



COUNTY OF YOLO

Procurement Division

Notice of Request for Proposals (RFP)
For
State Legislative Advocacy Services

Bid# RFP-2025-0020
Bid Posted: April 24, 2025

Proposal Responses Due:
June 5, 2025 at 2:00PM

County Administrator's Office
625 Court Street, Room 202
Woodland, CA 95695

RFP Coordinator: Keely Mendes
(530) 406-5774
Keel.Mendes@yolocounty.gov

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Attachments:

Attachment 1	Sample County Contract
Attachment 2	2025 Yolo County Intergovernmental Advocacy Policy
Attachment 3	Yolo County Strategic Plan 2024-2028

I. INTRODUCTION

A. STATEMENT OF PURPOSE

The County of Yolo is requesting proposals from qualified firms to provide state legislative advocacy services for the Yolo County, County Administrator's Office (CAO) per scope of work, as outlined in this RFP.

Proposers who submit a response to this RFP must have the ability to meet the requirements, including the terms and conditions contained in this RFP. Preference will be given to firms with experience representing rural local governments, as well as proposals offering both state and federal legislative representation and lobbying services.

B. SYNONYMOUS TERMS

As used throughout this proposal and its attachments, the following terms are synonymous:

1. a. Supplier, Vendor, Contractor
b. Purchase Order, Contract, Agreement
c. Services, Work, Scope, and Project
d. Bidder, Offeror, Proposer
e. Beacon, Beacon Bid
2. "The County" refers to the County of Yolo, California.

C. SCOPE OF WORK

1. BACKGROUND

Yolo County is one of the original 27 counties created when California was established as state in 1850. Located a short distance from metropolitan hubs of Sacramento and San Francisco, Yolo County is in the rich agricultural regions of California's Central Valley and Sacramento River Delta. Home to more than 221,000 residents, Yolo County covers 1,000 square miles and employs approximately 2,000 people. The County's Fiscal Year 2024-2025 budget is \$669 million. The County's primary industry are agriculture, tourism of the rural experience, manufacturing, and distribution services.

The Board of Supervisors is comprised of five members, each elected to four-year terms. They are the legislative body of the County. The Board of Supervisors adopts policies and establishes programs that entail law and justice, health and social services, land use, transportation, water resources, air quality, flood management, agriculture, economic development, emergency services, intergovernmental relations, libraries and other areas of general governance.

The County Administrator is appointed by the Board of Supervisors as the primary county official responsible for the administration and operation of the County departments. The County Administrator's Office implements the policies of the county organization as set by the Board of Supervisors, as well as providing executive management for county departments and agencies.

The County Administrator's Office seeking a firm to provide state legislative representation in Sacramento, California, that will advocate on behalf of the County its departments on legislative and regulatory matters. The firm will assist with implementation of the County's State Legislative Agenda, and to keep the County Administrator's Office updated with relevant information about State government.

a. STATE LEGISLATIVE PRIORITIES

Yolo County's legislative priorities continue to evolve to proactively address emerging community needs and respond to recent and proposed changes to state policy.

The Board of Supervisors' 2025 Yolo County Intergovernmental Advocacy Policy (Attachment 2), is shaped by the County's Pillars in the 2024-2028 Strategic Plan (Attachment 3.)

Current priorities include, but are not limited to:

- i) Oppose unfunded mandates or other legislation which limits the County's ability to efficiently deliver services and support legislation which streamlines state-local interaction and strengthens the ability of counties to self-govern. (Thriving Residents, Safe Communities)
- ii) Support legislation that seeks to preserve open space and our environment, prevents and mitigates the effects of climate change, and furthers environmental justice. (Sustainable Environment, Thriving Residents, Flourishing Agriculture)
- iii) Continue to maintain a strong presence in the Central Valley Flood Protection Plan, Regional Flood Management Plan, and Yolo Bypass Partnership. (Safe Communities, Sustainable Environment, Flourishing Agriculture)
- iv) Secure funding for local participation in Delta and flood management policy discussions and funding for projects that provide benefits to County priorities in the Delta and Yolo Bypass. (Safe Communities, Sustainable Environment, Flourishing Agriculture)
- v) Support legislation that promotes solutions to the housing crisis, including ongoing sustainable funding for affordable housing and related infrastructure. (Thriving Residents)
- vi) Support legislation which ensures adequate funding for County administered safety net and public safety programs. (Thriving Residents, Safe Communities)
- vii) Pro-actively analyze policy proposals or legislation which affects our most vulnerable residents such as, Medi-Cal recipients, foster youth, immigrants and refugees, and the aging (Thriving Residents)
- viii) Support funding for libraries to serve as centers for early education, literacy, career support, services for vulnerable populations and other educational programs that benefit a wide range of community members (Thriving Residents)

