



**City of Coral Gables  
CITY COMMISSION MEETING  
August 29, 2017**

**ITEM TITLE:**

A Resolution accepting the recommendation of the Chief Procurement Officer to award the Legislative Consulting Services contract to Southern Strategy Group of Miami, LLC, with Ronald L. Book, P.A., the top-ranked proposer, in an estimated annual amount of \$72,000, not to exceed the budgeted available funds, for a period of two (2) years with options to renew for two (2) additional one (1) year periods exercisable at the option of the City Manager, pursuant to Section 2-828 of the Procurement Code entitled "Contract Award" and Request for Proposals (RFP) 2017.05.PK; should negotiations fail with the top-ranked proposer, negotiations shall commence with the next ranked proposer until an agreement and contract amount acceptable to the City has been reached.

**DEPARTMENT HEAD RECOMMENDATION:**

Approval.

**BRIEF HISTORY:**

The purpose of the RFP was to solicit proposals for Legislative Consulting Services from qualified, experienced, and licensed firms or individuals specializing in one or more of the following areas: State, Federal and Regional Legislative Lobbyist Services, in accordance with the terms and conditions contained in the RFP. In order to secure a full range of representation and foster the best possible relationships with all three levels of government, the City encouraged Proposers to submit only for their areas of expertise. These services include representing and advocating for the City's positions on issues considered by Miami-Dade County, County organizations, the State Legislature and their committees, administrative agencies, and the Federal Government. The maximum amount of resources were to be allocated to lobbying services at the state-level, not to exceed \$60,000 annually, and the combined annual total engagement was capped at \$85,000.

The timing of this RFP allows the City to have a new contract in place for the 2018 legislative season including requisite time for planning and preparation.

On May 24, 2017, the Procurement Division of Finance formally advertised, issued, and distributed Legislative Consulting Services RFP 2017.05.PK. On June 2, 2017, a non-mandatory pre-proposal conference was held with six (6) prospective proposers in attendance of the twenty-eight (28) prospective proposers who downloaded the RFP package from Public Purchase, the City's web based e-Procurement service. On June 22, 2017, ten (10) proposals were received in response to the Legislative Consulting Services, RFP 2017.05.PK from: Ballard Partners, Inc.; Becker & Poliakoff, P.A.; The Cormac Group; Gomez Barker Associates, Inc.; Gray Robinson, P.A.; Holland & Knight LLP; Jones Walker LLP; Pittman Law Group, P.L.; Southern Strategy Group of Miami, LLC with Ronald L. Book, P.A.; and Van Scoyoc Associates. As allowed per the RFP, not all firms submitted proposals inclusive of State, Regional and Federal lobbying services.

On July 12, 2017, the Evaluation Committee convened to evaluate the proposals, and re-convened on July 21, 2017 for oral presentations and question and answer sessions with the three (3) shortlisted firms. The Evaluation Committee ranked the firms in the following order: Southern Strategy Group of Miami with Ronald L. Book P.A. as the top-ranked; Becker & Poliakoff as the second-ranked; and Ballard Partners as the third-ranked.

On August 3, 2017, the City Manager issued a notice of intent to award the RFP 2017.05.PK Legislative Consulting Services contract to Southern Strategy Group of Miami, LLC with Ronald L. Book, P.A. No

protest, or intent to protest, has been received by the city clerk's office and the timeframe allowed to file a protest pursuant to section 2-950 (c) of the Procurement Code has expired.

The Chief Procurement Officer and the City Manager concur with the recommendation of the Evaluation Committee to award the Legislative Consulting Services contract to Southern Strategy Group, LLC with Ronald L. Book. P.A. in an estimated annual amount of \$72,000, not to exceed the budgeted available funds.

**FINANCIAL INFORMATION:**

<b>No.</b>	<b>Amount</b>	<b>Account No.</b>	<b>Source of Funds</b>
<b>1.</b>	<b>\$72,000</b>	<b>001-7000-519-31-90</b>	<b>General Fund</b>

**ATTACHMENT(S):**

- 1. Draft Resolution      2. Evaluation Results      3. RFP Response**