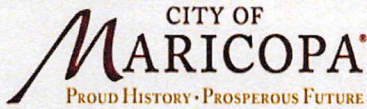


Exhibit A  
Request for Statement of Qualifications



39700 W. Civic Center Plaza  
Maricopa, AZ 85138  
Ph: 520.568.9098  
Fx: 520.568.9120  
www.maricopa-az.gov

**REQUEST FOR QUALIFICATIONS  
TO PROVIDE  
STATE LOBBYING SERVICES ON RETAINER  
RFQ # 17-13**

**INTRODUCTION**

The City of Maricopa, through the issuance of this Request for Qualifications (“RFQ”), is seeking to secure lobbying services for the City before the Arizona (AZ) State government, including before the executive branch, the various state/city agencies and commissions, the AZ State Legislature, and their respective staffs on an as needed and as requested basis. The preliminary proposed general areas of duties and responsibilities of the selected firm are more specifically defined in the Scope of Work defined below. It is intended that the selected firm will work with the City Manager and appropriate City officials to determine and refine the lobbying services needs of the City and to establish a list of state lobbying needs, goals, objectives, and priorities for the term of the proposed retention.

**August 4, 2016**

**CITY OF MARICOPA  
PURCHASING DEPARTMENT  
39700 W. Civic Center Plaza  
MARICOPA, AZ 85138  
(520) 316-6846**



39700 W. Civic Center Plaza  
 Maricopa, AZ 85138  
 Ph: 520.568.9098  
 Fx: 520.568.9120  
 www.maricopa-az.gov

**Proposals shall be submitted in a sealed package with “RFQ #17-13 State Lobbying Services on Retainer for the City of Maricopa, Arizona” and the Offeror’s name and address clearly indicated on the front of the package.** All proposals shall be completed in ink or typewritten. Offerors are strongly encouraged to carefully read the **entire** Request for Qualifications (RFQ).

Proposal Due Date:	Thursday, August 25, 2016
Proposal Time:	5:00:00 PM MST (Arizona Time)
Number of Qualifications:	1 unbound original and 5 bound copies (please label original)
Contact:	Kathleen M. Shipman, CPPB, Purchasing Manager
E-Mail:	<a href="mailto:Kathleen.Shipman@maricopa-az.gov">Kathleen.Shipman@maricopa-az.gov</a>
Mailing Address:	39700 W. Civic Center Plaza, Maricopa, Arizona 85138
Location:	39700 W. Civic Center Plaza, Maricopa, Arizona 85138

**OFFER**

To the City of Maricopa: The undersigned on behalf of the entity, firm, company, partnership, or other legal entity listed below offers on its behalf to the City a proposal that contains all terms, conditions, specifications and amendments in the Notice of Request for Qualifications issued by the City. Any exception to the terms contained in the Notice of Request for Qualifications must be specifically indicated in writing and are subject to the approval of the City prior to acceptance. The signature below certifies your understanding and compliance with the Terms and Conditions contained in the Request for Qualifications package issued by the City.

<b>OFFEROR CONTACT INFORMATION - For clarification of this offer contact:</b>	
Name: _____	Email: _____
Federal Employer Identification Number: _____	Authorizing Offeror Signature: _____
Company Name _____	Printed Name _____
Address _____	Title _____
City _____ State _____ Zip Code _____	Telephone: _____ Fax: _____



## INSTRUCTIONS TO OFFEROR

### 1. Preparation of Proposal:

- a. Telegraphic (facsimile), Mailgram or electronic proposals will not be considered.
- b. The offer document shall be submitted with an original ink signature by a person authorized to sign the offer.
- c. If price is a consideration and in case of error of prices in the proposal, the unit price shall govern. No proposal shall be altered, amended, or withdrawn after the specified proposal due date and time.
- d. Periods of time, stated as a number of days, shall be calendar days.
- e. It is the responsibility of all Offerors to examine the entire *Request for Qualifications* package and seek clarification of any item or requirement and to check all responses for accuracy before submitting a proposal. Negligence in preparing a Proposal confers no right of withdrawal after proposal due date and time.

**2. Inquiries:** Any questions related to the *Request for Qualification* shall be directed in writing or via e-mail **no later than five (5) business days prior to the proposal opening date**, to the person whose name appears on the front. Questions submitted after that period may not be answered due to time constraints. Any correspondence related to a *Request for Qualification* should refer to the appropriate *Request for Qualification Project ID*, page, and paragraph number. These questions and answers will be communicated to all via a formal addendum to the solicitation, posted on the City website as Q&A Clarifications. However, the Offeror shall not place the *Request for Qualification Project ID* on the outside of any envelope containing questions since such an envelope may be identified as a sealed proposal and may not be opened until after the official *Request for Qualification* due date and time. All firms are obligated to become familiar with such questions and answers and to submit or revise their responses accordingly. The City assumes no responsibility for a firm's failure to read questions and answers and to revise their responses accordingly. Questions should be directed in writing to Purchasing Manager, Kathleen M. Shipman, CPPB: Fax (520) 568-9098, or via email at [kathleen.shipman@maricopa-az.gov](mailto:kathleen.shipman@maricopa-az.gov)

**3. Interviews Conducted** - The City of Maricopa has the sole authority and discretion to interview all or none of firms/candidates prior to award. Monday, August 29, 2016, 9 AM – 11 AM MST. (Arizona Time).

**4. Due Date and Time** Separate, sealed Statements of Qualification for the services to be provided must be submitted to the City of Maricopa, 39700 W. Civic Center Plaza, Maricopa, AZ. 85138 prior to 5:00 P.M. on Thursday, August 25, 2016 and then at said office to be publicly opened.

5. **Withdrawal of Proposal:** At any time prior to the specified proposal due date and time, an Offeror (or designated representative) may withdraw the proposal. Telegraphic (facsimile), Mailgram or electronic proposals will not be considered.
6. **Amendment of Proposal:** Receipt of an RFP Amendment shall be acknowledged by signing and returning the original document prior to the specified proposal due date and time or with the original submittal document.
7. **Payment:** The City will make every effort to process payment for the purchase of goods or services within thirty (30) calendar days after receipt of goods or services and a correct notice of amount due, unless a good faith dispute exists as to any obligation to pay all or a portion of the account.
8. **Taxes:** The City of Maricopa is exempt from Federal Excise Tax, including the Federal Transportation Tax. Sales tax, if any, shall be indicated as a separate item.
9. **Award of Contract:** Notwithstanding any other provision of this *Request for Qualification*, The City expressly reserves the right to:
  - a. Waive any immaterial defect or informality; or
  - b. Reject any or all proposals, or portions thereof, or
  - c. Reissue a Request For Qualification
  - d. Unless the Offeror states otherwise, the City reserves the right to award by individual line item, by group of line items, or as a total, whichever is deemed most advantageous to the City. If the Offeror's offer is an "all or nothing" offer, it must be so indicated on the offer sheet.
  - e. The City reserves the right to select none, one (1), or more than one (1) firm to provide the required lobbying services.

**10. SELECTION SCHEDULE TIMETABLE:**

The schedule below is subject to change as indicated below. Please refer to City of Maricopa's website for updates: <http://www.maricopa-az.gov/web/>

8/4/16	Issuance of Request for Qualifications
8/18/16	Deadline to submit questions/inquiries
8/25/16	Responses to RFQ due
8/29/16	Interviews conducted (if applicable)– maximum of six (6 firms)
8/30/16	Request for price proposals – three (3) finalists
9/8/16	Price proposals due
9/12/16	Selection Committee selects firm(s)
10/4/16	Presentation of top firms/candidates
10/18/16	City Council meeting to act on approval of contract
10/19/16	Purchase Order Issuance

Note: Dates may be subject to change at City's sole discretion, and any modifications will be posted on the City of Maricopa's website at

<http://www.maricopa-az.gov/web/>



## STANDARD TERMS AND CONDITIONS

1. **Certification:** By signature in the Offer section of the Offer Award Page, the Offeror certifies that:
  - a. The submission of the offer did not involve collusion or other anti-competitive practices.
  - b. The Offeror shall not discriminate against any employee or applicant for employment in violation of the Federal Executive Order 11246.
  - c. The Offeror has not given, offered to give, or intends to give at any time hereafter any economic opportunity, future employment, gift, loan, gratuity, special discount, trip favor, or service to a public servant in connection with the submitted offer. Failure to sign the offer, or signing it with a false statement, shall void the submitted offer or any resulting contracts, and the Offeror may be debarred.
2. **Gratuities:** The City may, by written notice to the Offeror, cancel the resultant contract if it is found by the City that gratuities, in the form of entertainment, gifts or otherwise, were offered or given by the Offeror or any agent or representative of the Offeror, to any officer or employee of the City with a view toward securing an order, securing favorable treatment with respect to the awarding, amending, or the making of any determinations with respect to the performing of such order. In the event the City pursuant to this provision cancels the resultant contract, the City shall be entitled, in addition to any other rights and remedies, to recover or withhold from the Contractor the amount of gratuity. Paying the expense of normal business meals, which are generally made available to all eligible city government customers, shall not be prohibited by this paragraph.
3. **Applicable Law:** In the performance of the resultant contract, Contractors shall abide by and conform to any and all laws of the United States, State of Arizona, and the City of Maricopa including but not limited to federal and state executive orders providing for equal opportunities, the Federal Occupational Safety and Health Act and any other federal or state laws applicable to the contract.

The resultant contract shall be governed by the State of Arizona and suit pertaining to the contract may be brought only in courts in the State of Arizona.

The contract is subject to the provisions of ARS §38-511; the City may cancel the contract without penalty or further obligations by the City or any of its departments or agencies if any person significantly involved in initiating, negotiating, securing, drafting or creating the contract on behalf of the City or any of its departments or agencies, is at any time while the contract or any extension of the contract is in effect, an employee of any other party to the contract in any capacity or a consultant to any other party of the contract with respect to the subject matter of the contract.

4. **Legal Remedies:** All claims and controversies shall be subject to resolution according to the terms of the City of Maricopa Procurement Code.



5. **Contract:** The resultant contract between the City of Maricopa and the Contractor shall include the: (1) RFQ, including instructions, all terms and conditions, specifications, Scope of Work, attachments, and any amendments thereto, and (2) the offer submitted by the Offeror in response to the RFQ. In the event of a conflict in language between the City and the Contractor, the provisions and requirements of the resultant contract shall govern. In event of a conflict in language between the RFQ and the Contract, the provisions and requirements of the Contract shall govern. However, the City reserves the right to clarify in writing, any contractual terms with the concurrence of the Offeror, and such a written contract shall govern in case of conflict with the applicable requirements stated in the Contract or the Offeror's offer. The RFQ shall govern in all other matters not affected by the written contract.
6. **Contract Applicability:** The Offeror shall substantially conform to the terms, conditions, specifications, and other requirements found within the text of this specific RFQ. All previous agreements, contracts, or other documents, which have been executed between the Offeror and the City, are not applicable to this RFQ or any resultant contract.
7. **Relationship to Parties:** It is clearly understood that each party will act in its individual capacity and not as an agent, employee, partner, joint venture, or associate of the other. An employee or agent of one party shall not be deemed or construed to be the employee or agent of the other for any purpose whatsoever. The Offeror is advised that taxes or Social Security payments will not be withheld from any City payments issued hereunder and that the Offeror should make arrangements to directly pay such expenses, if any.
8. **Subcontracts:** the Contractor shall enter into no subcontract with any other party to furnish any of the material, service, or construction specified herein without the advance written approval of the City. The Contractor is responsible for contract performance whether or not Subcontractors are used.
9. **Indemnification:** Consultant shall defend, indemnify, and hold City, its officers and employees harmless from any and all loss, damage, claim for damage, liability, expense, or cost, including reasonable attorneys' fees, which arise out of, or is in any way connected with the performance of work under this Agreement by Consultant, or any of Consultant's employees, agents or sub consultants, and from all claims by Consultant's employees, sub consultants and agents for compensation for services rendered to Consultant in the performance of this Agreement, notwithstanding that City may have benefited from their services. This indemnification provision shall only apply to any and all negligent acts or omissions, willful misconduct or negligent conduct, whether active or passive, on the part of Consultant or Consultant's employees, sub consultants or agents.
10. **Overcharges by Antitrust Violations:** The City maintains that, in practice, overcharges resulting from antitrust violations are borne by the purchaser. Therefore, to the extent permitted by law, the Contractor hereby assigns to the City any and all claims for such overcharges as to the goods and services used to fulfill the Contract.