2. OVERVIEW OF SERVICES

The selected firm will be responsible for providing legislative representation and lobbying services on behalf of the Yolo County Administrator's Office.

a. OBJECTIVES:

- i) Act as Yolo County's representative to the California Legislature and the Governor's Office.
- ii) Both proactively and at the direction of the County, advise and assist the County and its Board of Supervisors in developing and executing effective legislative strategies to protect and advance the County's needs and priorities; including developing a Legislative Platform and possible updating of Legislative Priorities.
- iii) Educate legislators, legislative staff, State agencies, State advisory boards/committees, and other stakeholders with legislative influence or decision-making authority on the impact of legislation on the County's ability to serve its residents.

b. DUTIES:

Vendor shall perform project tasks and duties both proactively and at the direction of the County which shall include, but are not limited to the following:

:

- i) Advocate on issues that directly or indirectly affect Yolo County's ability to conduct its business efficiently and cost effectively.
- ii) Provide strategic advice to best position the County with policy matters in the California state legislature, the executive branch, and regulatory agencies.
- iii) Establish, strengthen, and maintain relationships with legislators, legislative staff, State agencies, State advisory boards/committees, and other relevant stakeholders to gain support for the County's legislative priorities.
 - i. Work directly with legislators and staff, the Governor's Office, public officials and State agencies, special interest and industry groups, local governments, Administrative Office of the Courts, and other professional organizations to develop support for or opposition to proposed legislation, funding, policy, and regulatory decisions that may affect the County.
 - ii. Provide introductions to individual legislators, and arrange meetings, manage logistics, and prepare County officials for interaction with legislators, legislative staff, committees, interim work groups, and other public officials.
- iv) Schedule and/or facilitate meetings with the County and key contacts in the California state legislature, state agencies, and regulatory authorities, as needed, to ensure the County is knowledgeable about emerging state policy and funding proposals.
 - i. Coordinate and facilitate regular remote meetings with County Administrator's Office representative(s) and as necessary to provide timely updates and strategic direction.
 - ii. Attend meetings (e.g. briefings, informational meetings, public hearings, work sessions, etc.) as necessary and appropriate to influence outcomes of legislation.
- v) Assist the County in preparing position papers, securing sponsors, exhibits, testimony, correspondence, proposed bill text, and amendments as necessary.
 - i. Draft letters and talking points on legislative, regulatory, budgetary, and other issues, as necessary.
- vi) Facilitate a process to identify and prioritize bills introduced during legislative sessions which may be of interest to the County and which may require active lobbying on the County's behalf.
- vii) Review periodic revenue forecasts and the proposed annual State budget and alert the County to opportunities and obstacles.
- viii) Identify funding opportunities and assess program requirements and guidelines.

3. VENDOR MINIMUM REQUIREMENTS:

- a. Bidder's key personnel assigned to the project must be regularly and continuously engaged in the business of providing State legislative advocacy services for public agencies for at least five (5) years, this experience must be clearly stated or demonstrated in the bid response.
- b. Bidders must have been engaged in successful legislative service contracts with at least one (1) public agency, for at least two (2) years. Bidders are required to provide references demonstrating experience.

- c. Bidder must possess all permits, licenses, and professional credentials necessary to supply products and perform services specified under this RFP

4. PREFERRED QUALIFICATIONS:

The Proposer may be evaluated higher if they meet the following qualifications:

- a. Firms with experience representing county governments
- b. Firms offering both state and federal legislative representation and lobbying services.
- c. Contractor shall have established working relationships with members of the Legislature, legislative leaders, the Governor's Administration, State agencies, and represent the County's interest with those entities.

