



Request for Proposals California Government Relations and Lobbying Support

Overview:

The Public Health Institute (PHI), an independent, nonprofit organization dedicated to promoting the health, well-being, and quality of life of individuals across the nation and around the world, is seeking to retain the services of a Sacramento-based government relations firm to represent the organization at the California state legislature, the Governor's office, and with California state government agencies. In addition to general government relations, activities will also include targeted lobbying and advocacy services to support and advance PHI's priorities.

The successful firm will be expected to provide advice and counsel regarding advocacy and government relations strategy that will protect and advance PHI's public health priorities and program funding and continue to build PHI's reputation as a leading voice for public health.

PHI is seeking to execute a twelve (12) month contract with two (2) options to extend the term of the agreement following the end of the initial term. Each option term shall be for a period of twelve (12) months for a total maximum contract period of thirty-six (36) months.

Interested parties are requested to submit a brief response outlining their ability to deliver the scope of work (include references to relevant experience) and detail the corresponding fee schedule and cost, no later than **2:00 PM Pacific Time on Friday, March 20, 2020**.

Submissions should be emailed to:

Devon Keefe, CMP

Administrative Assistant
Public Health Institute
Phone: 916-285-1224
dkeefe@phi.org

Bidder Requirements:

The successful firm will have at least 15-years experience as an advocate, lobbyist and government relations specialist, representing nonprofit and nongovernmental organizations, with demonstrated experience advancing priorities at the state capitol and with government agencies across a broad spectrum of public health topics and issues. In addition, PHI requires that bidders have demonstrated experience in the following specific areas:

- Knowledge of the California legislative, budgetary and administrative process, including legislative committee procedures;
- Extensive knowledge and track record working on state legislative and policy issues including, but not limited to, sugar-sweetened beverage policy, CalFresh/SNAP (food stamps), SNAP nutrition education, nutrition and anti-hunger issues, climate change, asthma, public health data registries, telehealth, reproductive health, women's and adolescent health, tobacco, and HIV AIDS.

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- Know-how and demonstrated experience representing clients on state contracting and administrative issues;
- Demonstrated experience and relationships within state government agencies, including, but not limited to, the Governor's office, California Health and Human Services Agency (CHHSA), California Department of Food and Agriculture (CDFA), California Department of Social Services (CDSS), California Department of Health Care Services (CDHCS), and the California Department of Public Health (CDPH).

Scope of Work:

Working directly with PHI's Vice President for Programs and Policy, other members of PHI's staff, including PHI's Chief Legal Counsel, as well as PHI Program Directors, Principal Investigators and staff, the successful firm will work across a broad variety of public health priorities and topic areas to advance the mission and organizational interests of the Public Health Institute. Specific areas of support, counsel and staff work will include:

- Provide ongoing support to PHI to develop a California legislative strategy, including, as needed, sponsoring legislation and state budget requests.
- Advocate and lobby on PHI priorities as agreed.
- Work with PHI programs to sponsor, co-sponsor and support specific legislation and budget proposals related to PHI's interests. Support may be needed for as many as four to five bills at any one time.
- Provide ongoing counsel, support with drafting and preparing legislative language, advocacy strategy and interaction with member's offices.
- Develop strategy concerning PHI's engagement and relationship with California state government leadership, agencies and departments including CHHSA, CDFA, CDSS, and CDPH.
- Schedule meetings as necessary with legislative offices and government agency representatives.
- Represent PHI and testify during committee hearings, legislative briefings and in meetings with members of the legislature and staff.
- Facilitate outreach at the state capitol and within state government to deepen the recognition of PHI and its programs.
- Monitor, track and analyze state legislation of relevance to PHI's interests, generating bill lists that summarize legislation across different priority areas.
- Monitor and analyze the California state budget, identifying issues of relevance to PHI's interests.
- Work with key allies that align with PHI's interests and priorities.
- Prepare or provide input into the drafting of letters to the legislature.
- As needed, provide input and support for program or group advocacy days, such as "ENACT Day".
- As needed, participate in and provide input and support to prepare for PHI leadership meetings, such as the PHI Board of Director's meeting and the Board Advocacy Committee.