



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

One Gateway Plaza  
Los Angeles, CA 90012-2952

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**EXECUTIVE MANAGEMENT COMMITTEE  
OCTOBER 17, 2013**

**SUBJECT: AWARD OF CONTRACT FOR STATE LEGISLATIVE ADVOCACY**

**ACTION: APPROVE CONTRACT AWARDS**

**RECOMMENDATION**

Authorize the Chief Executive Officer to award four 48-month, firm fixed price contracts (Contract No. PS71303070A, B, C & D), effective January 1, 2014 to Aprea & Micheli, Inc., Fernandez Government Solutions, LLC, Robert W. Naylor Advocacy and Shaw / Yoder / Antwih, Inc. for state legislative advocacy services in a cumulative amount not-to-exceed \$2,000,000, inclusive of two, one-year options for each contract.

**ISSUE**

As a public agency, we are required to utilize a variety of means to ensure that Los Angeles County's transportation interests are aggressively advanced and championed in Sacramento. Legislative advocates enhance our leverage, improve our ability to communicate Board-adopted legislative goals and program objectives, and help to secure the county's fair share of state transportation funding.

**DISCUSSION**

In response to the Request for Proposals (RFP) released on August 30, 2013, five firms submitted proposals. A Source Selection Committee was established to review and evaluate proposals and render a final decision.

After carefully evaluating the relative merits of each proposal, the Source Selection Committee concluded that Aprea & Micheli, Shaw/Yoder/ Antwih, Inc., Robert W. Naylor Advocacy and Fernandez Government Solutions represent the best value to serve as Metro's state advocacy firms. This evaluation was made on the basis of the overall experience and qualifications of these firms, including their technical competence, proposed price, capacity, and ability to deliver and achieve favorable outcomes.

The firms, Aprea & Micheli, Shaw/Yoder/Antwih, Inc., Robert W. Naylor Advocacy and Fernandez Government Solutions will provide the best technical expertise and intricate knowledge of complex formula programs, outstanding access to key policymakers, experience with the legislative process, credibility in the state's capitol, strong ties with state legislators and a proven record of success. These firms currently represent Metro in Sacramento.

**Aprea & Micheli, Inc.**

Aprea & Micheli provides Sacramento-based government relations, advocacy, communications public policy, and funding research services to a broad range of clients in both the public and private sectors. The firm has extensive experience working in county transportation agency representation, the California Legislature, the Governor's office as well as with administrative agencies, boards and commissions of the State of California. Aprea & Micheli are well regarded across party lines and also provide expertise in many areas of tax law which are important to Metro.

**Shaw/Yoder/Antwih, Inc.**

Shaw/Yoder/Antwih, Inc. is a Sacramento based firm providing legislative advocacy, association management and consulting services on a broad range of government programs. Shaw / Yoder / Antwih, Inc. specializes in lobbying transportation, infrastructure and local government issues. The firm also provides association management and governmental consultant services to a variety of public and private sector clients. Andrew Antwih, the principle assigned to working with Metro, is one of the leading transportation advocates in Sacramento and brings a stellar reputation as an expert in transportation and a respected advocate in Sacramento.

**Robert W. Naylor Advocacy**

Robert W. Naylor, president and lead associate, of Robert W. Naylor Advocacy, has been involved in politics and public policy for more than 40 years. Through his previous work with Nielsen Merksamer and current work for Robert W. Naylor Advocacy, Naylor has represented Metro (LACMTA) for over 20 years. Naylor is well equipped to assist Metro with state advocacy efforts due to his policy experience in transportation, relationships with key administration officials and long standing relationships with legislative officials including chairs of the Transportation Committees. While Mr. Naylor brings excellent relationships with Republicans in the State legislature, he is also recognized as a leading transportation lobbyist and enjoys great respect amongst leadership in both houses and with the Gubernatorial Administration.

**Fernandez Government Solutions, LLC**

Fernandez Government Solutions, LLC (FGS) was formed in 2004 by its principal owner, Soyla Fernandez. Fernandez Government Solutions' clients are both public and private corporations, governing bodies, industry associations and not-for-profit organizations in California and across the country. Fernandez Government Solutions offers comprehensive issue analysis, strategic planning and resource identification, as well as guidance and implementation. With decades of public and private sector

involvement and strong working relationships with key decision makers at all levels of government, this will ensure that Fernandez Government Solutions will adequately advocate on behalf of Metro within California State Legislature. Solya Fernandez is well respected amongst legislative leaders in Sacramento and has worked extensively with the Latino Caucus. Ms. Fernandez is also an expert in budget related matters and is well respected in Sacramento.

### **DETERMINATION OF SAFETY IMPACT**

Staff has evaluated this recommendation and has found that there are no negative impacts to system safety.