5. DELIVERABLES / REPORTS:

Contractor shall report on and advise the County on relevant State legislation, proposed and adopted, and administrative actions that affect County programs. Reporting will include:

- a. Weekly
 - i) Written Report – During State legislative sessions, Contractor shall draft and submit a weekly written report of legislative activities and pending action items and hearings.
- b. Monthly
 - i) Written Report – Outside of State legislative sessions, Contractor shall draft and submit a comprehensive monthly written report proposed legislation, programs, and proposals of interest to the County.
- c. Annually
 - i) Intergovernmental Advocacy Policy – Provide guidance and develop Yolo County's annual Intergovernmental Advocacy Policy.
 - ii) State Budget – After release of the Governor's Proposed Budget, May Revision and adoption of the Final Budget, the Contractor shall augment analysis with specific details of budget impacts and policy changes that will affective Yolo County programs, services, and revenue, and summary Yolo County funding allocations.
 - iii) Annual Report – At the end of each legislative session, Contractor shall submit an annual report summarizing all developments, enacted legislation, representational activities undertaken, the status of all legislative priorities, and the outlook for the upcoming year to inform the development of the policy agency.
- d. As Necessary
 - i) Written Report – For time sensitive items, Contractor shall draft and submit a weekly written report of legislative activities and pending action items and hearings
 - ii) As requested, Contractor shall attend County meetings with the Board of Supervisors and other County personnel. The County Administrator's office will coordinate these meetings with the Contractor. It is estimated there will be at

minimum two (2) visits per year. Meetings will entail the State budget, policy, and legislative impacts, and develop strategies to ensure County priorities are met.

6. AWARDED CONTRACTOR REQUIREMENT:

- a. The successful Awarded contractor must supply all insurance requirements as required in Attachment 1, Yolo County Sample Agreement.
- b. **CONTRACT TERM:** Contractor agrees to provide awarded items and/or services as specified in the RFP document for a period of three (3) years. The agreement may be extended by mutual consent for two (2) additional twelve (12) month periods. Rates shall remain firm for the initial three (3) year term.

7. PROPOSAL DEADLINE

Proposals shall be submitted no later than the Proposal Deadline time and date detailed in the Section II, RFP Schedule of Events. Proposers shall respond to the written RFP and any exhibits, attachments, or amendments. A Proposer's failure to submit a proposal as required before the deadline shall cause the proposal to be disqualified. Late proposals shall not be accepted nor shall additional time be granted to any potential Proposer.

8. SUBMITTING PROPOSALS

The required method of submitting your proposal is electronically through Beacon Bid's platform (<https://www.beaconbid.com/solicitations/yolo-county/open>) .

It is the sole responsibility of the proposer to ensure their proposal reaches Beacon before the closing date and time. If you have any questions regarding the submittal of this proposal, please contact Beacon at 1-888-402-2231 or suppliersupport@beaconbid.com for vendor support.

9. ADDENDA

Any additional information not included in this solicitation which the County finds necessary and material to responding to the RFP will be posted as an addendum on Beacon. Answers to questions submitted through Beacon shall be considered addenda to the solicitation documents.

II. SCHEDULE OF EVENTS

The following RFP Schedule of Events represents the County's best estimate of the schedule that shall be followed. Unless otherwise specified, the time of day for the following events shall be between 8:00 a.m. and 4:00 p.m., Pacific Time.

The County reserves the right, at its sole discretion, to adjust this schedule as it deems necessary. Notification of any adjustment to the Schedule of Events shall be provided to all vendors through Beacon.

The County is not responsible for failure of the prospective Bidders/Offerors to check for any RFP document updates, changes, or answers to questions posted on the Beacon website. Failure to periodically check the website will be at the Bidder's/Offeror's sole risk.

