



City of Valdez

Overview

The City of Valdez, Alaska, is soliciting competitive proposals (offers) for Federal Lobbying Services. The City desires to enter into a professional services contract with a qualified individual or Firm that can demonstrate competency and experience in providing Federal Lobbying Services for municipal governments.

The City reserves the right to select the qualified individual, firm and/or firms deemed most beneficial to the City. The Individual or Firm will report to the Valdez City Manager, receive direction from the Valdez Assistant City Manager, and will be responsible all Federal lobbying services included in the Federal Lobbyist contract for services.

Lobbying Services Contract Compensation

The term of this agreement would be from the point of contract approval between the Firm and the City of Valdez, until Dec. 31, 2021, with an option to renew for an additional three years. The option to renew will be determined by the Valdez City Manager with input from the Valdez City Council. For all services and undertaking of the Firm during the term of the contract, the City shall pay to the Firm a retainer of \$30,000 payable in monthly installments of \$2,500 each, which shall be due prior to the beginning of each month for the term of the contract. The City will pay an additional amount of \$2,250 (7.5 percent of retainer) payable in month installments of \$187.50 each to cover normal operating costs (principally for business lunches/meetings, general communications, postage, document reproduction and other expenses) that would be incurred in the contract. Any travel or other extraordinary expenses above normal operating costs must have prior approval from the Valdez City Manager and shall be reimbursable up to a maximum of \$4,500. Total payments for professional services and other expenses under the contract may not exceed the total contract authorization of \$36,750.

About Valdez

Valdez (population approx. 4,000) is located in the northeast section of Prince William Sound and at the beginning of the Richardson Highway and terminus of the Trans Alaska Pipeline System (TAPS). Situated on the road system, with an active harbor and airport, Valdez is accessible by land or air. Fairbanks is located 365 miles to the north and Anchorage is 306 miles to the west.

The City of Valdez continues the privilege of self-government under the Home Rule provisions of the Constitution of the State of Alaska. The City operates under a Council-Manager form of government. The City of Valdez operating budget is approximately \$50 million, along with substantial savings and a Permanent Fund. Our government consists of departments including Administration, Capital Facilities, Clerk's Office, Economic Development, Finance, Human Resources, Information Technology, Parks and Recreation, Planning and Zoning, Ports and



Harbor, Public Safety and Public Works. With no County or Borough system in the Valdez region, the City of Valdez includes annual County-type services like property tax evaluations.

Major Valdez employers include the Alyeska Pipeline Service Company and ancillary businesses that support the oil terminal, Valdez City Schools, the Coast Guard, Prince William Sound College, the Providence Valdez Medical Center, Peter Pan and Silver Bay Fisheries, Valdez Fisheries Development Association, grocery stores, restaurants and various small businesses. Valdez is also home to the Prince William Sound Regional Citizens' Advisory Council, which formed after the Exxon Valdez oil spill, promotes the environmentally safe operation of the TAPS terminal and associated tankers, and serves as a model for oil safety and disaster recovery nationally and internationally.

Additionally, Valdez is a fishing and tourism-based community with expansive recreational opportunities and coexistence with numerous types of wildlife.

The Appendix below includes prior City of Valdez Legislative Priorities. Additionally, the Valdez City Council appointed a Mayor's Economic Recovery Task Force at the onset of the COVID-19 pandemic. This Task Force created lobbying and other recommendations that will assist the Valdez business community with recovering from pandemic business hardships. The lobbying recommendations from this Task Force, including Federal requests, is also below. For more general information about the city, visit www.valdezak.gov.

Scope of Work and Tasks

The consultant will be responsible for monitoring, identifying and prioritizing challenges and opportunities for the City with respect to issues under consideration within the Federal Government.

It is anticipated that the duration of this scope of work will be in advance of and throughout Congressional sessions, and any pertinent decisions or initiatives of the Executive or Legislative branches of government or other Federal department programs or services.

