



## MEMORANDUM

TO: SLDMWA Water Resources Committee Members, Alternates  
SLDMWA Board of Directors, Alternates

FROM: Scott Petersen, Water Policy Director

DATE: April 5, 2021

RE: Committee to Consider Recommendation to Board of Directors to Award to and Authorize Execution of Contract for State Government Relations and Legislative Advocacy

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### BACKGROUND

The Fiscal Year 2022 budget, adopted by the Board on February 4, 2021, includes funds to contract with a consultant(s) to provide State Government Relations and Legislative Advocacy.

In response to this, staff issued a Request for Proposal (“RFP”, attached) for State Government Relations and Legislative Advocacy services, and received proposals from five interested consultants / consultant groups. Proposals were received from California Strategies and Strategic Solutions Advisors, and the Authority received joint proposals from Greenberg Traurig/Vista Consulting, Lighthouse Public Affairs/Smith Policy Group, and the Law Office of Alberto Torrico/John Doherty Law Group/MJM Advocacy. Authority staff formed a working group that included staff from Grassland Water District, the San Joaquin River Exchange Contractors Water Authority, Valley Water, and Westlands Water District to review the proposals, conduct interviews, and provide a recommendation to the Water Resources Committee to consider a recommendation for the Board of Directors.

#### ISSUE FOR DECISION

Whether the Water Resources Committee should recommend, and the Board of Directors should award to the preferred proposal and authorize execution of a contract for State Government Relations and Legislative Advocacy.

#### ANALYSIS

The working group analyzed and scored the Technical Proposals, then opened and scored the Proposed Cost/Fee Proposals, consistent with the Evaluation Process outlined in the RFP. After this, the working group conducted interviews with each proposing team and assigned an interview score. Staff then ranked the proposals consistent with the requirements in the RFP and deliberated with the members of the working group to provide a recommendation to the Water Resources Committee for consideration of award, or to recommend that the Board select among the top three ranked consultants, given the close rankings.

Evaluation of the proposals was conducted consistent with the qualifications-based selection process described in the RFP, and the Authority issued a Notice of Intent to Award on March 29, 2021. As stated in the RFP, the “Authority’s Board will make the final selection.”

#### RECOMMENDATION

Staff recommends award to the highest ranked proposal, which was submitted by California Strategies. However, given the close rankings among the top three ranked proposals (the top three were separated by less than 2% of total points available), the Water Resources Committee may want to recommend an alternative, whereby the Board would select a proposal from among the top three proposals.

## RANKINGS

Proposing Firm(s)	Technical Proposal Score (70)	Cost/Fee Proposal Score (30)	Interview Score (50)	Total Score (150)
<b>California Strategies</b>	65.6	24	46.2	135.8
<b>Lighthouse Public Affairs/Smith Policy Group</b>	62.8	26	46	134.8
<b>Greenberg Traurig/Vista Consulting</b>	63.4	24	45.4	132.8
<b>Strategic Solutions Advisors</b>	55.4	30	34.6	120
<b>Law Office of Alberto Torrico/John Doherty Law Group/MJM Advocacy</b>	51.6	28	38.8	118.4

## BUDGETARY IMPACT

All consultant cost proposals are within the Authority's adopted Fiscal Year 2022 budget for State Government Relations and Legislative Advocacy.