### **FINANCIAL IMPACT**

The funding of \$432,992 per year for two years for state lobbying services is included in the FY14 budget, in Cost Center 7130, Government Relations under project number 100002 in the appropriate budget line item. Since this is a multi-year contract, the project manager will be accountable for budgeting the cost in future years, including any option exercised.

Adopting this recommendation would result in expenditure of \$432,992 in FY14.

### **ALTERNATIVES CONSIDERED**

Staff has considered the alternative to allowing the current State Advocacy contracts to expire, however this will leave the agency without representation in Sacramento which will have a negative impact on the advancement of our Board Approved State Legislative program.

### **NEXT STEPS**

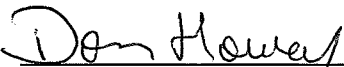
Authorizing this procurement action will permit our agency to have a state lobbying team in place as the Assembly and Senate resume work in December, 2013.

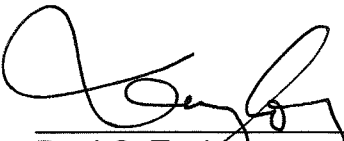
## **ATTACHMENTS**

- A. Metro Government Relations Organizational Chart
- B. Procurement Summary

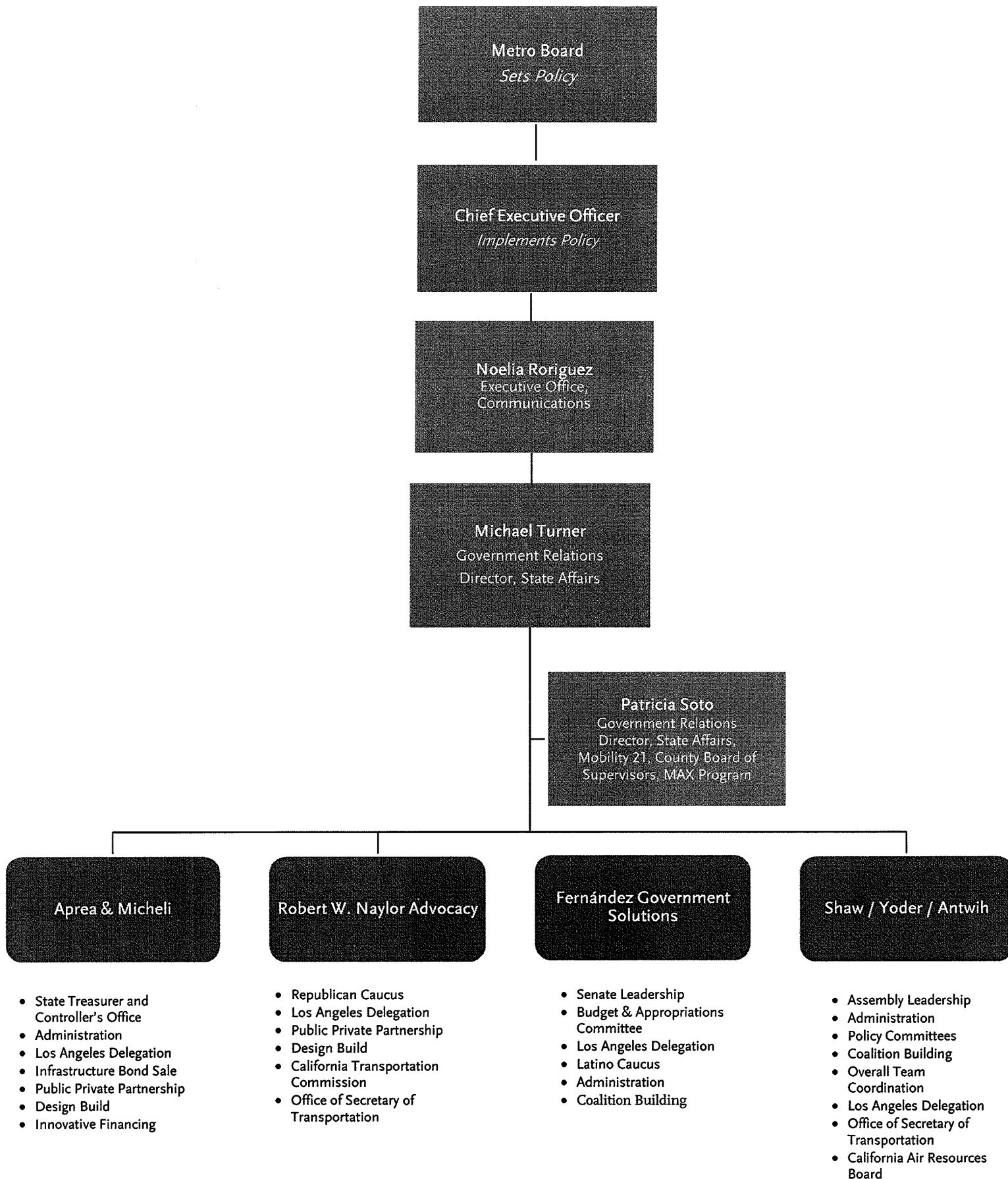
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for Michelle Lopes Caldwell  
Chief Administrative Services Officer