- 11. Force Majeure:** Except for payment for sums due, neither party shall be liable to the other not deemed in default under the resultant contract if and to the extent that such party's performance of the contract is prevented by reason of force majeure. The term "force majeure" means an occurrence that is beyond the control of the party affected and occurs without its fault or negligence. Without limiting the foregoing, force majeure includes acts of God: acts of the public enemy; war; riots; strikes; mobilization; labor disputes; civil disorders; fire; floods; lockouts; injunctions-intervention-acts, or failures or refusals to act by government authority; and other similar occurrences beyond the control of the party declaring force majeure which such party is unable to prevent by exercising reasonable diligence. The force majeure shall be deemed to commence when such party is unable to prevent by exercising reasonable diligence. The force majeure shall be deemed to commence when the party declaring force majeure notifies the other party of the existence of the force majeure and shall be deemed to continue as long as the results or effects of the force majeure prevent the party from resuming performance in accordance with the resultant contract. Force Majeure shall not include the following occurrences:
- a. Late delivery of equipment or materials caused by congestion at a manufacturer's plant or elsewhere, an oversold condition of the market, inefficiencies, or similar occurrences.
  - b. Late performance by a subcontractor unless the delay arises out of a force majeure occurrence in accordance with this force majeure term and condition.

Any delay or failure in performance by either party hereto shall not constitute default hereunder or give rise to any claim for damages or loss of anticipated profits if, and to the extent that such delay or failure is caused by force majeure. If either party is delayed at any time in the progress of work by force majeure, then the delayed party shall notify the other party in writing of such delay within forty-eight (48) hours commencement thereof and shall specify the causes of such delay in such notice. Such notice shall be hand delivered or mailed *certificate-return receipt* and shall make specific reference to this article, thereby invoking its provisions. The delayed party shall cause such delay to cease as soon as practicable and shall notify the other party in writing. The time of completion shall be extended by contract modification for a period of time equal to the time that the results or effects of such delay prevent the delayed party from performing in accordance with the resultant contract.

- 12. Right to Assurance:** Whenever one (1) party to the resultant contract in good faith has reason to question the other party's intent to perform he may demand that the other party give written assurance of this intent to perform. In the event that a demand is made and no written assurance is given within five (5) day, the demanding party may treat this failure as an anticipatory repudiation of the Contract.
- 13. Right to Audit Records:** The City may, at reasonable times and places, audit the books and records of any contractor as related to any contract held with the City.
- 14. Right to Inspect Place of Business:** The City may, at reasonable times inspect the place of business of a contractor or subcontractor which is related to the performance of any contract as awarded or to be awarded.



**15. Inspection:** All material and/or services are subject to final inspection and acceptance by the City. Materials and/or services failing to conform to the specifications of the resultant contract will be held at Contractor's risk and may be returned to the Contractor. If returned, all costs are the responsibility of the Contractor. They may elect to do any or all:

- a. Waive the non-conformance
- b. Stop the work immediately
- c. Bring material into compliance

This shall be accomplished by a written determination for the City.

**16. Liens:** All materials, service or construction shall be free of all liens, and if the City requests, a formal release of all liens shall be delivered to the City.

**17. Licenses:** Contractor shall maintain in current status all Federal, State, and Local licenses and permits required for the operation of the business conducted by the Contractor as applicable to the contract.

**18. Patents and Copyrights:** All services, information, computer program elements, reports and other deliverables, which may be patented or copyrighted and created under this RFP are the property of the City and shall not be used or released by the Contractor or any other person except with the prior written permission of the City.

**19. Cost of Bid/Proposal:** The City shall not reimburse the cost of developing or providing any response to this RFP. Offers submitted for consideration should be prepared simply and economically, providing adequate information in a straightforward and concise manner.

**20. Property of City of Maricopa.** Any information or materials submitted as a response to this RFQ shall become the property of the City of Maricopa and will not be returned. All submitted materials will be available for public review. The City expressly retains the right to disclose the name of any or all respondent firms, their submissions, and any other information that is pertinent to the selection of the lobbying firm. It is the sole and exclusive responsibility of respondent firms to exclude proprietary information, trade secrets, or other information, the public disclosure of which may or would cause harm to such party.

**21. Public Record:** All offers submitted in response to this RFQ shall become a matter of public record available for review, subsequent to the award notification, in accordance with the City's Procurement Code.

**22. Termination for Non-Appropriation:** Any contract entered into by the City shall terminate at the end of the then current fiscal period for non-appropriation of funds if the City's governing body fails to appropriate funds to pay for the payments contemplated by the contract. The City's fiscal period ends June 30<sup>th</sup> of each year.

**23. Warranties:** Vendor warrants that all goods delivered under this contract will conform to the requirements of this contract (including all applicable descriptions, specifications, drawings and samples), and will be free from defects in material and workmanship and will be free from



defects in design and fit for the intended purpose. Any inspection or acceptance of the goods by Buyer shall not alter or affect the obligation of vendor or the right of Buyer under the foregoing warranties.

- 24. Cooperative Use of Contract:** In addition to the City of Maricopa and with the approval of the contracted vendor, this contract may be extended for use by other municipalities, school districts and government agencies of the State. Any such usage by other entities must be in accordance with the ordinance, charter and/or procurement rules and regulations of the respective political entity.
- 25.** Per A.R.S. § 35-392, the City is prohibited from purchasing for a company that is in violation of the Export Administration Act.
- 26. Federal Immigration and Nationality Act (FINA):** By entering into the Contract, the CONTRACTOR warrants compliance with the Federal Immigration and Nationality Act (FINA) and all other Federal immigration laws and regulations related to the immigration status of its employees. The Contractor shall obtain statements from its subcontractors certifying compliance and shall furnish the statements to the Purchasing Manager upon request. These warranties shall remain in effect through the term of the Contract. The CONTRACTOR and its subcontractors shall also maintain Employment Eligibility Verification forms (I-9) as required by the U.S. Department of Labor's Immigration and

Control Act, for all employees performing work under the Contract. I-9 forms are available for download at [www.USCIS.GOV](http://www.USCIS.GOV).

**26.1** The City may request verification of compliance for any CONTRACTOR or subcontractor performing work under the Contract. Should the City suspect or find that the CONTRACTOR or any of its subcontractors are not in compliance, the City may pursue any and all remedies allowed by law, including but not limited to: suspension of work, termination of the Contract for default, and suspension and/or debarment of the CONTRACTOR. All costs necessary to verify compliance are the responsibility of the CONTRACTOR.

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## SPECIAL TERMS AND CONDITIONS

**Purpose:** The Office of the City Manager, with appropriate support from various other City departments is charged with the responsibility of administering lobbyist services for the City of Maricopa. The City Manager's Office has an interest in procuring professional services in conformance with (i) Municipal City Ordinance Section 3-201 through 3-246 "Purchasing", (ii) Arizona Revised statutes, rules and regulations to Title 41, Chapter 23. The Selection/Evaluation Committee (described below) will utilize the Evaluator's Guide for Qualifications Based Selection (QBS) Selection Processes in its deliberations.

The City of Maricopa through the issuance of this Request for Qualifications ("RFQ") is seeking to secure lobbying services for the City before the Arizona (AZ) State government, including before the executive branch, the various state/city agencies and commissions, the AZ State Legislature, and their respective staffs on an as needed and as requested basis. The preliminary proposed general areas of duties and responsibilities of the selected firm are more specifically defined in the Scope of Work. It is intended that the selected firm will work with the City Administration and appropriate City officials to determine and refine the lobbying services needs of the City and to establish a list of state lobbying needs, goals, objectives, and priorities for the term of the proposed retention.

1. **Authority:** This Solicitation as well as any resultant contract is issued under the authority of the City. No alteration of any resultant contract may be made without the express written approval of the City in the form of an official contract amendment. Any attempt to alter any contract without such approval is a violation of the contract. Any such action is subject to the legal and contractual remedies available to the City inclusive of, but not limited to, contract cancellation, suspension and/or debarment of the contractor.
2. **Offer Acceptance Period:** In order to allow for an adequate evaluation, the City requires an offer in response to this Solicitation to be valid and irrevocable for one hundred twenty (120) days after the opening time and date.
3. **Term of Contract:** The term of any resultant service contract shall be commence on the date of award and shall continue for a period of one (1) year from the date of the award. The City of Maricopa has the option, in the City's sole discretion to renew the contract for four (4) additional one (1) year period. If the contract is renewed, the total length of the contract shall not exceed five (5) years. Any of the one (1) year contract may be unilaterally extended by the City of Maricopa for a period of thirty-one (31) days. Subject to Council approval or until the project is completed, unless terminated, cancelled or extended as otherwise provided herein.
4. **Proposal Format:** *A total of one (1) unbound original document (label original) and five (5) copies of the proposal shall be submitted in the format indicated in the Proposal Format and Requirement section of the RFQ. Also, if applicable please submit all documents in CD or thumb drive media.*
5. **Key Personnel:** It is essential that the Contractor provide adequate experienced personnel, capable of and devoted to the successful accomplishment of work to be performed under any resultant contract. The Contractor must agree to assign specific individuals to the key positions.