The following is to be used as a general guide, and is not intended to be a complete list of all work necessary to complete any efforts. Federal lobbying services are needed to support:

1. Identifying Federal legislation and legislative proposals that may impact the City;
2. Identifying proposed Federal regulatory changes that may impact the City;
3. Working with the City Council and City Manager's Office to develop positions on relevant legislation, as appropriate;
4. Providing assistance to the City Council and City Manager's Office in arranging lobbying visits to Washington D.C. to help ensure productive meetings;
5. Drafting legislation and amendments, as necessary;



6. Lobbying for the City's position on legislation and regulatory matters of interest, including direct contact and communication with Federal legislators, staff and agencies on behalf of the City;
7. Drafting letters and talking points on legislation as necessary;
8. Testifying on behalf of the City at hearings before legislative and interim legislative committees;
9. Maintaining a close working relationships with the City Manager, Assistant City Managers and designated members of City staff;
10. Providing regular written briefing reports for the City Council and City Manager on key issues and legislative committee activity during the legislative session;
11. Providing briefings in person and periodically as requested, to the City Council and City Manager on key issues, legislative committee or legislative session status.

Selection Process

1. Responses will be received by the City's Administration Department will be scored by a panel of City department representatives. Additional representatives selected to participate in the scoring process may include City Councilmembers. Scoring guidelines are outlined in the Requirements for Statement of Qualifications (100 points max per evaluator).
2. Shortlisted consultants may be interviewed and ranked for selection depending on necessity. The City reserves the right to divide the lobbying scope, or otherwise award to firms however it deems to be most advantageous in accordance with City procurement policy.

Requirements for Statement of Qualifications

1. The firm or individual that submits a statement of qualifications must be licensed to do business in the State of Alaska, and all responsible personnel must have appropriate Alaska licenses to conduct the tasks identified in the proposal. The City of Valdez assumes no obligation by accepting a proposal.
2. Responses will be limited to page requirements below:
 - Cover Letter - 1 page maximum
 - Response to Criteria - 7 page maximum
 - Resumes - 1 page each maximum
 - Fee Proposal Task Summary- 2 page maximumOne page is defined as one side of a standard 8 1/2" x 11" sheet of paper. Submittal shall be presented in 8 1/2" x 11" format. A limited number of larger sheets may be included if folded to 8 1/2" x 11" format. Larger sheets will count as two pages. Tabs and/or divider pages do not count against the maximums. Font may be no smaller than 10 point.



3. The following criteria will be considered during evaluation of responses. Each criterion is followed by its relative weight.
 - A. Describe from a project management and logistical perspective, how the Firm would carry out the services specified in this RFP. Please include prior relevant experience representing municipalities and a complete list of the current cities the Firm is contracting with (25 percent).
 - B. Explain the Firm's philosophy and strategy used to achieve the best possible Federal funding and lobbying/legislative representation outcomes before the Legislative and Executive branches of the Federal Government. Include information on how the Firm would work to optimize the City's chances for Federal support to meet the needs of the City of Valdez (25 percent).
 - C. A staffing plan that will meet the City's needs. Provide the relative effort (a percentage breakdown is required) each assigned staff member will devote to the project, including his/her specific role and area of expertise. Demonstrate evidence through an organizational chart or something similar (showing years of work in this field) that the Firm has adequate staff capacity to handle the City's requirements (25 percent).
 - D. Provide suggestions for additional Federal Funding and policy areas that may be beneficial for the City to pursue (25 percent).
 - E. Fee Proposal (no score). An accompanying fee proposal should be included. The fee proposals will serve as the basis for negotiations with a successful firm.

Submissions and Inquiries

Valdez encourages disadvantaged, minority and women-owned consultant firms to respond. Submissions should meet criteria identified in this RFP and will be submitted electronically through the City's drop box application. Firms interested in submitting an electronic proposal must email rmurphy@valdezak.gov and cc bskilbred@valdezak.gov two business days in advance of the submission deadline for access to the Box file.

Proposals will be accepted until 5:00 PM, Alaska Standard Time, on Jan. 4, 2021.

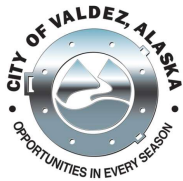
Any questions regarding this project should be directed to Roxanne Murphy, Assistant City Manager, rmurphy@valdezak.gov. Questions will be received until 5:00 PM, Alaska Standard Time on December 28, 2020.

