



**Request for Information
2018-005**

Professional Consulting Services

**Government Relations
And Legislative Advocacy**

ANAHEIM TRANSPORTATION NETWORK

2626 East Katella Avenue

Anaheim, CA 92806

Phone: (714) 563-5287



An electronic copy of this RFI and attachments, if any, is available from the ATN's website:
<http://rideart.org/about-us/solicitations/>.



1 Introduction

The Anaheim Transportation Network (ATN) is a 501(C)(4) non-profit organization located in the City of Anaheim, California. The ATN provides a comprehensive public transit service, known as the Anaheim Resort Transportation (ART) in the greater Anaheim Resort area, including cities of Anaheim, Orange and Garden Grove, Buena Park and Costa Mesa. ART service connects seventy-two (72) areas' hospitality establishments with local destinations and attractions such as:

Disneyland® Resort	The Outlets at Orange
Disney® California Adventure	Christ's Cathedral
Downtown Disney®	Anaheim Stadium & Amtrak Train Stations
Anaheim Convention Center	The Honda Center
Anaheim GardenWalk	Buena Park Destinations
Angel Stadium & ARTIC Station	CtrCity Downtown Anaheim

The ATN is governed by the Board of Directors and is the primary policy making body for the provision of transit services in the greater Anaheim Resort Area.

2 Statement of Purpose

The ATN is issuing a Request for Information (RFI) from qualified firms to solicit information for contracting services for government relations, advocacy, public relations and legislative advocacy.

The ATN Executive Director and its Board of Directors coordinate the ATN's government affairs program at the local, regional, state and federal levels. The ATN seeks a dynamic, bipartisan team to provide public relations and legislative advocacy in support of the ATN's government affairs agenda.

The purpose of this RFI is to invite interested and qualified firms to submit Responses for professional services for representing the ATN in government affairs matters at the local, regional, state and federal levels for projects and initiatives as identified by the ATN Board of Directors and staff. The primary focus is to assist the ATN with improving its efforts to educate elected officials and key administrative staff about ATN initiatives, capture revenues available to assist the ATN in identifying, applying for and receiving competitive grants, and advance ATN's priorities.

3 Purpose of this RFI

The Anaheim Transportation Network (ATN) is soliciting information to enter into contractual relationship for government relations services for the period commencing July 1, 2018 through June 30, 2019.

Responses are due to the ATN **by 5 pm on Friday, May 4, 2018**, and must be submitted to:

Anaheim Transportation Network
Attn. Government Relations RFI #2018-005
2626 East Katella Avenue
Anaheim, CA 92806



4. ATN Priorities

The Scope of Services presented below is an example of what meets the ATN’s goals and objectives:

Federal – Work with Legislation Delegation:

1. Advise and recommend language for federal transportation bill re-authorization
2. Further and advance ATN grant funding requests

State of California (Sacramento):

1. Investigate options, advise and, if feasible, advance legislative language for ATN’s eligibility for State transportation funding
2. Further and advance ATN grant funding requests

Regional Initiatives:

1. Maintain and promote positive relationship with OCTA and SCAG at the policy and staff levels
2. Investigate options, advise and, if feasible, advance “Designated Recipient” designation
3. Further and advance ATN grant funding requests
4. Work with surrounding municipalities to ascertain need for ART services and facilitate service expansion, as needed

Local Programs:

1. Maintain and promote positive relationship with the city of Anaheim, Garden Grove, and other elected/governing bodies to advance ATN’s service
2. Assist ATN to renew a franchise agreement/ordinance with the City of Anaheim
3. Maintain and promote positive relationship with Disneyland® Resort, Visit Anaheim, lodging establishments and other developments in compliance with City of Anaheim Specific Plans
4. Assist with the relocation of the ATN facilities, including land acquisition and negotiations, government affairs, funding, permitting and other relocation matters, as appropriate.
5. Provide guidance and advise on government affairs matters to the ATN Board of Directors and ATN executive staff

5. Scope of Services

The firm selected to enter into a contractual relationship with the ATN will need to meet minimum requirements of the ATN. Upon selection, the firm will be expected to propose additions and modifications to the Scope of Services as is deemed necessary or advisable and to incorporate their expertise in the final Response.

