them.
- A history of your organization and any other information which will be helpful in our evaluation of your qualifications and experience. Include the number of years you have provided state and/or federal lobbyist services.
- Provide disclosure of any potential or existing conflict of interest(s) with CalCom or any individual member.

## **III. Background**

CalCom fosters learning and industry excellence by working with service providers, manufacturers, and vendors to accelerate broadband deployment and adoption with the goal of empowering every person in California with affordable broadband and local telephone voice services. CalCom is comprised of “Member

Companies”, independent communications network operators, who provide voice and broadband services in California, and “Associate Members” who represent a wide range of suppliers who provide expertise, equipment and support services for the growth and development of our rapidly evolving industry. CalCom has provided advocacy, education, consultation and the exchange of new ideas and technology to our members for over 100 years. Participation in our active committees, technical exposition and annual events, training, and overall networking opportunities brings value to help support the goal of providing outstanding, and essential, products and customer service across the state.

#### **IV. Scope of Services**

The contract consists of furnishing all labor, materials, equipment, tools, supervision, and any other facilities to assist CalCom in accomplishing its state legislative goals.

- Assist in the development of legislative priorities for CalCom.
- Develop and implement strategies to successfully promote CalCom’s legislative priorities.
- Comprehensive knowledge of the basics of the legislative process and key committee members or other legislators who have either jurisdiction or influence over your legislation and can affect its movement.
- Serve as a conduit for information to and from legislature, governor’s office and state agencies.
- Willing to work collaboratively and cooperatively with key staff to bring visibility to budget and legislative priorities.
- Accurately and persuasively present CalCom’s views and initiatives to all level of government and appropriate state agencies.
- Keep CalCom informed in real time, of key developments and factors that could affect legislative efforts. Attend regularly scheduled meetings with CalCom Members, key consultants and advisors.
- Provide strategic direction for grassroots activity.
- Review, analyze and report on a continuing basis all existing and proposed State policies and programs.
- Identify opportunities for CalCom members to testify before legislative committees and subcommittees with respect to proposed legislation; communicate such opportunities to the Chairman of the Board or designee in a timely manner; assist in the preparation of testimony to be given; and as requested, liaison on CalCom’s behalf.
- Development and present strategy for the support, opposition or amendment of pending legislation.
- Advocate on issues that directly or indirectly impact CalCom’s ability to efficiently and cost-effectively conduct its business.
- Attend meetings, as may be requested by the CalCom board of directors in order to brief on legislative activities.
- Comply with all Public Disclosure Commission requirements for lobbying activities.
- Provide support on CalCom efforts and initiatives beyond the legislative session to position CalCom to advance its objectives.
- Identify and build collaborative alliances with other state associations, organizations, and or chambers that can help foster legislative and policy issues beneficial to CalCom and its alliances.

#### **V. Proposal Format and Content**

The submittal can be in an electronic format (PDF), or physical copy, and should contain sufficient detail to allow for a thorough evaluation and comparative analysis. The proposal should be as brief and concise as possible without sacrificing clarity.

1. Cover Letter/Statement of Interest: Proposer should describe the firm's interest in the project, confirming availability of key staff, attesting to the accuracy of the proposal submittals, and indicating the company's ability to provide the services indicated above.
2. Executive Summary: Summary of proposal to include a narrative outlining the understanding and approach in assisting CalCom in advancing its goals and priorities.
3. Proposer Principal and/or Key Staff Resume(s): Selected proposer should have an extensive experience in the Scope of Services listed. The proposer(s) resume, and if applicable, employees' resumes should be included here. Identify those key team members who will be working with CalCom, and their specific areas of expertise. Outline supporting staff as needed to meet the scope of services solicited.
4. Project Experience: Describe your experience leading strategic initiatives and efforts to further client's goals, specifically municipalities. Please provide information for up to three (3) relevant and recent strategic initiatives and efforts of similar scope and size that have been managed by the proposed principal. Provide examples of successful legislative outcomes achieved for your clients within the past three (3) years, and specifically how the proposer(s) efforts contributed to the outcome achieved.
5. Fee Schedule: Proposed Fee Schedule
6. References: Include a list of all references. Include a list of three (3) current contracts within the last three (3) years. Association references are preferred.
7. Disclosure of Conflicts of Interest: Disclose any potential conflict of interest due to any other clients, contracts, or property interests with CalCom.
8. Copy of proposed agreement to be signed if awarded bid.

## **VI. Evaluation Criteria and Selection Process**

A selection committee comprised of the CalCom board of directors and members will evaluate proposals on the conformance with the terms of this RFP, quality of the approach, strength of the proposed team, experience with State and Federal legislative process, references and demonstrated success, budget, as well as value returned to CalCom.

## **VII. Proposal Submittal**

CalCom must receive the Proposal on or before 5:00 PM. December 14, 2023. A Proposal received after this date and time will be considered non-responsive and CalCom will return the Proposal, unopened. Oral, telephonic, or facsimile transmitted proposals are invalid and CalCom will not accept or consider them. A proposer must submit email copies of the Original Proposal in PDF format to [mariann@calcomassn.org](mailto:mariann@calcomassn.org). The proposal may also be delivered by mail or in person but an electronic submittal via email is required

The Proposal must be clearly marked "State Legislative Lobbyist & Advocacy Services Proposal" and addressed to:

CalCom  
3626 Fair Oaks Blvd., #100  
Sacramento, CA 95864  
mariann@calcomassn.org

### VIII. RFP Schedule of Events

RFP Event		Date
1	Calcom Issues RFP	November 13, 2023
2	Deadline for Receipt of Proposal	December 14, 2023
3	Committee Review and Recommendation	December 22, 2023
4	Award of Contract	December 28 2023

### IX. CalCom's Reservation of Rights

This RFP and the proposal evaluation process do not:

- Obligate CalCom to accept or select any Proposal; or
- Constitute an agreement by CalCom that it will actually enter into a Contract with any Proposer.

When it best serves CalCom's interests, CalCom may do any one or more of the following:

- Reject any Proposal or all Proposals at its sole discretion.
- Extend the deadline for accepting Proposals.
- Accelerate the pace of the RFP process if only one or a handful of Proposals are received.
- Waive any or all information, defects, irregularities, or informalities in a Proposal.
- Accept amendments to Proposals after the Proposal Deadline.
- Revise, change, or amend the RFP's evaluation or selection criteria before the Proposal Deadline.
- Cancel, withdraw, revise, change, amend, or negotiate the terms of this RFP, the proposed Contract, or both.
- Reissue a Request for Proposals.
- Conduct one or more oral interviews.
- Visit a Proposer's business or facilities.
- Examine financial records of a Proposer to the extent necessary to ensure financial stability.
- Make a partial award.
- Negotiate with one or more Proposers.
- Award a Contract to one or more Proposers.
- Require a best and final offer from one or more Proposers.
- Provide or perform the Services using a CalCom officer or employee, or contract directly- without an RFP or bids- for the Services.