- a. The Contractor agrees that, once assigned to work under any resultant contract, key personnel shall not be removed or replaced without written notice to the City.
  - b. If key personnel are not available for work under any resultant contract for a continuous period exceeding thirty (30) calendar days, or are expected to devote substantially less effort to the work than initially anticipated, the Contractor shall immediately notify the City, and shall, subject to the concurrence of the City, replace such personnel with personnel of substantially equal ability and qualifications.
6. **Proposal Opening:** Proposals shall be opened at the time and place designated on the cover page of this document. The name of each Offeror and the identity of the Request for Qualifications for which the proposal was submitted shall be publicly read and recorded in the presence of a witness. Proposals, modifications, and all other information received in response of this Request for Qualifications shall be shown only to City personnel having legitimate interest in the evaluation. **PRICES SHALL NOT BE READ.** After award of the proposal, the successful proposal and the evaluation documentation shall be open for public inspection.
7. **Evaluation:** The City of Maricopa, designated committee of City Staff and possibly community leaders (“Evaluation Committee”) shall evaluate, rank and award responsible and responsive proposals based upon the following scored criteria listed below in order of importance.
- |  |                  |
|--|------------------|
| a. Qualifications and Experience   | <b>45 points</b> |
| b. Method of Approach  | <b>35 points</b> |
| c. Cost/Fee  | <b>15 points</b> |
| d. Overall conformance for Request for Qualifications (RFQ) including proposal format and required responses | <b>5 points</b>  |
8. **Discussions and Interviews:** After the receipt of proposals, discussions may be conducted at the discretion of the City Manager with Offerors who submitted proposals determined to be reasonably susceptible of being selected for award. The City reserves the right to conduct interviews or require presentation of any or all proposals prior to selection. The City will not be liable for any costs incurred by the Offeror in connection with such interview/presentations.
9. **Confidential Information:**
- a. If a person believes that a bid, proposal, offer, specification, or protest contains information that should be withheld, a statement advising the Finance Director of this fact shall accompany the submission and the information shall be identified.
  - b. The information identified by the person as confidential shall not be disclosed until the Finance Director makes a written determination.



10. **Confidentiality of Records**: The contractor shall establish and maintain procedures and controls that are acceptable to the City for the purpose of assuring that information contained in its records or obtained from the City remains confidential pursuant to applicable requirements.
11. **Resultant Contract**: A contract shall be issued between the City and the successful Offeror(s) following award.
12. **Compensation**: Compensation for services shall be based upon fees negotiated, including all approved costs and expenses incurred.
13. **Pricing**: All pricing shall be fixed Not to Exceed (NTE) for the term of this contract, except where otherwise provided by the specifications, be in compliance with any and all applicable rules regulations and laws, and include all related cost including, but not limited to, costs for transportation, insurance and warranty costs. The contractor shall not invoice or charge at a higher price than those stated in any Contract resulting from this RFQ, except as stated below.

The Contractor certifies that the prices offered are no higher than the lowest price the Contractor charges other clients for similar services under similar conditions and that the prices comply with any and all applicable rules, regulations and laws. The Contractor shall promptly notify the City of such price reductions.

14. **Liquidated Damages**: Liquidated damages shall be in the amount of one-hundred dollars (\$100.00) for each calendar day of delay.
  - a. If the contract is not terminated, the contractor shall continue performance and be liable to the City for the liquidated damages until the products are delivered or services performed.
  - b. In the event that the City exercises its right of termination, the contractor shall be liable to the City for any excess costs, and in addition, for liquidated damages until such time the City may reasonably obtain delivery or performance of similar supplies or services.
15. **Insurance**: The City requires a complete and valid certificate of insurance prior to the commencement of any service or activity specified in this solicitation. The City will notify the successful contractor(s) of the intent to issue a contract award. The successful contractor(s) shall at that time submit a copy of the insurance certificate for coverage with minimum amounts stated. The coverage shall be maintained in full force and effect during the term of the contract and shall not serve to limit any liabilities or any other contractor obligations.
16. **Licenses**: Contractor shall maintain in current status all Federal, State, and Local Licenses and permits required for the operation of the business conducted by the contractor.
17. **City of Maricopa Business License**: The successful contractor will be required to have a valid and current City of Maricopa Business License prior to the Notice to Proceed. Please refer to the following for applicable business license downloadable forms to submit with your proposal (If applicable)  
<http://www.maricopa-az.gov/web/finance-administrativeservice-home/business-licenses>
18. **Bonds**: If applicable, the successful Contractor shall deliver to the City a Performance Bond issued by a surety company or companies holding a certificate of authority to transact surety



business in the State of Arizona issued by the Director of the Department of Insurance pursuant to Arizona Revised Statutes Title 20, Chapter 2, Article 1. The bond shall not be executed by an individual surety or sureties. Bonds signed by an agent must accompanied by a certified copy of such agent's authority to act.

19. **Cancellation:** The City reserves the right to cancel the whole or any part of any resultant contract due to failure by the contractor to carry out any obligation, term or condition of any resultant contract. The City will issue written notice to the contractor for acting or failing to act as in any of the following:
- a. The contractor provides material that does not meet the specifications of the contract;
  - b. The contractor fails to adequately perform the services set forth in the specifications of the contract;
  - c. The contractor fails to complete the work required or to furnish the materials required within the time stipulated in the contract; and
  - d. The contractor fails to make progress in the performance of the contract and/or gives the City reason to believe that the contractor will not or cannot perform to the requirements of the contract.
- 19.1 Upon receipt of the written notice of concern, the contractor shall have ten (10) days to provide a satisfactory response to the City. Failure on the part of the contractor to adequately address all issues of concern may result in the City resorting to any single or combination of the following remedies:
- a. Cancel any contract;
  - b. Reserve all rights or claims to damage for breach of any covenants of the contract;
  - c. Perform any test or analysis on materials for compliance with the specifications of the contract. If the results of any test or analysis find a material non-compliance with the specifications, the actual expense of testing shall be borne by the contractor; and
  - d. In case of default, the City reserves the right to purchase materials, or to complete the required work. The City may recover any actual excess costs from the contractor by:
    - i. Deduction from an unpaid balance;
    - ii. Collection against the bid and/or performance bond, or;
    - iii. Any combination of the above or any other remedies as provided by law.

## SCOPE OF SERVICES AND REQUIREMENTS

### 1. **Background**

The City of Maricopa “Maricopa” is seeking a qualified firm with extensive experience in Lobbyist Services. This position will report to the City of Maricopa, City Manager. The City of Maricopa is governed by an elected Mayor and Council, with administration provided by a City Manager.

Maricopa was incorporated in 2003, and is located just sixteen (16) miles southwest of Phoenix and thirty-two (32) miles from Sky Harbor Airport. It has direct southern access to Interstate 8 for travel to the West while bypassing Phoenix Metro area.

Maricopa City limits currently encompass an area of nearly fifty (50) square miles, with a total planning area of two hundred seventy eight (278) square miles. It has the only AMTRAK station in the greater Phoenix metro area.

Maricopa’s proximity to the Greater Phoenix metropolis, coupled with a unique, family oriented ambiance, experienced growth of more than four thousand (4,000 %) percent from 2000 to 2010. Today, the City has over 48,000 in population. With more than forty-eight (48%) percent holding a Bachelor’s Degree or higher, these residents both value the small town feel and eagerly welcome quality employment, shopping, entertainment and other amenities.

Maricopa offers a large supply of developable commercial and industrial property with highway access, all of which is located in an Enterprise Zone. The City of Maricopa has a number of tools to best benefit potential projects, including: Industrial Development Authority bonds, participation in their Fast Track Program, or locations in the Redevelopment District with tax incentive opportunities. Funding has been secured for the design and construction of an overpass for State Route 347/John Wayne Parkway. The Estrella Gin Business Park is currently under negotiations for development with Edison Road being extended through the site to Highway 238.

The City also enjoys a rich history including transportation (stage stop for Butterfield Stage coach lines, rail history, first transcontinental air flight stopped in Maricopa to refuel), old west culture, ranching, agricultural and Native American.

Maricopa aspires to build a local economy that is diverse, competitive and successful in the global economy. Our approximately forty-eight thousand (48,000) residents want employment opportunities closer to home and amenities commensurate to a city our size.

### 2. **General**

This Request for Qualifications (RFQ) is intended to select a qualified firm(s) to provide said services on a retained basis for a period of one (1) year or until the end of the City of Maricopa Fiscal Year 2017. Term of Contract: The term of any resultant service contract shall be commence on the date of award and shall continue for a period of one (1) year from the date of the award. The City of Maricopa has the option, in the City’s sole discretion to renew the contract for four (4)



additional one (1) year period. If the contract is renewed, the total length of the contract shall not exceed five (5) years. Any of the one (1) year contracts may be unilaterally extended by the City of Maricopa for a period of thirty-one (31) days. Subject to Council approval or until the project is completed, unless terminated, cancelled or extended as otherwise provided herein.

### **3. Scope of Services**

The State lobbying firm(s) shall advise, counsel, and represent the City of Maricopa in pursuing and opposing legislative initiatives and grant applications and awards at the state level in Phoenix, AZ and regional offices. The firm shall assist the City in preparing its state legislative, executive, and administrative agendas and shall strategize with the City as requested. The firm shall identify topics and areas of need to state legislators serving the City, pertinent legislative leaders and committee chairs, and administrative officials.

The firm shall perform legislative and discretionary functions such as preparing letters and verbal and written testimony, arrange and schedule appointments, monitor legislative, executive, and administrative activity, and communicate effectively with the City and its elected and appointed officials and their staff, as well as those interest groups identified by the City as sharing specific interests with the City, all in furtherance of the City's governmental agenda as determined by the City Manager.

This Section contains a brief description of the types of services the City expects to be performed, and is not a complete listing of all services that may be required. Government relations services include a range of topics:

- a. Provide visible representation of the City of Maricopa at the State Legislature,
- b. Assist with the development of the City of Maricopa legislative direction and agendas,
- c. Monitor pending state and regional legislation and regulatory matters, as well as state agency studies,
- d. Attend State legislative sessions pertaining to the City's legislative interests,
- e. Prepare, submit, coordinate and deliver testimony to state and regional legislative bodies,
- f. Seek legislative sponsors and lobby for/against legislation consistent with the City's legislative agenda,
- g. Coordinate with relevant organizations, including other jurisdictions, in support of the City's legislative agenda,
- h. Regularly communicate with City staff to provide updates and develop strategy on pending legislative matters, and
- i. Provide additional, related services as requested.

Consultant(s) shall provide all labor, material, equipment, and transportation necessary to perform the services in accordance with the terms, conditions and Scope of Work as defined by this Request for Qualifications. Staff will not allow non-City personnel access to any City-owned equipment and no equipment will be provided under this contract.

**City Responsibilities:** The City shall furnish consultant(s), at no cost to the consultant, the following information or services for this contract:

- a. One (1) copy of data pertinent to the work. However, the consultant shall be responsible for research and requesting information required,
- b. All available data and information relative to policies, standards, criteria, studies, etc., and
- c. Designate the name of a City employee who will service as the Contract Administrator or the City Manager during the term of the resultant contract. The Contract Administrator or the City Manager appointed designee has the authority to administer the contract and shall monitor consultant compliance with all terms and conditions stated herein. All requests for information or decisions by the City on any aspect of the resultant work shall be direct to the Contract Manager or City Manager appointed designee.

**(BALANCE OF PAGE INTENTIONALLY LEFT BLANK)**



## PROPOSAL FORMAT AND REQUIRED RESPONSES

The information set forth in paragraphs below must be included with all proposals. Failure to provide any of the information requested by these paragraphs is grounds for the City to reject a proposal.

In order for the City to conduct a uniform review process, all proposals must be submitted in the format set forth below. Failure to follow this format may be cause for rejection.