Appendix A

Attachment 1 - 2020 Legislative Priorities

Attachment 2 - 2019 Legislative Priorities

Attachment 3 - Mayor's Economic Recovery Task Force Lobbying Recommendations



City of Valdez

212 Chenega Ave.
Valdez, AK 99686

Legislation Text

File #: 20-0097, **Version:** 1

ITEM TITLE:

City of Valdez Federal Legislative Priorities

SUBMITTED BY: Mark Detter, City Manager

FISCAL NOTES:

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

RECOMMENDATION:

Review federal legislative priorities

SUMMARY STATEMENT:

The Mayor, City Manager, and Assistant City Manager will be attending the NLC Legislative Conference in Washington, DC March 8th-11th. The following are proposed priorities to present to Federal legislators:

- Flood Control -Lowe River.
- Early Childhood Education/Daycare.
- Rail Service.
- Marine Highway/Ferry Funding.
- AKLNG Project-FERC Environmental Impact Statement.
- Housing.
- Museum funding.

The intent is that our Federal representatives will inform City Officials about legislation or funding sources for the priorities listed above. Also, Senatorial and Congressional offices will monitor regulatory issues related to AKLGN and Rail Service and keep City staff updated on proceedings.



City of Valdez, Alaska 2019 State Legislative Priorities

KEY:

- ❖ = AML Adopted Resolutions
- ✓ = City of Valdez Priorities

State Legislation/Regulation/Programmatic Priorities:

- ❖ Legislative Adoption of Sustainable Budget Plan: The Alaska Municipal League and the Alaska Conference of Mayors support a Legislative adoption of a sustainable budget plan that does not rely primarily on cuts, but on new sources of revenues. The inability to agree on a comprehensive statewide solution has put our local economies and, therefore, the State's economy at risk. Deep cuts that adversely impact public safety, transportation, education and other key services have begun to erode the reasons that so many Alaskans live in this great state, and may also limit the private sector's ability to recruit and retain the workers that have made our economy strong. Many smaller Alaskan communities, already in financial distress, are feeling the budget cuts very acutely. We urge you to take this opportunity to solve the deficit that is crippling our economy by generating revenue with some combination of one or more broad-based taxes that balance the diverse economic conditions throughout our vast state. This is a unique time in Alaska's history and passing a sustainable and balanced budget is critically important for the continued growth and prosperity of Alaska.
- ❖ PERS/TRS/TERMINATION STUDY FIX: As the State continues to find ways to decrease their expenditures, one of the means discussed is often the past liability of the PERS/TERS systems. Municipalities continue to pay 22% of salary on the past and current service costs. Municipalities, however, cannot afford to pay any more of this State controlled plan. We encourage the legislature to work toward reform of the Public Employee Retirement System including the elimination of termination studies and all costs for reducing or eliminating departments, groups, or classification of employees, as well as not inhibiting future additions of departments, groups or classification of employees.

- ❖ Statewide Energy Policy: As progress continues on a large diameter LNG pipeline, the State must also concurrently develop a comprehensive strategy to maximize the distribution of that energy outside the pipeline corridor, and to dedicate appropriate revenues from the sale of that gas to support other energy projects serving all areas of Alaska.
- ✓ Alaska Marine Highway System: The City of Valdez supports the findings of the AMHS Governance Study overseen by Southeast Conference. The recommended governance model includes 1) creation of a public corporation to manage AMHS; 2) maintain State ownership of AMHS assets; and 3) interim enhancement as Line Agency of State Government. The City of Valdez is committed to finding a statewide solution for AMHS and has contributed \$10,000 to this effort.

We urge the House Finance Committee to ensure that the Alaska Marine Highway System has the necessary resources to fully operate throughout the current fiscal year and into the future.

