



Request for Proposals (RFP)

To Provide

California Legislative Advocacy Services

Proposals Due: November 1, 2017

I. WaterReuse California (WRCA) Overview

WRCA is the leading voice and advocate for water recycling in California. Its mission is to promote the responsible stewardship of California's water resources by maximizing the safe, practical and beneficial use of recycled water.

WRCA represents the vast majority of local agencies conducting water recycling in California and numerous businesses and consulting firms that participate in and support water recycling in California. WRCA is one of seven state sections of the national organization, the WaterReuse Association. WRCA also has seven local chapters that work cooperatively with WRCA and are represented on its Board of Trustees and the other committees.

WRCA is governed by its California Board of Trustees, which meets approximately five times a year. Its day to day operations are directed by a full-time Managing Director located in Sacramento. WRCA offices are located at 1121 L Street Suite 606, Sacramento, CA 95814.

WRCA has a number of standing committees including the WRCA Leg-Reg Committee that meets throughout the legislative session. The Committee reviews all water recycling-related legislation and makes recommendations on positions to the Board of Trustees or the WRCA Executive Committee.

II. Timeline for Proposals

The follow table identifies and estimates the dates/timeline for receipt, evaluation and implementation of this work. Please note these key dates when preparing your response to this RFP.

Description	DATE
Release of the RFP to candidates	October 10, 2017
Proposal Due Date	November 1, 2017
Proposal Review	November 1 – November 21, 2017
Candidate Interviews	November 27 and 28
Contract Execution	December 2017
Contract Duration	January 1, 2018 – December 31, 2018

III. Proposed Scope of Work

The ideal legislative advocacy firm(s) (candidate) possesses expertise in recycled water and water public policy in California. The candidate has in-depth knowledge of legislative strategy and technique to facilitate desired legislative outcomes and can quickly respond to issues as needed. This candidate understands how legislation in California is formulated and can analyze, negotiate and draft persuasive legislative language. Finally, the candidate is well respected within the Governor's Office, California Legislature, and advocacy community.

Scope of Work

1. Represent WRCA in interactions with the Governor's Office, California Legislature and with legislative staff.
2. In coordination with WRCA Managing Director, develop legislative strategies, written and oral testimony and provide oral testimony as needed.
3. As directed by the Board of Trustees and WRCA Leg-Reg Committee and WRCA Managing Director, coordinate the introduction of WRCA-sponsored legislation. This would include helping craft bill language, writing fact sheets, and providing assistance to the author throughout the legislative process.
4. Attend WRCA Legislative meetings in Sacramento (approximately nine times a year), attend WRCA Board of Trustees meetings as requested, and attend WRCA Annual Conference in March.
5. Provide a written summary of legislative activities or proposed activities for the WRCA Board of Trustees meetings (five times a year).
6. Draft WRCA support and opposition letters as necessary for review by WRCA Managing Director.
7. Schedule legislative meetings for the CASA-WRCA Public Policy Forum and other events as requested.
8. Review introduced and amended bills to create and maintain a WRCA bill list. In the WRCA bill list include bill summaries that specifically include impacts or possible impacts to recycled water. Keep updated list with current WRCA positions and provide list to WRCA as requested.
9. Research and provide written and oral information to WRCA, as specified by WRCA's Managing Director on matters which include, but are not limited to:
 - (a) Proposed State legislation that affect WRCA's interests;
 - (b) Legislative and budget hearings that affect WRCA's interests;
 - (c) The development and progress of State issues affecting WRCA's interests;

(d) Technical reports and memoranda affecting WRCA operations and fiscal conditions.

10. Coordinate with lobbyists from other agencies and water/wastewater industry organizations to further legislation of importance to WRCA and the water industry as a whole. This includes coordinating coalition meetings as needed with the Sacramento advocacy community.
11. Provide timely telephone or email updates to WRCA Managing Director and provide status reports during the legislative session
12. Comply with all applicable registration and reporting requirements.

IV. Conflict of Interest Provisions

1. Prior to entering into a legislative advocacy contract with a new water, recycled water or water-related client, candidate is required to discuss this with the WRCA Managing Director and disclose any potential conflict of interests the prospective client might have with WRCA.
2. Candidate is required to immediately inform WRCA Managing Director if a conflict of interest or potential conflict of interest arises and seek a solution that is acceptable to the candidate and WRCA.
3. Candidate assigned to the WRCA account is prohibited from advocating a position that is in conflict with a WRCA formal position or policy.

V. Compensation for Services and Expenses

The compensation for these services will range of \$8,000 to \$10,000 per month. Fees and expenses will be reimbursed on a monthly basis. All travel expenses and other significant expenses need to be approved in advance by the WRCA Managing Director.

VI. Proposal Requirements

The candidate must demonstrate capabilities, background, expertise and experience in order for WRCA to effectively evaluate the proposal. The proposal should be no more than eight pages, excluding resumes. It must also be well organized, and demonstrate how the candidate would complete the tasks outlined in the Scope of Work. This might include examples of similar activities the candidate has performed.

The Proposal should be organized as follows.

1) Cover letter

The cover letter should provide a summary of the services to be provided. The complete contact information for the candidate must be included.

2) Background information

- a) Legal name, address and telephone number of the principle office and local office. If services will be provided from additional locations, provide this information for these sites also.
- b) Year established.
- c) Type of organization (partnership, corporation, etc.).
- d) Name, title, address, email and telephone of the person to whom correspondence shall be directed.
- e) Description of the scope of services usually provided.
- f) Description of any relevant pending litigation or litigation against the firm.
- g) Provide the names, titles, functional roles and responsibility of proposed staff. Include their resumes.

3) Fulfilling the Requirements in the Scope of Work

The candidate must describe how it proposes to provide the required services outlined in the Scope of Work.

4) Cost/Pricing Information

The candidate should include a proposed monthly retainer fee for services.

VII. Acceptance Requirements

Please note the successful candidate will be required to provide evidence of auto and other applicable insurance coverage and must agree to fully comply with the Conflict of Interest Provisions included in this RPF.

VIII. Submitting the Proposal and Questions Regarding the RFP

The deadline for the proposal is noon on November 1, 2017. The proposal may be delivered in one of the following methods:

- a) Via email to jwest@watereuse.org
- b) Hand deliver or mail to
WateReuse California
1121 L Street, Suite 606,
Sacramento, CA 95814
(must be received by noon 11-1-17)

Please direct questions regarding the RFP to the WRCA Managing Director, Jennifer West, at jwest@watereuse.org.