1. **Offer Sheet:** The attached Introduction/Offer Sheet (Page 2 of RFQ) must be completed and returned with the Offeror's proposal. Failure to return the Offer Sheet and to sign it is grounds for the City to reject a proposal.
2. **Table of Contents:** The Table of Contents must indicate the material included in the proposal by section and page number. A proposal's table of contents should mirror this section of the City's Request for Qualifications and must include all the items set forth in this section of the Request for Qualifications.
3. **Letter of Transmittal (Limit to two (2) pages):** A letter of transmittal must be submitted with an Offeror's proposal. The letter must include:
  - a. A statement of the Offeror's understanding of the products and services required by the Request for Qualifications listed in the Scope of Work.
  - b. The names of the persons who are authorized to make representations on behalf of the Offeror (include their titles, addresses, fax number, e-mail addresses and telephone numbers), and
  - c. A statement that the individual who signs the transmittal letter is authorized to bind the Offeror to contract with the City.
4. **Firm Overview (Excluding attachments, limit to four (4) pages):**
  - a. Your firm is in what primary line of business?
  - b. Does your firm have at least one (1) office or business presence located in the State of Arizona?
  - c. Discuss the structure of your firm. If a private firm, state whether a corporation, partnership, sole proprietorship, or combination. Provide a listing of all principals and/or owners. Indicate the length of time the firm has been in business under the current business name as well as any previous business names, and
  - d. Provide documentation that the Offeror is licensed under the applicable laws of the State of Arizona.
5. **Bonds:** If applicable, the successful Contractor shall deliver to the City a Performance Bond issued by a surety company or companies holding a certificate of authority to transact surety business in the State of Arizona issued by the Director of the Department of Insurance pursuant to Arizona Revised Statutes Title 20, Chapter 2, Article 1. The bond shall not be executed by an individual surety or sureties. Bonds signed by an agent must accompany a certified copy of such agent's authority to act.

6. **Experience (Excluding attachments, limit to four (4) pages):**
  - a. Describe comparable services provided by the firm to municipalities since 2014 similar in scope to the City's request. Please include the names of the municipalities and contact names, phone numbers and email addresses that you have provided this service.
  - b. How long has your firm performed these services?
  - c. Please include the resumes of the principles of your firm along with their experience in the business and their number of years in the industry.
  - d. Please provide an organization chart of your organization.
7. **Detail responses to the Evaluation Criteria:** Please include detailed information addressing the evaluation criteria as defined in the "Special Terms and Conditions", Item 7, Page 11.
  - a. Qualifications and Experience. **(45 points)**
  - b. Method of Approach. **(35 points)**
  - c. Cost/Fee. **(15 points)**
  - d. Overall conformance for Request for Qualifications (RFQ) including proposal format and required responses. **(5 points)**
8. **References:** (limit to one (1) page): Include the name, address, telephone number, and email address of five (5) clients for whom similar services have been provided since January, 2014. References must be current, and should be relevant to the required services. Please provide a one line description of services provided with each reference.
9. **Disclosures of Conflict of Interest: (Limit to one (1) page):** The offeror shall include a statement that no conflicts of interest exist as defined by Arizona Revised Statutes, Title 38, Chapter 3, Article 8. In the event any professional or personal financial interest, does exist the nature of the relationship shall be disclosed to the City and examined by the City of the material facts of the disclosure. The above reference statute shall govern the actions of the city in the event a conflict exists.
10. **Substitute W-9 Form:** Complete and return the attached City of Maricopa Substitute W-9 form (Attachment C).
11. **Cost Summary/Fee Schedule - Proposed Fees/Compensation:** This RFQ includes a Cost Summary Form provided as an attachment. (Attachment A)

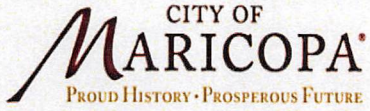
Each offeror must complete the Cost Summary/Fee Schedule Form in the exact format provided. The City may reject any proposal with a reformatted Cost Summary.



**RFQ 17-13 State Lobbying Services on Retainer for the City of Maricopa,  
Arizona**

**Vendor Submittal Checklist**

- \_\_\_\_\_ Offer Sheet, Signed
- \_\_\_\_\_ Table of Contents
- \_\_\_\_\_ Letter of Transmittal, Signed (limit to 2 pages)
- \_\_\_\_\_ Firm Overview (limit to 4 pages)
- \_\_\_\_\_ Experience (limit to 4 pages)
- \_\_\_\_\_ Detail response to the Evaluation Criteria (page 11)
- \_\_\_\_\_ References and contact information
- \_\_\_\_\_ Disclosures of Conflict of Interest
- \_\_\_\_\_ Substitute W-9 Form completed (Attachment C)
- \_\_\_\_\_ License Copies (this is referenced in the Vendor Questionnaire section in Attachment B)
- \_\_\_\_\_ Cost Summary - Proposed Fee Schedule (Attachment A)
- \_\_\_\_\_ Debarment/Suspension Documentation (if applicable)



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 Maricopa, AZ 85138  
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**ATTACHMENT A**  
**COST SUMMARY/FEE SCHEDULE**  
**Vendor Offer / Signature**

The Offeror may respond using their own letterhead but shall include, at a minimum the following information to be considered for award of a purchase order including a signature from someone having the authority to bind the vendor to delivery of products or performance of services.

List labor rates per assigned personnel titles for City of Maricopa State Lobbyist Services describes as follows:

Title/ Name(s)	Description of Service/Area of Expertise	Hourly Rate/Amount

\*Note: Please provide further applicable information if necessary on separate sheet of paper noted accordingly.

1. Optional Prompt Payment Discount, if offered: \_\_\_\_\_%, Net \_\_\_\_\_ Days
2. Tax Rate / Amount, as applicable : \_\_\_\_\_ (Note: this will not be used for sourcing decisions of the City).
3. Optional Comments or Notes, as necessary: \_\_\_\_\_  
 \_\_\_\_\_
4. Authorized Signatory/Offeror: \_\_\_\_\_



## ATTACHMENT B VENDOR QUESTIONNAIRE

Name of Firm:	
Years in Business providing similar services:	
License No(s) and Type: (Submit a copy with the proposal)	
Number of employees servicing this contract:	
<b>Verifiable References:</b> Include the name, contact person, address and telephone number of five (5) firms or government organizations for whom similar services have been provided. References must be current, and should be relevant to the required services. Provide description of services provided and dates of service.	
Firm/Government Agency Name:	
Contact Person:	Phone:
Address:	E-Mail Address:
Dates provided:	
Description of services provided:	
Firm/Government Agency Name:	
Contact Person:	Phone:
Address:	E-Mail Address:
Dollar value of work:	Dates provided:

Description of services provided:	
Firm/Government Agency Name:	
Contact Person:	Phone:
Address:	E-Mail Address:
Dollar value of work:	Dates provided:
Description of services provided:	
Firm/Government Agency Name:	
Contact Person:	Phone:
Address:	E-Mail Address:
Dates provided:	
Description of services provided:	
Firm/Government Agency Name:	
Contact Person:	Phone:
Address:	E-Mail Address:
Dates provided:	
Description of services provided:	



<b>Subcontractors:</b> List subcontractor(s) that will participate in carrying out the obligations of any resulting contract.	
Subcontractor Contact Name:	Phone:
Subcontractor Address:	Email:
Category of Work:	
Contractor License Type:	Type/Number:
Subcontractor Contact Name:	Phone:
Subcontractor Address:	Email:
Category of Work:	
Contractor License Type:	Type/Number:
List any other information which may be helpful in determining your qualifications for this contract:	
<b>Debarment/Suspension Information:</b> Has firm or any of its principals been debarred or suspended from contracting with any public entity?: <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes", provide in an attachment to this form the contact information for the public entity and state the reason for debarment or suspension, including the period of time for such debarment or suspension.	
Does your firm accept electronic payments through: Electronic Funds Transfer (EFT): <input type="checkbox"/> Yes <input type="checkbox"/> No Automated Clearing House (ACH): <input type="checkbox"/> Yes <input type="checkbox"/> No List any additional discounts that may result from paying electronically: _____% Discount	
<b>Insurance:</b> Provide name of insurance carriers that provide coverage for your company.	
Automobile:	
General/Contractor Liability:	
Bonding:	



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**ATTACHMENT C  
SUBSTITUTE W-9 FORM**

**PART I: Company Information:**

1. Name (as shown on Income Tax Return): \_\_\_\_\_
2. Business Name (if different than above): \_\_\_\_\_
3. DUNS #: \_\_\_\_\_
4. Federal employer identification number (or SSN): \_\_\_\_\_
5. Type of organization (check one):
 

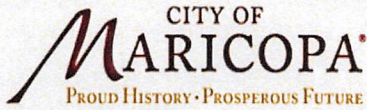
<input type="checkbox"/> Individual/Sole Proprietor	<input type="checkbox"/> Limited Liability Company*
<input type="checkbox"/> Corporation	<b>*Choose the tax classification</b>
<input type="checkbox"/> Partnership	<input type="checkbox"/> Disregarded Entity
<input type="checkbox"/> Other: _____	<input type="checkbox"/> Corporation
	<input type="checkbox"/> Partnership
6. Order Address: \_\_\_\_\_  
 \_\_\_\_\_  
 (Order address) (City) (State) (Zip code)
7. Remittance address (if different than above): \_\_\_\_\_  
 \_\_\_\_\_  
 (Remittance address) (City) (State) (Zip code)
8. Contact person for bid invitations: \_\_\_\_\_
9. Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_
10. Email address of contact person: \_\_\_\_\_
11. Applicant is a (check one):
 

<input type="checkbox"/> Factory Representative	<input type="checkbox"/> Jobber
<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Authorized distributor
<input type="checkbox"/> Retail dealer	<input type="checkbox"/> Contractor
<input type="checkbox"/> Consultant	<input type="checkbox"/> Other: _____
12. Indicate if the business is registered as a minority or woman-owned company.
 

<input type="checkbox"/> Minority-owned	<input type="checkbox"/> Woman-owned	<input type="checkbox"/> Not Applicable
---	--------------------------------------	---
13. How long has the company been in business? \_\_\_\_\_
14. Does applicant currently hold a valid business license issued by the City of Maricopa?
 

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------





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**PART II: COMMODITY OR SERVICE DESCRIPTION**

1. Commodity/Service description (this section must be completed):

---

**PART III: APPLICANT TERMS AND CERTIFICATION**

**Terms:**

**The City of Maricopa may take up to thirty (30) calendar days after the receipt of vendor's invoice to render payment unless other arrangements are made through a written contract. Applicant's signature below signifies acceptance of those terms.**

**Under Penalties of perjury, I certify that:**

1. The number shown on this form is my correct federal employer identification number.
2. I am not subject to backup withholding because of failure to report interest and dividend income.
3. I am a U.S. person (including a U.S. resident alien).  
*(NOTE: You must cross out item 2. above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return).*

4. The following business ownership classifications are applicable:

Disadvantaged Business Enterprise Ownership Classification (**Select One Only**):

- |  |  |
|--|--|
| <input type="checkbox"/> 1 Non-Small/Non-Minority/Non-Disabled               | <input type="checkbox"/> 8 Small Business/Disabled Owner                 |
| <input type="checkbox"/> 2 Small Business (Per ARS §41-1001(20))             | <input type="checkbox"/> 9 Minority Woman Owned Business                 |
| <input type="checkbox"/> 3 Minority Owned Business [Per 15 CFR §1400.1(a)]   | <input type="checkbox"/> 10 Disabled-Minority Owned Business             |
| <input type="checkbox"/> 4 Woman Owned Business                              | <input type="checkbox"/> 11 Disabled-Woman Owned Business                |
| <input type="checkbox"/> 5 Owned By Disabled Individual (Per ARS §41-1492.5) | <input type="checkbox"/> 12 Small Business/Minority-Woman Owned          |
| <input type="checkbox"/> 6 Small Business/Minority Owned                     | <input type="checkbox"/> 13 Small Business/Disabled-Minority Owned       |
| <input type="checkbox"/> 7 Small Business/Woman Owned                        | <input type="checkbox"/> 14 Small Business/Disabled-Minority-Woman Owned |

"The Internal Revenue Service does not require your consent to any provision of this document other than the certifications required to avoid backup withholding."

