

The City of Glenarden



Advocacy & Lobbying Services

Request for Proposal

The City of Glenarden is inviting proposals for Lobbying Services, acting on the behalf of the City of Glenarden for the continuation of 2022 and the entire calendar year of 2023. The City of Glenarden is in search of an individual/firm with a proven track record of lobbying and advocacy within the State of Maryland to adequately assist the City to reach its legislative goals. The City of Glenarden requires a financially strong, well-managed consultant that has the skills, technical ability, a high level of customer service and responsiveness to satisfy the requirements laid out in this request for proposal.

The City of Glenarden - Overview

The City of Glenarden is an incorporated city located in Prince George's County Maryland. Glenarden takes its origin from 1919 when W. R. Smith purchased a group of properties 10 miles east of Washington, D.C., and established a residential community of 15 people. Three decades later, the charter was granted on March 30, 1939 as the Town of Glenarden and has now grown to the City of Glenarden.

With approximately 6,400 people, Glenarden is the 177th most populated city in the state of Maryland. The city of Glenarden is a small but growing community with a total area of 1.22 square miles (3.16 km²), all land. The City has multiple retail spaces with the largest being the Woodmore Town Centre and the City has 3 public elementary schools within the City's limits. Expanding these boundaries and growing the city remains a top priority for the city of Glenarden.

The City provides municipal services including Public Works, Senior Center, Municipal Finance Police, Code Enforcement, Grants Administration, Cable and telecommunications, Environmental Sustainability, Video Production Studio, Trash and Recycling Collection, Stormwater Management, Park Maintenance, Snow Removal, Emergency Management, Street Lighting, and more.

Scope of Services:

The City of Glenarden Lobbyist, once chosen, would report directly to the Glenarden City Manager, City Council, and Mayor.

The City is looking for a firm that can effectively create partnerships within the state that align with the city's objectives and funding matters. The City also hopes to foster private partnerships as well as public partnerships to assist the city with reaching its objectives and appropriation goals. It is anticipated that specific lobbying tasks and responsibilities will be more specifically defined by the scope of services agreement between the City and the Consultant. However, the Consultant should have the direct experience necessary to provide services that include, but are not limited to, the following tasks:

1. Enhance Intergovernmental Relationships/Reputation – Develop and execute a strategy, In consultation with the City, to expand and improve direct communication with State officials and the City of Glenarden. Support in the development of key relationships with legislators, State agencies, and regulatory agencies, staying consistent with the City's policy objectives.
2. Monitoring – The Consultant shall serve as a dependable, trustworthy, and consistent conduit of information to and from the State Legislature. The Lobbyist shall monitor and provide regular reports, both in writing and orally, on the State budget process, on current legislation, or any State events that may impact the City of Glenarden directly or indirectly. The Individual/Firm will work closely with the City manager, Mayor, and City Council to assist in creating the City's legislative priorities and identifying current needs. We expect the consultant to have consistent contact with Members of The State Legislature and their staff, as well as state agency staff on matters concerning the development of future legislation and regulations impacting the City of Glenarden.
3. Bill Tracking – Consultant shall obtain and monitor all bills, legislative action, etc. As such, copies of all bills and amendments that are determined to have an impact on the legislative and regulatory interests of the City should be forwarded to the City of Glenarden.
4. Legislative Advocacy – The City of Glenarden's position on key legislative action shall be transmitted to State Legislature, their staff, as well as state agencies and other interest groups. This may be accomplished through personal discussions with delegation members, agency representatives, direct lobbying of legislators, meeting with state agencies and other interest groups represented at the State level - testifying at appropriate policy and fiscal committees and agency hearings, orchestrating statements to legislators, prepare and send letters notifying appropriate officials and agencies of the City of Glenarden's position and drafting announcements.
5. Coordination of Legislative/Regulatory Efforts - Consultant shall work with the City of Glenarden in coordination of a legislative/regulatory program, which includes the development of legislative/regulatory positions and platforms as well as drafting proposed legislation whenever appropriate. The Consultant shall strive to design and implement a strategy, in consultation with the City, that raises the consciousness and awareness of issues relating to the City of Glenarden with State lawmakers.