	EVENT	DATE	TIME
1	County Issues RFP	April 24, 2025	
2	Deadline for Bidder Questions posted on Beacon	May 22, 2025	2:00 PM
3	Deadline for County Responses to Questions on Beacon	May 26, 2025	
4	Deadline Proposal Submissions	June 5, 2025	2:00 PM
5	County Completes Evaluations	June 20, 2025	
6	Anticipated Contract Start Date	July 1, 2025	

III. GENERAL INSTRUCTIONS AND INFORMATION

A. RFP COORDINATOR

The following RFP Coordinator shall be the main point of contact for this RFP:

Keely Mendes
County of Yolo Procurement Division
(530)406-5774
Keely.Mendes@YoloCounty.gov

B. COMMUNICATIONS REGARDING THE RFP

Upon release of this RFP, all vendor communications concerning this procurement must be directed to the RFP Coordinator named above. Unauthorized contact regarding the RFP with other County employees of the procuring county agency may result in disqualification.

Questions concerning this proposal, including specifications, requirements, terms and/or conditions of a solicitation, etc. should be submitted solely in writing online at: <https://www.beaconbid.com/solicitations/yolo-county/open> in the questions and answers section of the solicitation no later than the date and time noted above in the Section II. Schedule of Events Chart, Deadline for Questions Posted on Beacon or per any changes to Schedule of Events as posted to Beacon.

The County is not responsible for failure of the prospective Bidders/Offerors to check for any RFP document updates, changes, or answers to questions posted at the Beacon website. Failure to periodically check the website will be at the Bidder's/Offeror's sole risk. Any oral communications shall be considered unofficial and nonbinding on the County.

Any irregularities or lack of clarity in the RFP should be brought to the attention of the County for correction or clarification.

C. PROPOSAL PREPARATION COSTS

The County shall not pay any costs associated with the preparation, submittal, or presentation of any proposal.

D. PROPOSAL WITHDRAWAL

To withdraw a proposal, the Vendor must submit a written request, signed by an authorized representative, to the RFP Coordinator. After withdrawing a previously submitted proposal, the vendor may submit another proposal at any time up to the deadline for submitting proposals.

E. PROPOSAL AMENDMENT

The County shall not accept any amendments, revisions, or alterations to proposals after the deadline for proposal submittal unless the County formally requests such in writing.

F. PROPOSAL ERRORS

Proposers are liable for all errors or omissions contained in their proposals. Proposers shall not be allowed to alter proposal documents after the deadline for submitting a proposal.

G. PROHIBITION OF PROPOSER TERMS & CONDITIONS

A Proposer may **not** submit the Proposer's own contract terms and conditions in a response to this RFP. If a proposal contains such terms and conditions, the County, at its sole discretion, may determine the proposal to be a nonresponsive counteroffer, and the proposal may be rejected.

H. ASSIGNMENT AND SUBCONTRACTING

The Contractor may not subcontract, transfer, or assign any portion of the contract without prior, written approval from the County. The County must approve each subcontractor in writing. The substitution of one subcontractor for another may be made only at the discretion of the County and with prior, written approval from the County.

Notwithstanding the use of approved subcontractors, the Proposer, if awarded a contract under this RFP, shall be the prime contractor and shall be responsible for all work performed.

Contractor shall require each of its subcontractors of any tier to carry the aforementioned coverage, or Contractor may insure subcontractors under its own policy.

I. PROPOSAL OF ADDITIONAL SERVICES

If a Proposer indicates an offer of goods or services in addition to those required by and described in this RFP, these additional goods or services may be added to the contract before contract signing at the sole discretion of the County.

J. INDEPENDENT PRICE DETERMINATION

A proposal shall be disqualified and rejected by the County if the price in the proposal was not arrived at independently without collusion, consultation, communication, or agreement as to any matter relating to such prices with any other Proposer, a County employee, or any Competitor.

K. INSURANCE

The successful Contractor will be required to provide and maintain insurance as required and listed in Attachment 1 before commencing work on the contract.

L. LICENSURE

Before a contract pursuant to this RFP is signed, the Proposer must hold all necessary, applicable business and professional licenses. The County may require any or all Proposers to submit evidence of proper licensure.

M. RFP AMENDMENT AND CANCELLATION

The County reserves the unilateral right to amend this RFP in writing at any time. The County also reserves the right to cancel or reissue the RFP at its sole discretion. If an amendment is issued it shall be provided to all proposers through Beacon. Proposers shall respond to the final written RFP and any exhibits, attachments, and amendments.