\_\_\_\_\_  
**Name** (Please print)

\_\_\_\_\_  
**Signature**

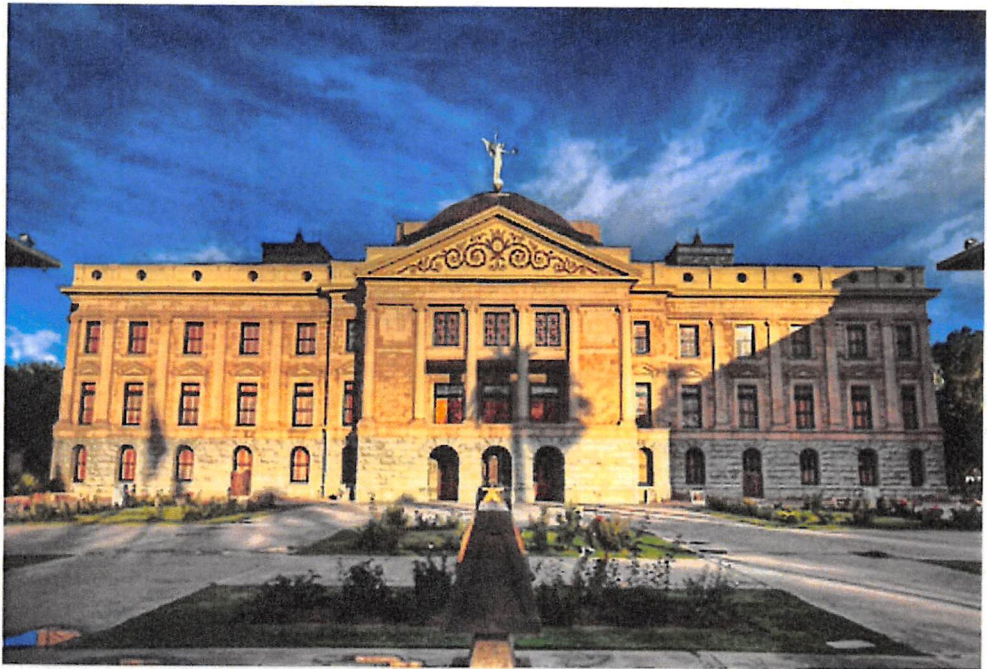
\_\_\_\_\_  
**Title** (Please print)

\_\_\_\_\_  
**Date**

<b><u>INTERNAL USE ONLY</u></b>	
CC# _____	AUTHORIZATION: _____
FAX: _____	EMAIL: _____ PRINT: _____
REQUESTED BY: _____	

**EXHIBIT B**  
**Consultant's Response**

City of Maricopa  
Request for Qualifications To Provide  
State Lobbying Services On Retainer  
RFQ # 17-13



8/25/2016

Policy Development Group, Inc.

Policy Development Group, Inc. is pleased to offer our proposal for your consideration. With 25 years experience in the government relations sector we feel we are uniquely qualified to provide superior service and representation to the City of Maricopa.



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8. REFERENCES: PAGE 15
9. DISCLOSURE OF CONFLICT OF INTERST: PAGE 16
10. SUBSTITTE W-9 FORM: PAGE 17
11. COST SUMMARY/ FEE SCHEDULE: PAGE 18
12. ATTACHMENT A: PAGE 19
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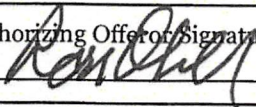
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**Proposals shall be submitted in a sealed package with "RFQ #17-13 State Lobbying Services on Retainer for the City of Maricopa, Arizona" and the Offeror's name and address clearly indicated on the front of the package.** All proposals shall be completed in ink or typewritten. Offerors are strongly encouraged to carefully read the **entire** Request for Qualifications (RFQ).

Proposal Due Date:	Thursday, August 25, 2016
Proposal Time:	5:00:00 PM MST (Arizona Time)
Number of Qualifications:	1 unbound original and 5 bound copies (please label original)
Contact:	Kathleen M. Shipman, CPPB, Purchasing Manager
E-Mail:	<a href="mailto:Kathleen.Shipman@maricopa-az.gov">Kathleen.Shipman@maricopa-az.gov</a>
Mailing Address:	39700 W. Civic Center Plaza, Maricopa, Arizona 85138
Location:	39700 W. Civic Center Plaza, Maricopa, Arizona 85138

**OFFER**

To the City of Maricopa: The undersigned on behalf of the entity, firm, company, partnership, or other legal entity listed below offers on its behalf to the City a proposal that contains all terms, conditions, specifications and amendments in the Notice of Request for Qualifications issued by the City. Any exception to the terms contained in the Notice of Request for Qualifications must be specifically indicated in writing and are subject to the approval of the City prior to acceptance. The signature below certifies your understanding and compliance with the Terms and Conditions contained in the Request for Qualifications package issued by the City.

<b>OFFEROR CONTACT INFORMATION - For clarification of this offer contact:</b>	
Name: <u>Ron Ober</u>	Email: <u>Rober@policydevelopmentgroup.com</u>
Federal Employer Identification Number: <u>86-0689615</u>	Authorizing Offeror Signature: 
Policy Development Group, Inc. Company Name	<u>Ron Ober</u> Printed Name
<u>3636 N Central Avenue Ste. 590</u> Address	<u>President</u> Title
Phoenix            AZ            85012 City                State        Zip Code	Telephone: <u>602-274-4244</u> Fax: <u>602-274-8339</u>



---

**LETTER OF TRANSMITTAL**

August 25, 2016

Kathleen Shipman  
Purchasing Manager  
City of Maricopa  
39700 W. Civic Center Plaza  
Maricopa, Arizona 85138

RE: Request for Qualifications to Provide State Lobbying Services

Dear Ms. Shipman,

On behalf of Policy Development Group, Inc. (PDG), please find enclosed a proposal to provide the City of Maricopa (City) with state lobbying services.

PDG was founded in 1991 and quickly established itself as a leader in providing thoughtful and cutting edge solutions to complex problems. We provide our public and private sector clients the very best creative and strategically sound advice to meet their goals and objectives. Our understanding of the political landscape and our ability to successfully navigate within it make us uniquely qualified to represent the City.

With 25 years experience in the public affairs and advocacy sector, PDG has had tremendous success representing Cities, Towns and State Agencies throughout the years. Beyond monitoring pending legislation and being a visible presence at the State Legislature, we have successfully assisted clients in securing State appropriations, advancing transportation projects, identifying and obtaining State grants and advocating for them on a broad range of policy-related issues and legislative initiatives with elected and non-elected officials across all levels of government.

PDG prides itself on being a bipartisan firm whose team members have diverse public and private sector experiences. Drawing talented individuals from all levels of private and government service has proven an invaluable asset for our clients as we advocate on their behalf. Our team focuses on developing strong relationships with the client to allow us to better understand and thus advocate on your behalf. From this we develop implementation strategies, communication plans, identify mentorship opportunities and actively lobby for the identified and approved City positions.

We recognize there is more to lobbying than charging full steam ahead at an issue. A thoughtful and intelligent approach is the cornerstone to develop a successful and sustainable legislative program. This is what we enjoy and excel at doing for our clients.

All of the people authorized to represent the Offeror work at 3636 North Central Ave. Ste. 590 Phoenix Arizona and can be contacted at 602.274.4244 (telephone) or 602.274.8339 (fax). The following people are authorized to make representations on behalf of the Offeror:

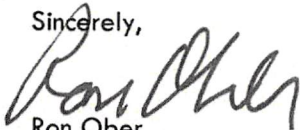
Ron Ober: President [rober@policydevelopmentgroup.com](mailto:rober@policydevelopmentgroup.com) 602.418.1550 (cell)  
Kathy Senseman: Lobbyist [ksenseman@policydevelopmentgroup.com](mailto:ksenseman@policydevelopmentgroup.com) 602.790.2385 (cell)  
Todd Baughman: Lobbyist [tbaughman@policydevelopmentgroup.com](mailto:tbaughman@policydevelopmentgroup.com) 602.502.3667 (cell)  
Paul Senseman: Lobbyist [psenseman@policydevelopmentgroup.com](mailto:psenseman@policydevelopmentgroup.com) 602.499.2762 (cell)  
Jason Isaak: Lobbyist [jisaak@policydevelopmentgroup.com](mailto:jisaak@policydevelopmentgroup.com) 602.549.4820 (cell)

Ron Ober, President of PDG from inception, is authorized to bind the Offeror to contract with the City.

All dollar values of retainer information for other clients, found in attachment B is proprietary and shall not be disclosed by the City of Maricopa.

Thank you for the opportunity to submit an application for the lobbying services for the City of Maricopa.

Sincerely,



Ron Ober



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#### 4. FIRM OVERVIEW

- A) Policy Development Group, Inc. (PDG) is a full service lobbying firm that has established itself as a market leader in in the government affairs arena.

With more than 25 years in public affairs and advocacy as a firm, and a combined 200 plus years of professional experience, PDG has experienced tremendous success representing municipalities and businesses of all sizes before the Legislature, state agencies, federal agencies, and other governmental entities.

- B) PDG has been located in Phoenix, Arizona since its inception in 1991. Our current office is located at 3636 North Central Ave. Ste. 590 Phoenix, AZ 85012. PDG has recently been ranked in the top 5 Arizona lobbying firms by the Phoenix Business Journal.

- C) PDG is a privately owned corporation that is owned by Gail Gordon and Ron Ober and has provided effective lobbying services for 25 years. PDG is a bipartisan firm whose 10 team members have diverse public and private sector experiences. Drawing talented individuals from both political parties and all levels of government service has proven invaluable as we advocate for clients. In fact, the team that comprises PDG focuses solely on positive outcomes for our clients, not partisan outcomes. Additionally, our clients rarely, if ever, are affiliated with a single political party or philosophy which affords PDG the ability to work easily with elected officials from both parties.

The services we proudly offer include but are not limited to: developing public affairs strategies and plans, legislative lobbying, advocacy and tracking, public involvement, community relations support (grassroots and grasstops), strategic public policy event planning, procurement strategies, networking, and regulatory problem solving.

We understand that representing cities comes with unique challenges that cannot be ignored, but rather should be embraced. Our ability to transcend party lines and work for the good of the city is our hallmark as a lobbying firm. Overcoming challenges, negotiating political situations and getting results through strategic planning is what we have successfully done for 25 years.

PDG is at the Capitol every day it is in legislative session and we are meeting with legislators daily to educate them on the issues to learn their interests and understand their voting patterns.

- D) See Page 6 for Corporation Commission certificate of good standing.

# STATE OF ARIZONA



Office of the  
**CORPORATION COMMISSION**

**CERTIFICATE OF GOOD STANDING**

To all to whom these presents shall come, greeting:

I, Jodi A. Jerich, Executive Director of the Arizona Corporation Commission, do hereby certify that

**\*\*\*POLICY DEVELOPMENT GROUP, INC.\*\*\***


a domestic corporation organized under the laws of the State of Arizona, did incorporate on September 26, 1991.