A typical Scope of Services for this project may include the following components:



- Proactively address topics or issues to advance public relations and actions to help address government affairs needs of the ATN
- Develop and implement strategies to secure funding for the ATN's projects and programs, including, but not limited to transportation, infrastructure and facilities
- Schedule meetings for ATN officials with key members of State of California delegation, regional and local elected officials and their staff, the administration, state and regional agencies and other key stakeholders
- Develop strong working relationships with the local, regional and state agencies, members of State of California delegation and their staff and other key stakeholders
- Raise, discuss and recommend any public relations, education, advocacy and legislative action(s) that may benefit the ATN, and identify any potential or actual governmental action(s) that may impact the ATN and region
- Coordinate and collaborate with other organizations, municipalities, companies and firms having similar goals and objectives as the ATN and/or initiatives that may require ATN services. Where appropriate, advocate positions and work to secure language and positions that will advance ATN's interests
- Regularly communicate with ATN to assess public relations, government affairs, advocacy and/or legislative options, analyze and discuss policy objectives including review and input into ATN's public relations, government affairs, and/or legislative policy platforms.
- Draft letters, press releases, develop talking points and other assignments as necessary.

6. Deliverables

Responders shall provide information requested in the order shown below. This will help to maintain a level of consistency for review of the material submitted. Responses are required to contain the following information including:

Understanding the Scope of Services

A description of how the firm will carry out the Scope of Services described in this RFI including the firm's approach to achieve the ATN's expected goals and outcomes. Furthermore, the method to be utilized to update the ATN on a regular basis on issues, how the firm will adhere urgent issues, the process utilized to gain understanding of proposed legislation before it is introduced in the legislative session, and other relevant strategies to assist the ATN in understanding firm's network, experience, understanding and advocacy style.



Organization and Credentials

Identify the principal staff who will be assigned to the project and a description of their responsibilities. Provide a work history of these key personnel, including descriptions of their previous projects and responsibilities. Describe the size of the firm and availability to start work on July 1, 2018, and the availability to perform the work during the next twelve (12) months.

Experience

A minimum of three (3) references of current or former clients and representative projects undertaken in the last five years demonstrating experience relevant to this request and which are related to government advocacy. Provide the contact person's name, title, address, phone number and email address. Provide a list of current clients.

Litigation

Firms are required to list past, current, or pending litigation resulting from professional services rendered over the past five years. If a court or an arbitrator rendered a decision, state the results.

Fees

Provide a monthly, all-inclusive, retention amount.

7. Preparing and Packaging Your Response:

Consultant candidates shall submit their Response in accordance with the requirements set forth in the Request for Information (RFI). Questions should be directed to Diana Kotler at (714) 563-5287 or at dkotler@atnetwork.org. Responses must be submitted in PDF via email to dkotler@atnetwork.org.

The submission deadline is Friday, May 4, 2018, at 5 p.m.

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Any submittal arriving after the deadline will be disqualified. Faxed responses will not be accepted.

All materials submitted to the ATN in the RFI process will be retained for ATN use and will not be returned.

Other promotional material may be submitted as a separate enclosure. These materials will be used to update ATN files only. It will not be considered as part of the review process.



8. Consultant Selection

The ATN Executive Director and Executive Committee will review submitted Responses pursuant to this RFI. The ATN may choose to interview the respondents. After analysis of the responses, the ATN will make a recommendation for award of the contract for services at the ATN Board of Directors meeting on June 6, 2018.

9. Request for Supplemental Information

The ATN reserves the right to require additional information from the consultant candidates which supplements or explains the submitted materials.

10. California Public Records Act

Each candidate should be aware that although the California Public Records Act recognizes that certain confidential information may be protected from disclosure, the ATN might not be in a position to establish that the information that a candidate submits is confidential. If a request is made for information marked “confidential,” the ATN will provide the candidate who submitted such information with reasonable notice to allow the candidate to seek protection from disclosure by a court of competent jurisdiction.

11. Rejection of Responses

The ATN reserves the right to determine and evaluate the qualifications of the consultant candidates and to reject any and all Responses. The ATN retains the right to waive minor irregularities in the statement format.

Basis for rejection includes but is not limited to:

- Contains false or misleading statements
- Unsigned cover letter
- Received after the due date

12. Ownership of Documents

By responding to this RFI for the Government Relations and Legislative Advocacy, the Consultant is acknowledging future compliance with the following requirement:

All reports, documents or other materials developed or discovered by the consultant or any other person engaged directly or indirectly by the consultant to perform the services required hereunder, shall be and remain the property of the ATN without restriction or limitation upon their use.

THE END