N. RIGHT OF REJECTION

The County reserves the right, at its sole discretion, to reject any and all proposals or to cancel this RFP in its entirety.

Any proposal received which does not meet the requirements of this RFP may be considered to be nonresponsive, and the proposal may be rejected. Proposers must comply with all of the terms of this RFP and all applicable State and County laws and regulations. The County may reject any proposal that does not comply with all of the terms, conditions, and performance requirements of this RFP.

The County reserves the right, at its sole discretion, to waive variances in proposals provided such action is in the best interest of the County. Where the County waives minor variances in proposals, such waiver does not modify the RFP requirements or excuse the proposer from full compliance with the RFP. Notwithstanding any minor variance, the County may hold any Proposer to strict compliance with the RFP.

O. DISCLOSURE OF PROPOSAL CONTENTS

All proposals become the property of the County, which is a public agency subject to the disclosure requirements of the California Public Records Act (CPRA, California Government Code §6250 and following). The CPRA contains limited exemptions. If you contend that any documents, as defined by the CPRA, are confidential or proprietary material and exempt from CPRA, these documents shall be clearly marked "Exempt from CPRA." Proposer shall defend, indemnify and hold the County harmless against any claim, action or litigation (including but not limited to all judgments, costs, fees, and attorney's fees) that may result from denial of a CPRA request. If Proposer does not respond to a CPRA request or agree to do so within five (5) days, the County may disclose the requested information under the CPRA."

P. PROPOSAL EVALUATION PROCESS

The evaluation process is designed to award the procurement to the Proposer with the best combination of attributes based upon the evaluation criteria.

The County reserves the right, at its sole discretion, to request clarifications of proposals or to conduct discussions for the purpose of clarification with any or all Proposers. If clarifications are made as a result of such discussion, the Proposer shall put such clarifications in writing.

Q. AWARD OF PROPOSAL

Award will be made to the Proposer offering the most advantageous proposal after consideration of all Evaluation Criteria set forth below. This criterion is not listed in any order of preference. The County reserves the right to establish weight factors that will be applied to the criteria depending upon the order of importance. The County shall not be obligated to accept the lowest priced proposal, but will make an award in the best interests of the County after all factors have been evaluated.

Award Evaluation Criteria:

Criteria	Points
Proposer's Concept & Understanding of the County's goals and intent of the project	20
Demonstrated Competence	20
Qualifications and Experience	35
Proposer's Approach to the Project	5
Customer References	10
Reasonableness of Costs	10
Completeness of Submitted Proposal	Pass/Fail

R. AWARD PROCESS

The County reserves the right to make an award without further discussion of any proposal submitted. Each proposal should be initially submitted on the most favorable terms the proposer can offer. The County reserves the right to negotiate and/or include a best and final offer stage to the process.

Notwithstanding, the county reserves the right to add terms and conditions, deemed to be in the best interest of the county, during final negotiations. Any such terms and conditions shall be within the scope of the RFP and shall not affect the basis of proposal evaluations and will be incorporated in a purchase order.

The County reserves the right, at its sole discretion, to negotiate with the apparent best evaluated Proposer.

IV. TERMS AND CONDITIONS

A. QUALIFICATIONS/INSPECTION

Proposals will only be considered from firms normally engaged in providing the types of commodities/services specified herein. The County reserves the right to inspect the Proposer's facilities, equipment, personnel, and organization at any time, or take any other action necessary to determine Proposer's ability to perform. The RFP Coordinator reserves the right to reject proposals where evidence or evaluation is determined to indicate inability to perform.

B. NON-WAIVER

The County's failure to address errors or omissions in the proposals shall not constitute a waiver of any requirement of this RFP by the County.

C. FEDERAL, STATE, AND LOCAL LAWS

The successful proposer must operate in conformity with all applicable, federal, state, and local laws, ordinances, orders, rules, and regulations pertaining to work. It is the responsibility of the awarded proposer to ensure that all permits and/or licensees required for operation are valid and current. Failure to comply with this provision may be cause to cancel any contract awarded, and award will be made to the next lowest, responsive, responsible proposer.