I further certify that according to the records of the Arizona Corporation Commission, as of the date set forth hereunder, the said corporation is not administratively dissolved for failure to comply with the provisions of the Arizona Business Corporation Act; and that its most recent Annual Report, subject to the provisions of A.R.S. sections 10-122, 10-123, 10-125 & 10-1622, has been delivered to the Arizona Corporation Commission for filing; and that the said corporation has not filed Articles of Dissolution as of the date of this certificate.

This certificate relates only to the legal existence of the above named entity as of the date issued. This certificate is not to be construed as an endorsement, recommendation, or notice of approval of the entity's condition or business activities and practices.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the Arizona Corporation Commission. Done at Phoenix, the Capital, this 9th Day of August, 2013, A. D.



  
Jodi A. Jerich, Executive Director

By: \_\_\_\_\_ 947804



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## 5. BONDS

PDG will provide a bond to the City if applicable; however, it has never been required with any other governmental agencies.

## 6. EXPERIENCE

### A) City of Tucson (January 1999 to Present)

PDG has effectively represented the City of Tucson for over 16 years. Our extensive bipartisan relationships allow us to effectively communicate targeted messages and build coalitions to achieve desired goals. We also have established key relationships with legislative leadership and staff that puts our clients in a position to execute established goals and priorities. Our relationships at all levels of state government, be it the Governor's Office, elected officials, staff or agency directors allow PDG to optimize the success of our clients.

In the City of Tucson we work closely with their legislative liaison, the City Manager and other key Department Directors to develop the best strategic plan to effectively represent and communicate the City's interests. This can take on many forms and involve multiple interests from within the City, the community, and key stakeholders on an issue. This includes working closely with the League of Arizona Cities and Towns. We work hand-in-hand with the legislative liaison to identify issues, develop and then implement the best strategy to achieve the desired outcome.

PDG's contact at the City of Tucson is Andrew Greenhill, Intergovernmental Relations Manager. Andrew can be reached at (520) 837-2109 [Andrew.Greenhill@tucsonaz.gov](mailto:Andrew.Greenhill@tucsonaz.gov).

### City of Tucson Achievements

- Advocated on behalf of City of Tucson with the Governor's office, Legislators, ADOT and other transportation stakeholders to secure a \$25 million dollar appropriation to accelerate the SR189/Mariposa Point of Entry. (2016)
- Worked on behalf of the City of Tucson with the League of Cities and Towns to secure \$30 million dollars in appropriations (\$16 million more than 2015) to the HURF fund which resulted in a \$1 million dollar increase for the City of Tucson in HURF funding. (2016)
- Worked with Governor's office and Legislature to ensure that the AZ Department of Revenue annual software and computer systems upgrade assessment was not charged to cities for another year. This resulted in a savings of \$395K to the City of Tucson. (2016)
- Defeated measure that would have prohibited municipalities from implementing vegetation requirements (2015)
- Defeated measure to preempt local control of photo radar regulations (2014, 2015)
- Worked with the League of Arizona Cities and Towns to defeat legislation that would have allowed guns in public buildings (2015)
- Defeated legislation that would have restricted a municipality from adopting the 2015 energy code. (2014)
- Defeated legislation that would have preempted the city's ability to regulate urban chicken farming in single-family homes. (2014)
- Negotiated TPT reform legislation to allow municipalities to retain the authority to participate in the auditing of local businesses. (2013)



- Successfully defended the repeal of the Rio Nuevo (Multipurpose Facilities) District. Mitigated hostile interests and developed legislation that was acceptable to the City (2009)
- Worked with the League of Arizona Cities and Towns to defend State Shared Revenues (Every Year)
- Repelled efforts to sweep the City portion of the Vehicle License Tax distributions for use by schools (2009)
- Repelled efforts to weaken and eliminate Government Property Lease Excise Tax authority (2008)
- Repelled measure to exempt certain plans from local review process (2008)
- Defeated efforts to require multi-modal transportation plans to provide separate ballot question for each mode (2008)
- Protected the City against attacks on cable television licensing authority (2007)
- Enacted authority to include energy components in the City General Plan (2007)
- Defeated harmful development fee legislation (2006)
- Repelled more than 19 measures to eliminate or unduly restrict powers of eminent domain and land use regulation (2006)

#### **City of Peoria (2004-2005, 2010 to Present)**

PDG has been working in an on-call capacity for the City of Peoria on legislative issues for the past five years. Our work includes close collaboration with the Intergov, City Manager and Council Members to determine legislative priorities and provide legislative support and updates. We meet regularly with the senior management team and department directors to listen and discuss upcoming issues, and identify and develop strategies to advocate for priorities or defeat undesirable issues for the city. This work includes meeting with legislators who represent the City, state agencies, advocacy organizations, such as the Arizona League of Cities and Towns, and other key stakeholders. We regularly provide background research and reports on specific issues as directed, as well as provide written and verbal reports to meet the communication needs of the city.

PDG assisted the City of Peoria in formulating a transportation tax that was approved by the Peoria voters. Our role included putting together a citizens committee to educate citizens through videos, newsletters, websites, polling and community meetings.

PDG's contact at the City of Peoria is Thomas Adkins, Intergovernmental Affairs Director. Thomas can be reached at 623.773.7310 [Thomas.Adkins@peoriaaz.gov](mailto:Thomas.Adkins@peoriaaz.gov).

#### **Peoria Legislative Achievements**

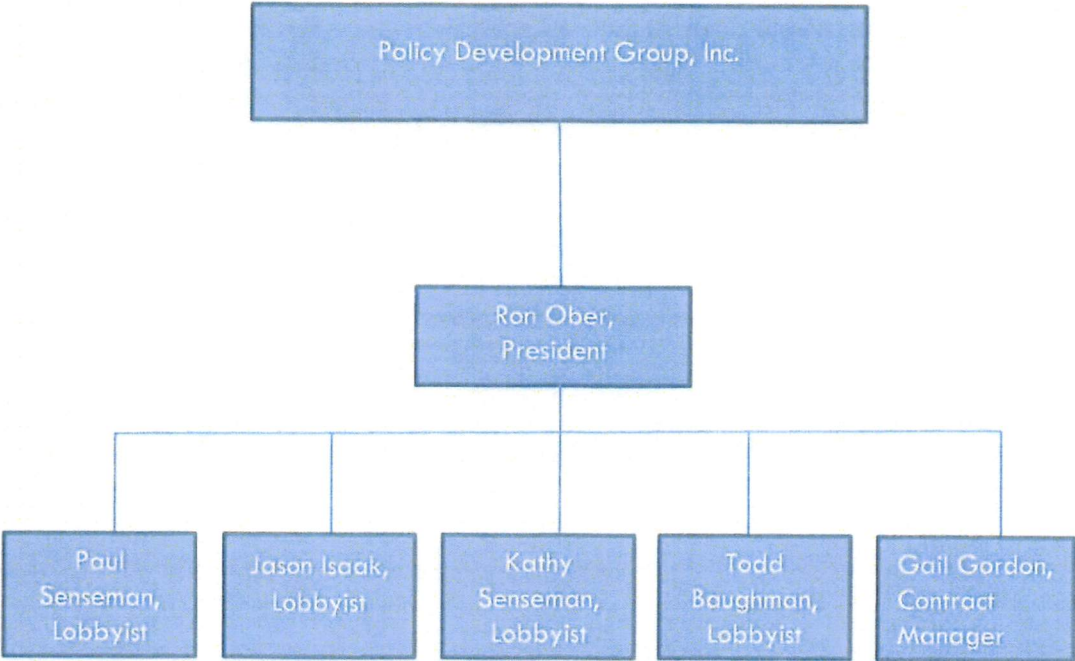
- Defeated several measures that would have negatively impacted the Peoria municipal budget (2015).
- Successfully lobbied for a rental fee collection prohibition (2015).
- Protected state shared revenues.
- Defeated preemption bills on issues important to Peoria.
- Actively engaged in mid-year census/urban revenue sharing issues that was resolved in the 2016 legislative session (2015).

- PDG worked with the City of Peoria to assist with regulatory changes to the Certificate of Necessity (CON) process for ambulance service. The changes sought would make it easier for all cities to enter into the marketplace (2014).

B) PDG has represented the City of Tucson since 1999 through today, City of Peoria from 2004-2005 and 2010 through today. PDG has also represented the cities of Nogales (2007-2010), Guadalupe (1998-2000), Avondale (1997-2002), and Surprise (2001-2003) in the past.

C) See attachment D

D) Organization Chart





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## 7. DETAIL RESPONSE TO EVALUATION CRITERIA

- A) PDG is uniquely qualified to represent the City because of the experiences and qualifications gained through successfully representing cities and businesses in similar situations. PDG has shown itself to be a leader in areas that are of particular interest to the City.

PDG has worked with the City of Tucson to create and achieve their legislative goals for well over a decade. Recently PDG has executed several strategies to strengthen the relationship between Legislators and the City of Tucson which has resulted in better communications with the City of Tucson and the Legislative bodies. PDG has engaged in pre session meet and greets with Southern AZ Legislators to inform the Legislators of the upcoming City of Tucson Legislative agendas. These briefings have resulted in a higher level of support for the City of Tucson's Legislative agenda throughout the year.

Because of these efforts, PDG saw tremendous success for the City of Tucson in 2016. One of the key areas of success in 2016 centered on the acceleration of the funding of the Mariposa Port of Entry. PDG's efforts, coupled with key City of Tucson staff involvement, the State of Arizona funded in the FY2017 budget \$25 million dollars for the Mariposa Port of Entry. This accelerated funding for the project, which will serve as a catalyst for economic development for years to come in the region.

HURF funding has always been an extremely important funding source for the City of Tucson. Therefore, PDG, along with the League of Cities and Towns, worked with the Governor's staff and key legislators to ensure HURF dollars were not only included in the budget, but increased by an additional \$16 million dollars. Bringing the total HURF funding to \$30 million in the FY2017 budget, of which the City of Tucson received an additional \$1 million more than the preceding year.

PDG has tremendous experience in the area of transportation. In addition to securing funding for projects, PDG has excelled at helping clients achieve their desired transportation goals. On behalf of Resolution Copper Company (RCC) located in Superior, Arizona, PDG has worked with ADOT to expedite the improvement and expansion of the Highway 60, Gonzales pass. This project will benefit not only the RCC project and the town of Superior, but also is a catalyst for economic development of the surrounding areas. PDG has worked directly for ADOT conducting public outreach on the proposed 202 connector freeway that was set to connect the I-10 freeway through Ahwatukee. On this project, of the three public outreach teams retained by ADOT, PDG was the only non-engineering firm to lead a team. PDG has also been a leader on the national level on transportation. Through our extensive relationships we were able to facilitate the first I-11 meetings between then Senate Minority Leader Harry Reid and the appropriate local Arizona stakeholders. This led to the continued discussions and development of the I-11 project. PDG has not only worked closely with ADOT on behalf of clients, but continues to represent ADOT in an on call capacity.

PDG has also worked closely with the Grand Canyon Airport located in Tusayan Arizona to help with improvements and explore bringing broadband to the Grand Canyon Airport. Also at the Grand Canyon, PDG successfully achieved a federal resolution for the air tour industry to create incentives that would allow T-21 quiet technology to be integrated in a way that would mutually benefit both the air tour industry and the local economy.

