



CITY OF ALAMEDA, CALIFORNIA

REQUEST FOR PROPOSALS

FOR FEDERAL LEGISLATIVE ADVOCACY

JANUARY 2014

The City of Alameda, California is requesting proposals (RFP) to provide legislative advocacy, grant funding acquisition, and to represent the City's interests before the United States Congress and executive branch agencies in Washington, D.C.

Submission Deadline

Responses to this RFP must be received by the City by 5:00 p.m. on Friday, February 14, 2014.

Submission Requirements

Proposal packages must include the items listed in this RFP. Four (4) copies and one unbound camera-ready copy of your proposal should be submitted to:

Alexander Nguyen
Assistant City Manager
2263 Santa Clara Avenue
Room 320
Alameda, CA 94501

Selection Process

Proposals will be evaluated primarily on the following factors, which are listed in no particular order:

- Demonstrated ability and experience in the representation of a public agency before Congress, the executive branch, and other federal agencies;
- Knowledge of and previous work that demonstrates experience in areas consistent with Alameda's legislative agenda;
- Prior performance record in securing funding for cities, with special emphasis on grants;
- Qualification and pertinent experience of all assigned personnel, and ability of each firm to effectively represent a complex set of issues on a bipartisan basis;
- Approach to the assignment as indicated in the written statement of interest and qualifications; and
- Proposed fee structure.

Contract Term

The City of Alameda anticipates executing a three-year contract with the firm selected via this RFP. A contract with the firm selected under this solicitation will be presented to the City Council for consideration.

For Further Information, contact:

Alexander Nguyen
Assistant City Manager
2263 Santa Clara Avenue
Room 320
Alameda, CA 94501
510-747-4714
anguyen@alamedaca.gov

Alameda's 2014 Federal Legislative Agenda

1. Continue work with the US Navy to complete conveyance and federal environmental clean-up;
2. Seek federal transportation funds with special emphasis on greenhouse gas mitigation;
3. Work with Army Corps of Engineers on shoreline stabilization and seek funds for implementation;
4. Seek sea-level rise and flood protection funds;
5. Establish National Wildlife Refuge at Alameda Point;
6. Seek Public Safety funds;
7. Seek funding for walking trails and bike trails;
8. Work to maintain US "Ready Reserve" fleet (MARAD) at Alameda Point; and
9. Seek housing funds.

About Alameda

The City of Alameda was incorporated in 1854 and became a charter city in 1916, with a Council-Manager form of government. The five-member Council serves staggered, four-year terms. The Council directly hires only the City Manager, City Attorney, and City Clerk.

The City is a full-service organization that provides residents with a broad range of municipal services including police and fire protection, construction and maintenance of streets, storm drains and other infrastructure, a state-of-the-art library system, and over 200 acres of recreational facilities including multi-use athletic fields, picnic sites, a skate park, swim center, and a full service senior center. The City owns and operates Alameda Municipal Power, an electric utility serving the needs of all Alameda residents and businesses. The City also owns a golf complex comprised of two 18-hole championship courses and a nine-hole executive course. Finally, the City provides various forms of housing assistance through a local Housing Authority.

The City's total expenditure budgets (excluding transfers) for FY 13-14 and 14-15 are \$163 million and \$164 million respectively, of which 41% and 42% respectively represent the General Fund, which is the City's main source of unrestricted funds. These budgets fund a total of 497 full time-equivalent employees for both fiscal years.

Alameda is a unique island community of approximately 75,000 residents in the San Francisco Bay Area. Alameda, comprised of two islands (the main island and Bay Farm Island), is connected to the East Bay mainland by four bridges and two subterranean tubes, and by ferry service to San Francisco. The community is proud of its history and small-town charm, and particular emphasis is placed on historic preservation and quality design. This past summer, the City took title to approximately 1,400 acres of Alameda

Point, a decommissioned naval air station on the northwestern edge of the City, and is moving into an exciting new phase of development in that part of town. More information about Alameda Point is available here: <http://alamedaca.gov/alameda-point/about-alameda-point>

Alameda enjoys a diverse mix of housing, neighborhoods, office, industrial, and retail businesses. Charming Victorian homes grace shady, tree-lined streets covering the island's 22.7 square miles. Both architecturally and historically rich, the community has over 10,000 buildings constructed prior to 1930. According to Money Magazine, Alameda compares favorably to the "best places to live" in America. Alameda was named three years running, 2010-11-12, as one of *America's Promise Alliance's 100 Best Communities for Young People*. Alameda was also recently named to the Rockefeller Foundation's *100 Resilient Cities Network* (<http://alamedaca.gov/city-manager/news/2013/12/03/rockefeller-foundation-names-city-alameda-inaugural-city-100-resilient>).

Development of Alameda's streets and neighborhoods follows well-established patterns, with neighborhoods clustered around historic trolley car and transit stops which provide residents with easy access to transit, commercial, residential, and recreational uses, as well as to its two large business parks. With the recent conveyance of former Navy property, the City is focused on facilitating construction at Alameda Point, which has the potential of generating thousands of jobs, millions of dollars in tax revenue, and over one thousand housing units.

City website: www.alamedaca.gov