D. GOVERNING LAW

If an award is made, the contract will be made in the County of Yolo and shall be governed and construed in accordance with the laws of the State of California. Any action relating to the Contract shall be instituted and prosecuted in the courts of Yolo County, California.

E. NON-DISCRIMINATION

There shall be no discrimination as to race, sex, color, creed, age or national origin in the operations conducted under any resulting contract.

F. PUBLIC AGENCY

It is intended that other public agencies (i.e., city, special district, public authority, public agency and other political subdivisions of the State of California) shall have the option to participate in any agreement created as a result of this RFP with the same terms and conditions specified, including pricing. The County shall incur no financial responsibility in connection with a purchase order from another public agency. The public agency shall accept sole responsibility for placing orders and making payment to the vendor.

G. ADDITIONAL PURCHASES

Following the award, the County may dispense with separate bidding for additional purchases of like item(s) from the successful Proposer within a twelve (12) month period from the initial purchase date provided that the Vendor agrees to provide the like item(s) at the same discounted price and under the same terms and conditions as the previous award.

H. EXTENSIONS

The County reserves the right to extend any contract past the end term date upon mutual agreement and under the same pricing, terms and conditions for continual service and supplies while a new contract is being solicited, evaluated and/or awarded for a period not to exceed six (6) months.

I. PRICE ESCALATION

All prices are firm for the first term of the agreement from the date of award. The Contractor may raise prices in accordance with the California Consumer Price (CPI-W, US City Average, All Items; NSA) Index for each of the allowable one (1) year extensions: Fiscal Years 2028-2029 and 2029-2030. The increase in price shall remain firm for the renewal term. The County reserves the right to accept or reject the request for a price increase within ten (10) business days of the written request.

J. INVOICES AND PAYMENT TERMS

Invoices are to be mailed to the County department(s) specified on the resulting purchase order, blanket purchase order or contract. All invoices must include the purchase order number, blanket purchase order

number, or contract number, product description and reference to back ordered items. Failure to comply may result in delayed payments.

The County will make payment on a Net 30-day basis unless a cash discount of one-half percent (1/2%) or greater, which amounts to \$2.50 or more, is allowed for payment within not less than twenty (20) days. The payment term shall begin on the date the merchandise is inspected, delivered and accepted by the County, or on the date a correct invoice is received in the office specified in the order, whichever is later. Prompt payment discounts shall be considered earned if payment is postmarked or personally delivered within the prescribed term. The beginning date described above shall be considered day zero for the purposes of counting days in the prescribed term.

K. COMPLIANCE

Late, incomplete, incorrect deliveries or excessive backorders will be documented, and performance evaluated when considering contract continuation or extension. Inaccurate or erroneous billing will also be documented and monitored for the purpose of evaluating performance when considering continuation or extension of contract. Failure to meet quoted delivery timeframes, or inaccurate or erroneous invoices (as determined by the Purchasing Department) may be cause for the County to cancel the balance of the awarded purchase order and award will be made to the next lowest proposer. Failure to receive County concurrence for substitutions or alternates will be documented and considered when evaluating continuation or extension of contract.

L. DEFAULT

In case of default by the awarded proposer, the County may procure the goods or services from another source and may recover the loss occasioned thereby from any unpaid balance due the selected proposer, or by any other legal means available to the County. The County may also ban selected proposer up to two years from future solicitations for default.

M. TERMINATION FOR CONVENIENCE

The County reserves the right, in its best interest as determined by the County, to cancel any contract by giving written notice to the Contractor thirty (30) days prior to the effective date of such cancellation.

N. CANCELLATION FOR UNAPPROPRIATED FUNDS

The obligation of the County for payment to a Contractor is limited to the availability of funds appropriated in a current fiscal period, and continuation of the contract into a subsequent fiscal period is subject to appropriation of funds, unless otherwise authorized by law.

O. ASSIGNMENT/TRANSFER/SUBCONTRACTING

Awarded Contractor shall not assign, transfer, or subcontract any portion of the contract without the express written consent of the department. Any award issued pursuant to this RFP, and the monies, which may become due hereunder, are not assignable without the prior written approval of the County.