PDG prides itself on being a leader in education at the K-12 level. PDG actively represents Phoenix Union School District at the State Capitol. Kathy Senseman of PDG serves at the pleasure of the Governor as the President of the Arizona State Charter School Board. By virtue of that role, she serves on the Arizona Classrooms First initiative.

PDG has been closely involved in higher education for the past two years representing Grand Canyon University. GCU is a rapidly growing university that is transformation their local community. GCU is the third largest campus of higher learning in the state of Arizona. PDG works frequently with the Governor's staff and Legislative Leaders on the state of higher education in Arizona and the economic development opportunities they bring to the community.

PDG understands the importance and impact of economic development in our local communities. In Pinal County, PDG has worked closely with the towns of Superior, Florence and Eloy to help Resolution Copper Company (RCC) and Corrections Corporations of America plan for and expand their operations. In regards to RCC, PDG has created economic development opportunities in Superior that extend far beyond the anticipated mining jobs that will be created in the future. PDG has helped bring broadband services to Superior that will facilitate economic development. In addition, PDG worked on the widening of the US 60 through downtown Superior that will allow a city core to be re-established.

Healthcare is an issue area that PDG has dedicated a significant portion of our time to become an industry thought leader. PDG is deeply involved with health care issues through our involvement with Honor Health, Centene and the Air Medical Association. Honor Health has been at the forefront of the biggest healthcare issue facing our state for the past several years. PDG is proud to represent the Air Medical Association to ensure that emergency medical transport is available in remote parts of our state to assist with emergency situations.

PDG has been involved with the Town of Tusayan since its incorporation in 2010 by way of representing many local business partners. While not officially representing the town, PDG has worked closely with their council and town manager since their inception to help the town navigate some of the challenges of becoming a newly incorporated town. Their growth potential for tourism and economic opportunity for the Grand Canyon and our state is exciting and PDG is helping the Town of Tusayan navigate this opportunity.

Quality of life is a priority for municipalities and PDG understands that the decisions made at the State Capitol impact your city and your citizens. PDG represents the state-wide arts advocacy group, AZ Citizens for the Arts, which tirelessly advocates for state funding for the arts. In 2016 we were able to secure \$1.5 million dollars in state arts funding for the Arizona Commission on the Arts which was then dispersed to arts organizations in local municipalities throughout the state of Arizona. Kathy Senseman was recently appointed by Peoria Mayor Cathy Carlot to serve on their City's Quality of Life Task Force. They were charged with heling the City plan the next 20 years of their community's development and amenities.



- B) PDG believes the key to good lobbying effort begins with a clearly designed plan that is crafted around the strategic goals identified by the City. PDG would work with the City to identify issues and areas of concern and distill those into goals which would drive the Legislative agenda for the 2017 session. We believe this can be accomplished best by communication, outreach and advocacy. While each have separate and important attributes, these three principles are intertwined, complement each other and must be done hand in hand to create a successful strategy.

PDG would like to offer the following thoughts on our approach to a comprehensive plan to develop and implement an intelligent and successful legislative agenda.

#### **Communication - Internal**

- Consistent contact with the City Manager or point of contact (POC) approved by the City Manager
- Meet to discuss issues impacting the City and develop a working plan to address.
  - Example Schedule
    - Late Summer/Early Fall – Discuss legislative outcomes of the concluded session, discuss future ideas, identify issues, research, and meet with key department directors.
    - Fall – Finalize potential legislation and priorities, develop fact sheets, and begin to identify bill sponsors.
    - Winter – Obtain commitments from bill sponsors, finalize legislative agenda and priorities, meet with City delegation to listen to their priorities and present the City's agenda.
    - Spring – Continue to meet with the City Manager or POC and proactively engage at the Legislature.
- Work with the City Manager or POC to develop an internal communication strategy.
  - During session, weekly conference calls and as needed.
  - During session, weekly report of bill status and legislative update.
  - Explore how social media could play a role in the communication strategy.

#### **Outreach – Internal and External**

- Create a “Maricopa Day” at the Capitol.
  - Many cities have a “day” at the Capitol. They typically consist of members of the Council and key department directors and/or community/business leaders meeting with Legislators, key staff and other elected officials to discuss the City's agenda. It would be arranged that members of the City's delegation would be introduced in the gallery of the House and Senate.
    - Work with the Pinal County Partnership, local chambers etc. to coordinate and invite their participation, if so desired.
- City of Maricopa Delegation “Session Kick-Off Breakfast(Lunch)” at the Capitol
  - During the first days of session, invite the City of Maricopa delegation of Legislators to a hosted breakfast or lunch. The Mayor and/or designated Councilmembers or would present the City's legislative agenda and priorities for the session.
- Increase visibility with the City of Maricopa delegation and key legislative leaders through an aggressive strategy developed in conjunction with the City Manager or POC.
  - PDG and the City Manager or POC can create a database of key contacts of those within or connected to the City that has the best strategic relationships.

- For example, the Mayor may have a personal or political relationship with a member of the legislative leadership team. Identify those individuals and utilize these strengths to the City's advantage.
- Work with the City Manager or POC, as part of the legislative agenda development, to reach out to the various department heads to seek input and to provide information on their important role they play in a successful legislative strategy.
  - For example, in the heat of session, their timely response to a request for input on a bill must take priority to ensure the correct action can be taken as quickly as possible. With only 100 +/- days of session the pace can be frenetic. Creating an environment where everyone understands the challenges and the desired outcomes builds a team like environment that contributes to the success of the agenda.
- Focus on educational outreach to the members of the City's delegation, key members of the House and Senate leadership, critical committee chairman/ranking minority members and legislative staff.
- Focus on educational outreach to the Governor's staff and key Administration staff.

#### **Advocacy**

- Closely coordinate with the other similarly minded municipalities and the Arizona League of Cities.
  - PDG has years of experience working with the League and cities throughout Arizona and can help the IGR successfully navigate this arena.
- Engage, when appropriate, with Pinal County Partnership and other business groups.
- Interact and coordinate with regional local governments, educational institutions and tribal authorities as appropriate.
- Utilize the relationships developed as part of the outreach plan to effectively communicate and drive legislation and policy.
- Be visible and available to the City delegation to ensure they remain up to date with the latest positions the City has taken and communicate the actions the City wishes them to proactively take on your behalf.
- Effective advocacy needs to be hands on and components of our method of approach will require just that from individuals from the City of Maricopa. Therefore, PDG offers, as part of this proposal, the use of our offices to host meetings in Phoenix and/or operate as a remote office while officials from the City are in town. This feature of our proposal will maximize efficiencies, reduce individual loss of productivity and provide some comfort while away from the City facilities.

We have represented cities throughout our tenure at the Capitol and understand, without a doubt, the foundation of the municipal agenda – Shared Revenues, Pre-emption, and economic development tools. We believe the aforementioned strategic outline will provide the framework that can be used to develop, in concert with the Manager, Mayor, Council, an effective legislative strategy for the City of Maricopa.

- C) See attachment A.
- D) We have complied with all required requests of the RFQ.



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## 8. REFERENCES

See Attachment B

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## 9. DISCLOSURES OF CONFLICT OF INTEREST

There is no conflict of interest for PDG to represent the City as defined by Arizona Revised Statute, title 38, Chapter 3, Article 8.



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10. SUBSTITUTE W-9 FORM

See Attachment C.

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## 11. COST SUMMARY SCHEDULE

See Attachment A.



39700 W. Civic Center Plaza  
 Maricopa, AZ 85138  
 Ph: 520.568.9098  
 Fx: 520.568.9120  
 www.maricopa-az.gov

**ATTACHMENT A**  
**COST SUMMARY/FEE SCHEDULE**  
**Vendor Offer / Signature**

The Offeror may respond using their own letterhead but shall include, at a minimum the following information to be considered for award of a purchase order including a signature from someone having the authority to bind the vendor to delivery of products or performance of services.

List labor rates per assigned personnel titles for City of Maricopa State Lobbyist Services describes as follows:

Title/ Name(s)	Description of Service/Area of Expertise	Hourly Rate/Amount
Mr.	Ron Ober	*
Mrs.	Kathy Senseman	*
Mr.	Todd Baughman	*
Mr.	Paul Senseman	*
Mr.	Jason Isaak	*

\*Note: Please provide further applicable information if necessary on separate sheet of paper noted accordingly.

1. Optional Prompt Payment Discount, if offered: N/A %, Net \_\_\_\_\_ Days
2. Tax Rate / Amount, as applicable : N/A (Note: this will not be used for sourcing decisions of the City).
3. Optional Comments or Notes, as necessary: \_\_\_\_\_

4. Authorized Signatory/Offeror: 

\* PDG will provide governmental relations services for \$5,000-7,500 depending on final scope of work.





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**ATTACHMENT B  
 VENDOR QUESTIONNAIRE**

Name of Firm: Policy Development Group, Inc.	
Years in Business providing similar services: 25	
License No(s) and Type: (Submit a copy with the proposal) Corporation Commission Certificate of Good Standing	
Number of employees servicing this contract: 5	
<b>Verifiable References:</b> Include the name, contact person, address and telephone number of five (5) firms or government organizations for whom similar services have been provided. References must be current, and should be relevant to the required services. Provide description of services provided and dates of service.	
Firm/Government Agency Name: City of Tucson	
Contact Person: Andrew Greenhill, Intergovernmental Relations Manager	Phone: 520-837-2109
Address: City Hall 225 W. Alameda Tucson, AZ 85210	E-Mail Address: Andrew.Greenhill@tucsonaz.gov
Dates provided: 1999-Present	
Description of services provided:  AZ Legislative Representation - \$11,000 per month	
Firm/Government Agency Name: City of Peoria	
Contact Person: Thomas Adkins, Intergovernmental Affairs Director	Phone: 623-773-7310
Address: 8401 W. Monroe St. Peoria, AZ 85345	E-Mail Address: Thomas.Adkins@peoriaaz.org
Dollar value of work: On call, varies on scope of work	Dates provided: 2004-2005 and 2010-Present



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<b>Description of services provided:</b> AZ Legislative Representation	
<b>Firm/Government Agency Name:</b> Resolution Copper Company	
<b>Contact Person:</b> Dave Richins	<b>Phone:</b> 602-625-5162
<b>Address:</b> 102 Magma Heights Superior, AZ 85173	<b>E-Mail Address:</b> David.Richins@ResolutionCopper.com
<b>Dollar value of work:</b>	<b>Dates provided:</b> 2004-Present
<b>Description of services provided:</b> State Legislative Representation & Stakeholder Outreach - \$10,000 per month	
<b>Firm/Government Agency Name:</b> AZ Citizens for the Arts	
<b>Contact Person:</b> Rusty Foley	<b>Phone:</b> 602-253-6535
<b>Address:</b> 420 W. Roosevelt St., Suite 208 Phoenix, AZ 85003	<b>E-Mail Address:</b> RustyFoley@azcitizensforthearts.org
<b>Dates provided:</b> 2003-Present	
<b>Description of services provided:</b> State Legislative Representation - \$3,500 per month	
<b>Firm/Government Agency Name:</b> Stilo USA	
<b>Contact Person:</b> Tom DePaolo	<b>Phone:</b> 480-991-7930
<b>Address:</b> 7610 E McDonald Dr. Suite L Scottsdale, AZ 85250	<b>E-Mail Address:</b> tdmedallion@gwestoffice.net
<b>Dates provided:</b> 2007-Present	
<b>Description of services provided:</b> State & Federal Legislative Representation & Stakeholder Outreach - \$7-14,000 depending on scope of work	