  
Paul C. Taylor  
Deputy Chief Executive Officer

  
Arthur T. Leahy  
Chief Executive Officer



## PROCUREMENT SUMMARY

## Metro State Legislative Advocacy Services

1.	Contract Number: PS71303070	
2.	Recommended Vendor: Aprea & Micheli, Inc., Fernandez Government Solutions, LLC, Robert W. Naylor Advocacy and Shaw / Yoder / Antwih, Inc.	
3.	Type of Procurement (check one) : <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP <input type="checkbox"/> RFP – A&E <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> Task Order	
4.	Procurement Dates:	
	A. Issued: August 30, 2013	
	B. Advertised/Publicized: September 9, 11 & 12, 2013	
	C. Pre-proposal/Pre-Bid Conference: None	
	D. Proposals/Bids Due: September 18, 2013	
	E. Pre-Qualification Completed: Robert Naylor-9/16/13; Shaw/Yoder/Antsih-9/30/13; Fernandez Government Solutions-10/1/13; Aprea & Michili is pending	
	F. Conflict of Interest Form Submitted to Ethics: October 14, 2013	
	G. Protest Period End Date: 15 Calendar Days after Notification of Intent to Award)	
	H. Small Business Commitment: 0.0%	
5.	Solicitations Picked up/Downloaded: 12	Bids/Proposals Received: 5
6.	Contract Administrator: Maria V. Lechuga	Telephone Number: (213) 922-7206
7.	Project Manager: Michael Turner	Telephone Number: (213) 922-2122

**A. Procurement Background**

This Board action is for the approval to contract with four advocacy firms – Aprea & Micheli, Inc., Fernandez Government Solutions, LLC, Robert W. Naylor Advocacy and Shaw / Yoder / Antwih, Inc. The purpose of the state legislative advocacy services is to promote and champion Metro and Metro's legislative actions, regulations, initiatives, and to further the goals and objectives of Metro.

The RFP was issued in accordance with Metro's Acquisition Policy and the contract type is a fixed monthly retainer.

Two amendments were issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on September 5, 2013, clarified items in the Statement of Work; and,

- Amendment No. 2, issued September 6, 2013, extended the proposal due date to September 18, 2013.
- Two questions were received and responded to on September 12, 2013.

A total of five proposals were received on September 18, 2013.

**B. Evaluation of Proposals/Bids**

The solicitation was a standard Request for Proposal in compliance with Metro’s Procurement policies and procedures. A Source Selection Committee (SSC) consisting of Metro staff and an outside agency professional performed the evaluation in accordance with RFP. The Source Selection Committee consisted of Metro’s Director of State Affairs, Metro’s Director of Government Relations and an outside State & Federal Affairs Government professional experienced in Metro legislative issues.

The proposals were evaluated based on the following evaluation criteria and weights:

• Demonstrated success in Transportation Advocacy with Public Agencies	15%
• Experience as a subject matter expert with Transportation Legislative issues	15%
• Access to the Executive Branch, Republican and Democratic Leaders in the Assembly and State Transportation and Environmental Officials	15%
• Familiarity with and understanding of State Legislative and Administrative process at the California Transportation Commission (CTC) and California Air Resources Board (CARB)	15%
• Ability/experience in leveraging local transportation funds to secure robust State funding for a wide variety of mobility projects and programs	15%
• Cost/Fee	25%
<b>Total Evaluation Score</b>	<b><u>100%</u></b>

The evaluation criteria are appropriate and consistent with criteria developed for other, similar legislative advocacy services type procurements. Several factors were considered when developing these weights, giving the greatest importance to the cost/fee.

Of the five proposals received, one was determined not to be within the competitive range and was not considered further. The four remaining firms within the competitive range are listed below in alphabetical order:



1. Aprea & Micheli, Inc, (AM)
2. Fernandez Government Solutions, LLC (FGS)
3. Robert W. Naylor Advocacy (RNA)
4. Shaw / Yoder / Antwih, Inc. (SYA)

During the month of September, the Source Selection Committee (SSC) reviewed and scored each of the proposals. Proposers provided thorough and detailed information regarding their team's qualifications and experiences working with various aspects of California State and gubernatorial legislature.