P. F.O.B. POINT

All prices quoted shall be F.O.B destination, freight prepaid (proposer pays and bears freight charges, proposer owns goods in transit and files any claims), excluding sales tax. The County is exempt from Federal Excise and Transportation taxes.

Q. PROTESTS

The County encourages Suppliers to resolve issues regarding requirements or the procurement process through written correspondence and discussions. The County is committed to fostering relationships with its Suppliers to encourage an ongoing pursuit to fulfill requirements.

1) Protest Procedures:

All protests shall be typed under the protester's letterhead and submitted in accordance with the provisions stated herein. Protests may be submitted by mail or by electronic mail. Protests submitted by facsimile will not be accepted. All protests must be addressed and submitted to both the RFP Coordinator of this solicitation and the Manager of Procurement. All protests shall include at a minimum the following information:

- a. The name, address, and telephone number of the Protester;
- b. The signature of the Protester or Protester's representative;

- c. The solicitation title and due date;
- d. Name of County employee designated as the RFP Coordinator.
- e. Identification of the statute or procedure that is alleged to have been violated;
- f. A detailed statement identifying the legal and/or factual grounds of the protest and all documentation supporting the vendor's position;
- g. The form of relief requested.

The contact information for the Manager of Procurement is as follows:

Manager of Procurement
Yolo County General Services Department
Procurement Division
120 W. Main St. Ste. C
Woodland, CA 95695

Protester's failure to comply with these procedures shall constitute a waiver of any right to further the RFP Protest and shall constitute a failure to exhaust administrative remedies.

The Manager of Procurement will review the materials in connection with the protest, assess the merits of the protest, and provide a written decision on the protest. The Manager of Procurement's decision is final.

If it is determined the protest is frivolous, the party originating the protest may be determined to be irresponsible and may be ineligible for future contracts.

2) Protest of RFP Specifications/Requirements/Terms & Conditions:

Companies who are concerned regarding irregularities or lack of clarity in specifications, requirements, terms and/or conditions of a solicitation should be brought to the attention of the County. Notice shall be provided prior to the closing date and time of the designated "question and answer period" of the proposal noted above in the Section II. Schedule of Events Chart, item #2 Deadline for Questions Posted on Beacon.

Notice must be clearly marked "**Notice of Protest of Specifications/Requirements/Terms & Conditions**". No requests for protests of solicitation specifications, requirements, terms and/or conditions shall be considered after the deadline stated above.

Companies who fail to do so forfeit all rights to protest a solicitation or any subsequent award based on the specifications, requirements, terms or conditions of this solicitation. In the event of the protest for specifications, requirements, terms and/or conditions is denied and the protester wishes to continue in the solicitation process they must still submit a bid/proposal prior to the close of the solicitation.

3) Protest of Disqualification:

Initial evaluations will determine if proposals have met the minimal requirements as indicated in this RFP. Notices will be sent to all companies who have been disqualified for not meeting the minimal requirements. Should a company disagree with the determination, notice of disagreement must be received within five (5) working days of date of notice identifying areas that are in question and how the company met the minimal requirements. Notice must be clearly marked "**Notice of Disagreement**". Companies who fail to do so forfeit all rights in the protest process. It is at the county's discretion at the department level to make final determinations for all disqualified protests.

4) Protest of Award of Contract:

In protests related to the award of a contract, the protest must be received by e-mail or hard copy no later than 4:00 PM Pacific Time five (5) business days after the notice of the proposed contract. Notice must be clearly marked "**Notice of Protest of Award of Contract**". A review may be granted if the protest is received within the specified time and the firm/person submitting the protest is a Bidder/Offeror.

Throughout the review process, the County has no obligation to delay or otherwise postpone an award of a contract based on a protest.

IV. INSTRUCTIONS FOR COMPLETION OF PROPOSAL

A. SUBMITTING PROPOSALS

The required method of submitting your proposal is electronically through Beacon.

It is the sole responsibility of the proposer to ensure their proposal reaches Beacon before the closing date and time. If you have any questions regarding the submittal of this proposal, please contact Beacon at 1-888-402-2231 or suppliersupport@beaconbid.com for vendor support. Late proposals shall not be accepted, nor shall additional time be granted to any potential Proposer.

