



REQUEST FOR PROPOSAL (RFP) PACKAGE

Legislative Consulting & Advocacy Services

2016-2017 Executive Board

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INSTRUCTIONS FOR PROPOSALS

CAROCP will accept written proposals from qualified firms to provide legislative consulting & advocacy, business development and strategic partnership development services for the current Legislative Session. Anticipated term of the contract is October 1, 2017 through September 30, 2018.

Proposals will be accepted until **3:00pm on June 1, 2017** at the CAROCP President's office. Proposals should be sent to the **attention of Charlie Hoffman** at **4659 Eastside Road, Redding CA 96001**. Proposals that are postmarked, but not received until after the deadline will not be accepted. Vendor bid response submittals may not be sent via the internet, email, or facsimile. Any proposals received after the specified deadline will be returned to the vendor.

The Request for Proposal (RFP) may be downloaded from the CAROCP website at www.ropinspire.org. RFP package information may be requested by email to Stephanie Houston, CAROCP Past-President, at stephanie_houston@cry-rop.org.

Proposers are expected to examine all related documents of the RFP. Failure to do so will be at the proposer's risk. Proposals will be considered only from firms or individuals who are firmly established in an appropriate business, who are financially responsible, and who have the resources and ability to offer services in a professional and expedient manner. CAROCP may request additional information as deemed necessary. Failure to provide such information may result in the proposal being considered non-responsive.

A duly authorized representative of the proposing firm shall sign the proposal document. Unsigned offers may be rejected.

CAROCP reserves the right to evaluate all proposals, to reject any or all proposals and solicit again at a later date. CAROCP may waive irregularities in the proposal or negotiate variances from specifications, and make an award that is in the best interest of CAROCP. CAROCP will have final decision in all matters regarding acceptance of proposals and issuance of contracts.

Questions and information concerning any aspect of the proposal process, specific requirements, or post-award process should be addressed to: Stephanie Houston, Past-President at (909) 793-3115 ex. 102.

SECTION I

General Information

CAROCP's mission is to promote and support the regional delivery of exemplary career education, career development, and workforce preparation that contribute to student and academic and career success and to the economic development of California.

California's new educational landscape is transforming to address the critical skills gaps facing many of the state's high growth sectors, and to build a pipeline of talented students who are both, college and career ready. Current and emerging educational policies are working to align funding streams and processes across regions and structures to ensure that students and learners are well prepared for the 21st Century with a combination of academic knowledge and technical skills. A critical component of this regional alignment is California's career and college readiness programs that have been a strong and integral part of California's educational system. CAROCP represents career and college readiness programs, which have a 50-year history of maximizing opportunities for students to achieve skills through regional delivery of career technical education classes that lead to college and/or career.

The adoption of the Local Control Funding Formula (LCFF) as part of the 2013-2014 CA budget package made major changes to both the way the state allocates funding to school districts and the way the state support and intervenes in underperforming districts. The LCFF replaced most categorical programs with two weighting factors applied via supplemental and concentration grants. California education code includes multiple statutes relevant to Career Technical Education (CTE) and career readiness. The education code discusses regional occupational centers and programs (ROCP) at length. Developed in the late 1960s, ROCPs are part of the CTE delivery system in California. California Partnership Academies (CPA) are identified as another delivery model for career readiness programs and pathways that have provided students with career themed programs wrapped with academic coursework, work-based learning opportunities, and supportive services. The California legislature has also granted power to the California Department of Education (CDE) to establish CTE standards for public schools. The current CTE model curriculum standards, adopted by the California State Board of Education establish learning goals for 15 industry sectors and over 50 career pathways.

During the economic downturn in California, funding for career and college readiness program was cut, and in some local areas the funding was diverted to support higher educational priorities. One-time grant funded projects, such as the California Career Pathways Trust, and Career Technical Education Incentive Grant have provided temporary support for career and

college readiness programs, and the smaller funding apportionment for CPA programs has continued to receive dedicated funding, however, there currently remains no stable funding mechanism for CTE.

According to the Dataquest, in 2014-2015, CTE programs were accessed by approximately 854,200 high school students. More than 3,900 career technical education courses are offered in areas such as information technology, agriculture, business, culinary arts, healthcare, construction, and auto technology. CAROCP represents districts that provide sequenced programs that lead to post-secondary training, with more than 600 courses articulated for college credit. These programs reinforce academic content standards through rigorous and relevant instruction that integrates academic and applied content. Over 50,000 businesses serve as CAROCP partners across the state. Business partners provide worksite learning experiences, that offer students hands-on training using state-of-the-art equipment in a real work environment. All course offerings are based upon current and future local labor market demands, with over 18,000 business leaders statewide participating on local Employer Advisory Committees. Teachers are fully credentialed by the California Commission on Teacher Credentialing.