Each Proposer provided information on their access to key state officials and decision-makers. They identified and addressed their areas of expertise and their ability to influence legislation. As a result, the SSC determined that interviews would not be necessary.

### **Qualifications Summary of Firms Within the Competitive Range**

**Aprea & Micheli, Inc. (AM)** – Aprea & Micheli was incorporated in December 1998. Although the Sacramento based firm is about 15 years old, members of the firm have over 45 years of combined professional experience primarily in county transportation agency and special district representation, environment and air quality regulation, housing and redevelopment, tax and real estate law, civil liability, health insurance, aerospace, and high technology areas. AM has an extensive and successful track record working with the California Legislature, as well as the Governor's Office and administrative agencies, board and commission of the State of California.

AM has worked with various large entities such as Hewlett-Packard, AEG, Lockheed Martin Corporation, and Mercury General Corporation. The firm has demonstrated its ability to work with clients to create and successfully implement innovative short- and long-term strategic plans of action to effectively meet the goals of their clients.

**Fernandez Government Solutions, LLC (FGS)** - This firm has over twenty years of experience working on state and local legislative and policy issues. With strategic partners in Washington, DC and Phoenix, Arizona, the firm is able to greatly expand the national and regional advocacy outreach. Their partners are specialists in public affairs, issue advocacy and public relations. FGS's focus is establishing lasting partnerships by problem solving and policy development with such clients as the Los Angeles World Airports, Southern California Gas Company, Verizon Communications, Southern California Edison, United Healthcare Services, Inc. and others.

**Robert W. Naylor Advocacy (RNA)** – RNA is a sole proprietorship of which Mr. Robert W. Naylor is the president. The firm is a full time, Sacramento-based legislative and executive branch advocacy firm representing a variety of clients but with primary focus on transportation. Mr. Naylor has been sought out by large and

small business, transportation agencies, local governments and non-profit organizations for his strategic advice and problem solving assistance on a myriad of issues in California's legislature and executive branch agencies. The firm's effectiveness is built not only on knowledge of the process and of the decision makers, but also on a consistent reputation for presenting substantive, informed arguments on the merits of a given issue which appeals to the Gubernatorial Office or a given legislator's philosophy. RNA has worked with many clients to successfully assist them in meeting their goals. Some of these are Stanford University, El Dorado County Transportation, Addus Healthcare, L-2 Identity Solutions and Drive Cam.

**Shaw / Yoder / Antwih, Inc. (SYA)** – SYA is a corporation owned by Partners Joshua W. Shaw, Paul J. Yoder and Andrew Antwih. Mr. Shaw & Mr. Yoder have owned the firm since 1998. The firm under its original ownership was founded in 1975 and since then, SYA has offered legislative advocacy and association management services in California for over 34 years.

SYA offers a combined experience of nearly 90 years and provides a range of services for corporate and public sector clients. SYA's clients include California Transit Association, Metrolink, San Mateo County Transportation, Santa Cruz Metropolitan Transit District and the Fresno County Transportation Authority.

The following represents the final evaluation scores of each firm (in alphabetical order) in the competitive range:

<b>Evaluation Criteria</b>	<b>Criteria Weight</b>	<b>AM</b>	<b>FGS</b>	<b>RNA</b>	<b>SYA</b>
Demonstrated Success in Transportation Advocacy	15.00	14.00	14.66	14.33	15.00
Experience as a Subject Matter Expert	15.00	13.66	14.00	14.66	14.66
Access to Executive Branch, Republican & Democratic Leaders	15.00	14.66	14.66	13.66	14.66
Congressional Authorization & Appropriations	15.00	13.33	13.00	14.66	14.00
Leveraging Transportation Funds	15.00	14.00	14.66	14.66	14.66
Cost/Fee	25.00	25.00	21.00	23.00	19.00
<b>Total Evaluation Score</b>	100.00	94.65	91.98	94.97	91.98
<b>Ranking</b>		2	3	1	3

**C. Cost/Price Analysis**

This procurement resulted in an open procurement and price competition. Due to Metro receiving five price proposals, the final accepted prices have been deemed to be fair and reasonable.

The following is an overall price summary reflecting each firm's total price received in response to this RFP for two base years and two one-year options:

**PRICE SUMMARY**

<b>Proposer Name</b>	<b>Final Proposed BAFO Price 10/14/13</b>
Aprea & Micheli, Inc.	\$379,984
Fernandez Government Solutions, LLC	\$432,000
Robert W. Naylor Advocacy	\$408,000
Shaw / Yoder/ Antwih	\$480,000

**D. Small Business Participation**

The Diversity and Economic Opportunity Department did not recommend a Small Business Enterprise (SBE) goal for this project. None of the four proposers made SBE commitments.