B. REQUIRED PROPOSAL SUBMITTALS

The submittals requested shall be included with the proposal response. Failure to include required submittals may be cause for rejection of your proposal. The following are required for your proposal to be considered and must be labeled with the following:

1) Exhibit "A" - Proposal Transmittal Letter

- a. The proposal transmittal letter shall be signed by an official authorized to solicit business and enter into contracts for the Proposer.
- b. The letter should include the name, address, email address, and phone number of the authorized business contact.
- c. If the Proposer is submitting in conjunction with a subcontractor, information on the subcontractor shall also be included and in all relevant Exhibits.
- d. In the letter, please disclose if the Proposer (the organization, any officers of the organization, or any individuals being proposed to provide services under this RFP) have ever been suspended or debarred by any governmental entity. Explain the circumstances clearly if this is the case.

2) Exhibit "B" - Qualification & Experience

- a. Provide a brief history of the Proposer's background and services.
 - i) Include a list and background of the Proposer's and any subcontractor's active principals and identify the principal(s) that will be specifically involved with the services rendered to our department.
 - ii) Give a brief overview of your organization's history and describe how providing the services described within the RFP fit with your organization's mission and purpose.
 - iii) Describe how long the organization has been providing substantially similar services to those outlined in this RFP.
 - iv) Describe how you meet and/or exceed any minimum requirements in this RFP for a Proposer.
 - v) Clearly acknowledge and explain how your organization will comply with any requirements for a Contractor outlined in this RFP.
 - vi) Provide previous work experience.
- b. Example Legislative Platform and Advocacy Materials
 - i) Please provide a Legislative Platform and relevant advocacy materials (written comments, letters, etc.) to which your firm contributed, and describe your firm's

involvement. The ideal candidate will select materials similar to the project defined in this RFP.

- 3) Exhibit "C"- Cost Proposal (County provided)

The Cost Proposal must be recorded on the form, included as Exhibit C, or on an exact duplicate. The Cost Proposal shall specifically record the exact cost amounts proposed. Said proposed cost shall incorporate all cost for the proposed scope of services for the total contract period. The Cost Proposal shall record only the proposed cost as required, and shall not record any other rates, amounts, or information. If the Proposer fails to specify the Cost Proposal as required, the County may determine the proposal to be nonresponsive and reject it.
- 4) Exhibit "D"- Project Approach
 - a. Explain how your organization will diligently approach and successfully deliver on the services being required in this RFP.
 - b. Provide any relevant information which is important to explain how your organization will ensure that services are successfully delivered and that the project will be managed in a timely manner (internal quality control measures, etc.).
- 5) Exhibit "E" - Previous Customer References (County provided)
 - a. Complete Exhibit E and provided references from at least three (3) different clients served by the Proposer during the past five (5) years, with services substantially similar to those being requested in this RFP.
 - b. Preference will be given for references from California state or local government agencies, other than Yolo County itself.
 - c. References cannot be from any individuals on behalf of Yolo County itself.
 - d. Each reference shall include the following information:
 - i) A description of the work which the Proposer provided for the Reference.
 - ii) The timeframe during which the work was performed.
 - iii) The contract value (if available).
 - iv) Any additional information the Proposer wishes to provide.
 - v) The name, email address and telephone number for a contact person from each reference.
 - e. The County reserves the right to contact references, and probably will, if it is in the County's best interest to do so.
- 6) Exhibit "F" - Signature Page (County provided)
 - a. Bidder shall complete and sign the County Signature Page
- 7) Exhibit "G" - Non-Collusion Statement (County provided)
 - a. Bidder shall complete and sign the County form
- 8) Exhibit "H" - Exceptions to County Agreement (County provided)
 - a. Vendor shall include a statement that the appropriate personnel have reviewed the Sample Agreement in the submitted proposal. Vendor shall complete and sign the Certification of Exception to RFP Documents form.

C. PRICING REQUIREMENTS

When preparing cost proposal, Contractor shall submit pricing as follows:

- 1) Pricing shall be inclusive of all personnel fees, indirect/overhead/administration costs, operating costs and travel.