6. Establish an Active Presence – The Consultant shall actively establish a strong identity and presence in Annapolis on behalf of the City of Glenarden. This effort shall be reinforced by involvement in the political, and regulatory actions on behalf of the City. Additionally, on-site visits to the City shall be made upon reasonable notice and request to Consultant along with a presentation to the City Council regarding state issues as requested.
7. State Budget Issues - Focus efforts of supporting the City of Glenarden's appropriations requests and legislative objectives during the final phases of State Legislature action on spending and authorization legislation, including coordinating additional meetings with relevant Members State Legislature, or staff in support of the City's objectives, as appropriate.

Proposal Requirements

Proposals must provide the following information:

- A detailed description of the proposed lobbying activities during the upcoming legislative session and through the remainder of the year.
- The proposer must provide a detailed description of how each requirement laid out within this Request for Proposal will be met. If necessary, supplemental information can be added as it pertains to the proposal. The proposal should be presented in a format that corresponds to, and references, the sections outlined in the Scope of Work, and should be presented in the same order. Emphasis should be concentrated on conforming to the RFP instructions and responding to the RFP requirements. A tentative schedule should be included by phase and tasks to be completed.
- List of personnel, including resumes, who will perform services and activities.
- Propose A fee structure for lobbying services. This cost information is viewed to be preliminary. City intends to further refine cost estimates with successful the applicant once the detailed scope of service is developed.
- Submit at least five examples of successful previous lobbying outcomes in the last five years for Maryland government organizations.
- A complete list of municipal clients and those served within the preceding twelve months of the submission date.
- Name, address, telephone, and e-mail address of the lead individual to contact for further information.
- Negative History - Proposer must include in the proposal a complete disclosure of any alleged significant prior or ongoing contract failures, any civil or criminal litigation or

investigation pending which involves the Proposer and personnel who would work with the City or in which the Proposer or personnel have been judged guilty or liable within the last 10 years.

Evaluation Rubric:

The proposals will be evaluated by the City Administration officials and finally by the City Council based on the following criteria:

Firm Experience/Capabilities	15%
Experience/Capabilities of Individuals Proposed for Project	20%
Technical and Management Approach	35%
Proposed Cost of Service	10%
Performance Record of Firm	20%

The City reserves the right to waive technicalities or irregularities in proposals and to reject any and all proposals or any part thereof. The City also reserves the right to award the contract to the proposer that the City, at its sole discretion, determines to best serve the public interest in the furtherance of approved objectives.

Submission Requirements

Perspective applicants shall submit one (1) signed original, One (1) electronic (Flash Drive), and two (2) additional written/typed copies of your proposal in a sealed package including the name, address, telephone number and e-mail address of the individual/firm making the submittal.

Proposals will become the sole property of the City of Glenarden.

DUE DATE

Proposals will be due by close of business on Thursday, October 21st, 2022, at the Office of the Mayor, Glenarden Municipal Center, 8600 Glenarden Parkway Glenarden, Maryland 20706. Please contact the Office of the Mayor should you require additional information, at 301-773-2100 extension 713 (Executive Assistant) or Extension 712 (City Manager).

**Jordan McClung jmcclung@cityofglenarden.org cc CBarbour@cityofglenarden.org
by **October 21st, 2022****

Send proposals to:

**Office Of The Mayor, James R. Cousins, Jr. Municipal Center 8600 Glenarden
Parkway Glenarden, Maryland 20706: Jmcclung@Cityofglenarden.org**

SELECTION

The City of Glenarden Administration will review all qualified proposals and make a selection for approval to be sent to the City Council. The City Council will then review the Administration's recommendation, all qualified proposals, and a verbal presentation from the appropriate firm. These verbal presentations and approval of the proposer will be done by the City Council at a Public Meeting.