- ✓ Alaska Tourism Marketing: The City of Valdez encourages a strong investment by the State of Alaska in a Statewide Tourism Marketing Program. Valdez supports the efforts that the Alaska Travel Industry and the Alaska Tourism Marketing Board are taking to create a new sustainable marketing funding formula in the form of a Tourism Investment District.
- ❖ State Harbor Grants: The state has established a Harbor Facility Grant program (AS 29.60.800) to provide 50% of construction costs for local harbor maintenance and upgrade projects. Local governments must fund all design costs and half the construction cost. In an environment of shrinking capital dollars, this program should be fully funded by the state as it evaluates projects against standard criteria for prioritization and significantly leverages available state funding. If funding the grant program is not possible, the City encourages the State to bond for port and harbor projects as a means to further strengthen these economic engines around Alaska. The City urges full funding by the Governor and the Alaska Legislature for the State of Alaska's Municipal Harbor Facility Grant Program in FY202 to ensure enhanced safety and economic prosperity among Alaskan coastal communities.
- ✓ Community Jails: Maintain funding at the 2019 level. Continue working with the Department of Corrections to conduct electronic monitoring for both post-conviction and pre-trial releases. Strive towards a local model of supervision and identify additional areas in which the community jail can better be utilized to maximize efficiency, diversify services provided, and partner with the State of Alaska to produce the most cost effective solution.

- ❖ Real Property Sales Disclosure: The Alaska Association of Assessing Officers (AAAO) overall goal is to promote the fair and equitable distribution of the property tax burden which funds local governments.
- ❖ Provisions for Enhanced Local Control in the Issuance of Alcohol Beverage Licenses and Permits within First Class and Home Rule Municipalities: Amendments to Title 4 of the Alaska State Statutes which would provide for maximum local self-government to include establishing a mechanism for first class and home rule municipalities to participate in determining the appropriate number and types of alcoholic beverage licenses and permits in their communities.
- ❖ Support of Proposed Changes to Alaska Statutes Chapter 30.30 and 05.25 Improving the Management and Prevention of Derelict Vessels: The proposed changes will improve communication and coordination between Alaska's harbors and state and federal agencies, directly leading to decreased costs associated with managing derelict vessels.
- ✓ Maintaining Local Alaska Wildlife Trooper Position: Maintaining the Valdez post for an Alaska Wildlife Trooper (AWT) is vitally important to the regional fishing community of Valdez and Prince William Sound. Valdez is home to 41 permit holders and homeport to 91 vessels participating in various commercial fisheries. The local AWT provides:
 - Regulation enforcement and protection of wild and hatchery fishery resources in Valdez and Prince William Sound. Port Valdez and Valdez Arm are home to one of the largest purse seine salmon fisheries in Alaska. Up to 200 commercial vessels fish each summer in close proximity to the Solomon Gulch Hatchery, the Alyeska Marine Terminal and regulatory closed waters. The on-water presence of the Valdez AWT is essential to ensure an orderly fishery and maintain established boundaries for resource protection and marine traffic.
 - Regional enforcement of hunting regulations in Prince William Sound and the Copper Basin
 - Local Valdez fishery registration, administrative and education needs.

As the position relates to interagency work with the Valdez Police Department (VPD) having the AWT stationed in Valdez is not a luxury – it is a necessity. The local AWT is responsible for enforcement of area fishing and hunting regulations. Without this on-water presence there would be no enforcement as the VPD lacks both the vessel and personnel to staff it.

The local AWT acts as a liaison and resource for the VPD to contact larger State resources when necessary. Without this position the closest law enforcement officer, other than VPD, is a State Trooper (AST) stationed in Glennallen – 120 miles away. Often this distance is further as AST jurisdiction out of Glennallen reaches as far away as Paxson, Palmer and Tok.

VPD Dispatch is contracted to dispatch calls to the local AWT. This means he is able to hear radio traffic and activity of the VPD. Correspondingly, VPD is tied into the AWT radio traffic as well. This provides a measure of local knowledge and security when he must individually contact people. The AWT is also routinely used as a force multiplier during more significant events. He is locally trained to help respond to Active Shooter and Domestic Violence situations.

- ✓ Alaska Department of Fish & Game Budget: The Legislature must recognize the need for a balanced approach to budget reductions that create minimal impacts on the core functions of fisheries resource management. Valdez and Prince William Sound fishermen rely on these functions to provide for maximum fishing opportunity and sustainable resource management. Key elements include:
 - Maintaining adequate staffing levels in Prince William Sound to provide for effective and dedicated fisheries management;
 - Full funding for in-season data collection through aerial surveys, stream assessments and other methods. This establishes accurate in-season reporting to provide the tools necessary to maximize fishing time and area for Valdez and PWS fishermen;
 - Ensure budget reductions do not reduce or eliminate economic opportunity for industry and resource users; and
 - Continued support for ongoing research projects.