SECTION II

Scope of Services

The consultant shall perform legislative consulting & advocacy, business development and strategic partnership development services for the Legislative Session as follows:

- Review all legislation introduced during the period of the agreement
- Alert CAROCP President and the Legislative Committee Co-Chairs to any and all bills or resolutions that may affect CAROCP statewide operation
- Trace the progress of bills selected by the Board or Chairpersons of the Legislative Committee
- Work directly with the Governor, Legislators, and their staff on selected bills to support, amend, oppose, or take other action as the Board determines
- Testify on committees and hearings on behalf of CAROCP as directed by the CAROCP President or the Legislative Committee Co-Chairs
- Work directly with CAROCP representatives named by the President to form a strategy in working on a particular bill (e.g., developing talking points, setting up meetings, etc.).
- Keep CAROCP representatives informed on hearing dates, negotiations, and amendments
- Remain alert to the legislative concerns and needs of CAROCP
- Attend CAROCP Board and Legislative Committee meetings
- Work with the President and Legislative Committee Co-Chairs to provide timely updates on legislation
- Work with the President and Legislative Committee Co-Chairs to provide the Board a written legislative update on bills affecting CAROCP

- Prepare and file forms necessary for compliance with statute and regulation for the employment of a lobbyist as required by the Fair Political Practices Commission
- Work with the President and Legislative Committee Co-Chairs to attend scheduled legislative conferences
- Provide consulting services to CAROCP on matters identified by the President, such as state funding formulas, regulatory issues, Cost of Living Adjustments and growth
- Liaison activities with the California Department of Education, Governor's Office, and Department of Finance
- Work with other stakeholder groups that either share or dispute CAROCP positions
- Mitigate opposition by groups on issues important to CAROCP
- Provide on-going communication with CAROCP via phone conversations, email, written and oral reports and formal briefings
- By January, provide CAROCP with an outline of measurable objectives to meeting CAROCP goals set in June by the President, leadership and general membership
- Provide the CAROCP Board with a written report of the year's activities at the final CAROCP meeting of the contract year

SECTION III

Additional Proposal Submittal Requirements

Each proposal shall include responses to the following:

- **Company-** Describe the background of your firm, the number of years the firm has been in business, owners, management personnel, etc. Describe the company's previous and current experience in representing educational organizations, including advocacy services with the California legislature.
- **Professional Experience-** Provide the name and role of each individual who would be assigned to the CAROCP contract. Identify the individual(s) who would serve as the

CAROCP primary contact(s). In addition, provide a brief educational and professional background as well as a description of experience with educational organizations for these individuals and specific experience related to advocacy services at the California legislature. Provide a description of not more than three major legislative or regulatory issues that have been successfully lobbied for an educational client, including: issue, client contact information, staff members who worked on the issue and a summary of how the issue was resolved. Include a written assurance that the primary contact(s) listed and identified will perform work and not be substituted with other personnel without CAROCP's prior approval.

- Approach- Describe your firm's approach to providing the required services. Provide your current client list and how your firm will accommodate the needs of all clients. Identify how your firm will address potential conflicts with existing or future clients.
- References- Provide at least three (3) client references for similar requirements. These references should reflect services provided by the individuals proposed for the CAROCP contract.

SECTION IV

Format & Content

Each proposal submitted in response to the RFP must include the following information in the order specified below. It is recommended that responses be professionally presented, well-organized and to the greatest extent possible, concise.

1. Introduction and Executive Summary (up to 3 pages) including: company name, and address; name, address, telephone number, fax number, and email addresses of the person(s) to be used as contacts (contacts must be authorized to make representations for the responding entity); statement that submission constitutes a representation by the responding firm they are willing and able to perform the commitments contained in the response; signature by a authorized person.
2. Services (up to 10 pages) describing the services and activities proposed to be provided to CAROCP. Include the overall approach to tasks described in *Section II Scope of Services*.

3. Qualifications and References (up to 10 pages) providing information on qualifications and references. Include the response all bullets described in *Section III Additional Proposal Submittal Requirements*.
4. Fee proposal including a total fee for service for the period of October 1, 2017 – September 30, 2018 and a proposed fee schedule.

SECTION V

Proposal Evaluation

Proposals will be evaluated based on the following criteria:

1. Qualifications for the firm in providing services.
2. Previous and current experience in representing educational organizations.
3. Qualifications and experience of the personnel to be assigned to the contract.
4. Approach to providing the required services.
5. A general demonstration of issues that could be of importance to CAROCP.
6. A disclosure of clients currently represented and a statement of whether there is any real or perceived conflict of interest in representing the issues or advocacy for CAROCP.
7. References.
8. CAROCP reserves the right to interview the highest scoring proposers. Proposers shall be available for interviews on a mutually agreed upon date to be set by CAROCP.

SECTION VI

Special conditions

Reimbursement will not be made for costs incurred prior to formal award. The proposal must be comprehensive and specify how the consultant would complete all of the elements of the Scope of Work.

All proposals shall become the property of CAROCP.

The successful consultant is required to sign and notarize an affidavit stating that they are an independent contractor. The independent contractor is not entitled to workers' compensation benefits. An independent contractor is obligated to pay Federal and State income tax on any monies earned pursuant to the contract relationship. Additionally, it is understood that the independent contractor is not entitled to unemployment insurance benefits unless unemployment compensation coverage is provided by the independent contractor or some entity other than CAROCP.

The contractor will agree not to assign or sublet the whole or any part of the contract without prior written consent of CAROCP.

Any changes in the scope of work to be performed after the original contract has been signed shall be documented as a written change order, be accepted by all parties, and made part of the original contract by addendum.