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<b>Subcontractors:</b> List subcontractor(s) that will participate in carrying out the obligations of any resulting contract. N/A	
Subcontractor Contact Name: N/A	Phone:
Subcontractor Address:	Email:
Category of Work:	
Contractor License Type:	Type/Number:
Subcontractor Contact Name:	Phone:
Subcontractor Address:	Email:
Category of Work:	
Contractor License Type:	Type/Number:
List any other information which may be helpful in determining your qualifications for this contract:	
<b>Debarment/Suspension Information:</b> Has firm or any of its principals been debarred or suspended from contracting with any public entity?: ___ Yes <u>X</u> No If "Yes", provide in an attachment to this form the contact information for the public entity and state the reason for debarment or suspension, including the period of time for such debarment or suspension.	
<b>Does your firm accept electronic payments through:</b> Electronic Funds Transfer (EFT): ___ Yes <u>X</u> No Automated Clearing House (ACH): <u>X</u> Yes    ___ No List any additional discounts that may result from paying electronically: _____ % Discount	
<b>Insurance:</b> Provide name of insurance carriers that provide coverage for your company.	
Automobile:	State Farm
General/Contractor Liability:	State Farm
Bonding:	N/A







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**PART II: COMMODITY OR SERVICE DESCRIPTION**

1. Commodity/Service description (this section must be completed):  
Government Relations/ Public Affairs

**PART III: APPLICANT TERMS AND CERTIFICATION**

**Terms:**

The City of Maricopa may take up to thirty (30) calendar days after the receipt of vendor's invoice to render payment unless other arrangements are made through a written contract. Applicant's signature below signifies acceptance of those terms.

**Under Penalties of perjury, I certify that:**

- The number shown on this form is my correct federal employer identification number.
- I am not subject to backup withholding because of failure to report interest and dividend income.
- I am a U.S. person (including a U.S. resident alien).  
*(NOTE: You must cross out item 2. above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return).*

4. The following business ownership classifications are applicable:

**Disadvantaged Business Enterprise Ownership Classification (Select One Only):**

- |  |  |
|--|--|
| <input type="checkbox"/> 1 Non-Small/Non-Minority/Non-Disabled               | <input type="checkbox"/> 8 Small Business/Disabled Owner                 |
| <input type="checkbox"/> 2 Small Business (Per ARS §41-1001(20))             | <input type="checkbox"/> 9 Minority Woman Owned Business                 |
| <input type="checkbox"/> 3 Minority Owned Business [Per 15 CFR §1400.1(a)]   | <input type="checkbox"/> 10 Disabled-Minority Owned Business             |
| <input type="checkbox"/> 4 Woman Owned Business                              | <input type="checkbox"/> 11 Disabled-Woman Owned Business                |
| <input type="checkbox"/> 5 Owned By Disabled Individual (Per ARS §41-1492.5) | <input type="checkbox"/> 12 Small Business/Minority-Woman Owned          |
| <input type="checkbox"/> 6 Small Business/Minority Owned                     | <input type="checkbox"/> 13 Small Business/Disabled-Minority Owned       |
| <input type="checkbox"/> 7 Small Business/Woman Owned                        | <input type="checkbox"/> 14 Small Business/Disabled-Minority-Woman Owned |

"The Internal Revenue Service does not require your consent to any provision of this document other than the certifications required to avoid backup withholding."

Ron Ober

Name (Please print)

President

Title (Please print)

Signature

08/24/2016

Date

<b><u>INTERNAL USE ONLY</u></b>	
CC# _____	AUTHORIZATION: _____
FAX: _____	EMAIL: _____
PRINT: _____	
REQUESTED BY: _____	

**ATTACHMENT D: RESUMES****RON OBER (25 years at PDG, 44 in the Industry)**

As a founder of PDG in 1991, Ron functions as both the chief strategic officer for our clients and yet still thrives on rolling up his sleeves as a jack-of-all-trades. Ron serves as lead lobbyist for several of the firm's largest clients and brings his expert strategic and tactical thinking to many of PDG's efforts at the local, state, and federal levels. In fact, he finds himself at his best when solutions aren't obvious and creativity is required.

Ron has successfully grown PDG through the marriage of two very different cultures: private business and public service. As one of the youngest and most successful political minds in Arizona, Ron ran successful campaigns for retired US Senator Dennis DeConcini at the local and federal levels and then became his chief of staff. By combining his deep knowledge of politics, policy, and the way government operates with his extensive experience as a developer in the private sector, Ron brings unique and potent tools and perspectives to our clients.

Ron has served as VP of a regional homebuilding company. He also has served on many boards and commissions over the years, including Central Arizona Shelter Services, American Israel Public Affairs Committee, Arizona Commission on Judicial Performance Review, and the Jewish Federation.

**KATHY SENSEMAN (8 years at PDG, 20 in the industry)**

Kathy joined PDG in 2009 and spearheads the firm's legislative and regulatory efforts on behalf of our clients. She was named the 'Best Female Lobbyist' in 2011 and she and her husband Paul were named the 2014 'Power Couple' of the year by the *Arizona Capitol Times Best of the Capitol* annual awards event.

She has served on Capitol Hill and at the California State Capitol where she engaged in several high profile campaigns for the legislature. Upon moving to Arizona she worked for a nonprofit advocacy group that supported fiscal reform in the state's budget. Later, she spent ten years with a local utility company handling their state and local government programs.

Giving back and serving her community is an important part of her life. Kathy currently serves on the Board of the Arizona Community Action Association and is Chair of the Home Energy Assistance Fund. She was also appointed by the Governor, and confirmed by the Senate, to serve on the State Charter School Board. She is currently Vice President of the Board. And she is past Chairman of the Challenger Space Center in Peoria, AZ. In her spare time she coaches youth volleyball.



**JASON ISAAK (18 years at PDG, 25 in the industry)**

Jason has worked for Policy Development Group since 1998 and represents clients at all levels of government – local, state, and federal. Prior to joining PDG, Jason served as legislative director for Congressman Jim Kolbe. During his time on Capitol Hill, Jason was responsible for advising Congressman Kolbe on a range of issues including defense, education, currency reform, law enforcement, judicial matters, and immigration. Additionally, he staffed the Appropriations Subcommittee on Treasury and Postal Service which Kolbe chaired.

A Tucson native, Jason graduated from Baylor University and holds a diploma for the completion of the US Naval War College's College of Naval Command and Staff program.

In 2010, Jason was appointed by Arizona Governor Janice K. Brewer to serve on the Commission on Appellate Court Appointments Nominating Committee and served in that capacity until 2015. Additionally, in May 2012, Governor Brewer appointed Jason to serve on the Governor's Regulatory Review Council. The Arizona Senate confirmed his appointment to GRRC in 2013 where he served until March 2016.

In 2014, Jason was selected to serve on the board of directors for Career Connectors – a faith-based non-profit charged with assisting people in career transition to find employment, networking opportunities, education workshops, quality resources and job leads.

In 2016, Jason was elected to the board of directors for the Arizona Production Association - a non-profit trade association of Arizona production professionals with the mission of promoting, encouraging and advancing the growth of the film, theatre and television industries within the State of Arizona.

Jason served as an Honorary Commander for Luke Air Force Base from 2008-2010, and then helped establish the Blue Blazer Squadron, part of Fighter Country Partnership, where he served as the Vice-Chairman from 2013-2016. The Blue Blazer Squadron is a group of former-honorary commanders who support the mission of Fighter Country Partnership – supporting the men, women, families and mission of Luke Air Force Base. He remains an active participant with the BBS.

Jason resides in Phoenix with his wife, son, and three stepsons.

**TODD BAUGHMAN (10 years at PDG, 12 years in the industry)**

Todd earned a degree in accounting from The Master's College in Santa Clarita California, after which he worked as an accountant in both California and Hawaii.

He moved back to Arizona in 2005 and transitioned into politics when he became the Deputy Treasurer for Senator Jon Kyl's reelection campaign in 2006. As Deputy Treasurer, Todd was responsible for the finances of the \$15 million campaign, which included supervising the financial staff and coordinating the Federal Election Commission campaign finance reports. He also advised the campaign manager and Senator on the campaign's fiscal and budgetary status.

Todd is a key member of our state legislative team. With his accounting background, Todd brings both a valuable perspective to the firm and a dedicated work ethic to assist in developing the best

strategies and outcomes for PDG clients. Todd is consistently nominated for best the 'Best Male Lobbyist under 40' by the *Arizona Capitol Times Best of the Capitol* annual awards event.

Todd has developed excellent relationships in rural Arizona and coordinates rural and regional initiatives. His strong communication skills have helped PDG clients establish and maintain key relationships throughout Arizona.

**PAUL SENSEMAN (11 years at PDG, 21 in the industry)**

**Background**

Before Paul initially began at PDG in 2006, he worked for U.S. Senator John McCain and served under three Arizona Speakers of the House as communications director and ultimately chief of staff for Speaker Jake Flake. Paul's distinguished resume and affable personality give him a broad base of strong relationships and respected credibility across Arizona, and his keen knowledge of a wide range of public policy, strategic acumen and familiarity with the media serve our clients well.

A fourth generation Arizonan and native of Peoria, Paul graduated from Arizona State University at West, was President of the campus Alumni Association, and is active in a variety of organizations. He received a gubernatorial appointment and Senate confirmation to serve on the Arizona Commission on Appellate Court Appointments and by the Chief Justice of Arizona Supreme Court as a citizen member to the State Bar Board of Governors. He is a supporter of Luke Air Force Base's mission and has completed the Honorary Commander program for the 309<sup>th</sup> Fighter Squadron. He also serves on the Executive Committee of the Board of Directors for the Phoenix Rescue Mission, and on the Advisory of Paraclete Arizona. He resides in Peoria with his wife and two daughters.

Paul rejoined PDG in 2011 after two years serving the State of Arizona as Deputy Chief of Staff for Communications under Governor Janice K. Brewer. He brings extensive strategic, political and managerial experience to our clients at the local, state and federal levels.



October 12, 2016

Kathleen Shipman  
Purchasing Manager/Financial Services  
City of Maricopa  
39700 West Civic Center Plaza  
Maricopa, Arizona 85138

RE: Best and Final Offer

Ms. Shipman,

Policy Development Group is pleased to provide our *Best & Final Offer* of an all-inclusive retainer of \$6,500 per month. We offer this retainer level with limited understanding of the City's internal plans for a point of contact and skill set level of that individual. Should more information become available that would impact the delivery of the scope of work we would be open to revisiting our retainer to appropriately reflect the work load.

Our goal is to find agreement on a reasonable retainer level that reflects the scope of work and is fair to both parties.

Thank you for the opportunity to provide additional information. We are very excited about the possibility of representing the City of Maricopa and are committed to working with you to find agreement on this matter.

A handwritten signature in black ink, appearing to read 'Kathy Senseman', with a long, sweeping horizontal line extending to the right.

Kathy Senseman  
Principal  
Policy Development Group