- ✓ Alaska Seafood Marketing Institute: The functions and programs of the Alaska Seafood Marketing Institute (ASMI) are vital to the promotion of Alaska's seafood resources and the development of new markets for local seafood producers. Any future budget reductions must fully consider the impacts to ASMI's ability to effectively promote the benefits and sustainability of Alaska's seafood products.

- ✓ Expand Incentives for Community Development: State laws regarding taxation need to be revised to allow local jurisdictions the ability to develop their own tax-based incentive tools for community development and redevelopment. Across the country, states and local jurisdictions utilize tax-based incentives to achieve the goals of community and neighborhood plans. One example is the Multi-Unit Housing Tax Incentive laws in Washington state that give local jurisdictions the ability to encourage multiple-unit housing development and redevelopment in targeted areas, and at no cost to state government. As implemented in Tacoma, WA, this incentive program stimulates housing development in their downtown and other targeted neighborhoods by providing property tax exemptions on qualifying multi-family housing construction, conversion, or rehabilitation improvements. The City of Valdez joins with the Municipality of Anchorage respectfully requesting state legislation that authorizes tax-based incentives for local jurisdictions similar to the example set in Washington and that of HB 374, which received a broad

coalition of support from both public and private stakeholders and was introduced and passed by the Alaska House of Representatives during the 2016 State Legislative Session.

Other Ongoing Important Issues:

South Central Alaska Port Maximization – The Port of Anchorage is a critical port; however the staggering capital and maintenance costs of this port are excessive and non-sustainable. It also puts all our eggs in one basket in the event of a disaster and fails to spread jobs and economic impact to other areas of the state. The infrastructure exists in other South Central Alaska ports (like Seward and Valdez - especially for Interior Alaska) to diversify this traffic. A more strategic allocation of resources is needed to develop and sustain port networks. The State is encouraged to evaluate cost benefit ratios for investing in other South Central ports before allocating such huge sums of money to only Cook Inlet.

East Alaska (Richardson Highway) Transportation Corridor – The State is encouraged to recognize the strategic importance of improving and maintaining the infrastructure of the East Alaska Transportation Corridor (Richardson Highway). In the event of any emergency that resulted in the incapacity of the Parks Highway Corridor, alternate means for connecting the state must remain available. Developing and maintaining this capacity will require a long-term commitment to allocate resources appropriately. To this end, the City of Valdez supports the AML position calling for the dedication of funds for the Alaska Transportation Infrastructure Fund and within such a fund, an increased importance placed on the strategic investment of resources to include necessary maintenance and upgrades to the Richardson Highway.

Education Priorities:

The City of Valdez supports full annual funding of school bond debt reimbursement and state aid for construction in Regional Educational Attendance Areas.

The City of Valdez fully supports the following priorities outlined by Valdez City Schools.

- TRS/PERS;
- Extend Reserves beyond 10%;
- Intensive Services Funding portability;
- Predictable funding (keeping the School District whole); and
- Early Childhood Funding



Mayor's Economic Recovery Task Force Lobbying Recommendations

From November of 2020

- Federal:
 - Support the continued creation of business assistance/relief, whether that be additional rounds of the Paycheck Protection Program low interest/long term loans, grants or the like.
 - Support grants to allow communities and businesses to gain access to necessary Personal Protective Equipment and rapid testing.
 - Depending on what Canada does in opening its ports between now and summer, we may want to consider having some form of statement about supporting a temporary waiver to the Passenger Vessel Services Act to allow for cruise ships to bypass required stops at Canadian ports and proceed to Alaska.

- State:
 - Support the continued creation of business assistance/relief, whether that be additional rounds of the Paycheck Protection Program, creation of low interest/long term loans, grants or the like.
 - Encourage the highest level of investment in tourism marketing.
 - Fund tourism marketing via grant to the Alaska Travel Industry Association. At a minimum, the tourism marketing investment should match, if not exceed, the funds collected by the vehicle rental car tax.
 - Reinvest tourism industry collected dollars into marketing efforts so the State can support businesses in Alaska and allow businesses to recover and grow their industry.