



Request for Proposal (RFP) for
Government Relations and
Legislative Advocacy

for the California Ambulance Association

Issue Date: August 15, 2022

Due Date: September 02, 2022

Request for Proposal (RFP) for CAA Government Relations and Lobbying Services

Executive Summary

The California Ambulance Association (CAA) is seeking proposals from qualified organizations/individuals to provide government relations and legislative advocacy on behalf of the CAA. In accordance with this Request for Proposals (RFP) the services will include:

1. Assistance in political strategy development,
2. Training CAA Members on the legislative process and tactical local policy maker engagement,
3. Track and report on legislation relevant to the CAA,
4. Advise the CAA Political Action Committee (CAAPAC) to best support the CAA's political objectives and strategy,
5. Provide legislative advocacy as needed to support CAA sponsored and supported legislation and to oppose legislation detrimental to the CAA and its members.
6. Designate a single contact within your firm as the primary representative for the CAA.

Submission guidelines and requirements are stated in this RFP. Complete proposals will consist of all documents and information listed in this RFP.

The successful proposer will be invited to enter into a formal agreement with the CAA and begin providing government relations and lobbying services.

All proposals will be considered sealed and confidential. The written proposals will be evaluated by a review panel and scored. Proposers with the highest scoring proposals may be invited to participate in an interview process. The Board of Directors of the CAA will make the final decision of the selection of a vendor to provide administrative services.

Introduction and background

California Ambulance Association (CAA) is a trade association that represents providers of emergency and non-emergency ground ambulance transportation services throughout the State of California. Since its founding in 1948, the objectives of the CAA have been to promote better patient care, develop the highest level of ambulance services, cooperate with organizations providing medical care to the citizens of California, seek to improve standards for personnel and equipment, and encourage the highest standards of ethics and conduct.

The CAA membership consists of thirty-three companies, and collectively these ambulance companies transport over one million patients each year. The Association is led by a seven-person Board of Directors. In addition eight committee chairpersons provide content and advice to the Board of Directors. All members of the Board of Directors and committee

chairpersons are members of the Association and unpaid volunteers. The CAA's website is found at: <http://www.the-caa.org>

CAA has traditionally had a lobbying firm engaged and has been regularly active in the political process.

Service Deliverables

The CAA expects the selected lobbying firm will provide the following services:

1. An annual political strategy session defining goals, values and direction with the Board of Directors and key committee chairs at a location in Sacramento, California.
2. A minimum of two training sessions for CAA Members on the legislative process and local policy maker engagement. These sessions will be provided at the CAA's two major events per year:
 - The Annual Convention/ Reimbursement Conference (venue alternates between northern and southern California, currently Soth Lake Tahoe and Anaheim CA).
 - The Stars of Life Celebration and Legislative Summit (venue is always Sacramento).
3. Travel expenses will be separately reimbursed. Additional legislative training sessions may be needed as part of the broader political strategy to be developed.
4. Track and report to the general CAA membership via email on bills related to the ambulance industry including, but not limited to, ambulance operations, insurance reimbursement, government contracting, and applicable employment law.
5. Participate in the monthly CAA Legislative Committee conference phone calls. Present up-to-date information to the Legislative Committee on the status of current and pending legislation related to the ambulance industry to create an action list and refinement to our legislative objectives. Additional conference calls may occasionally be necessary to address ongoing legislative developments.
6. Advise the CAA Political Action Committee (CAAPAC) to best support the CAA's political objectives and strategy. CAAPAC has a small budget and has historically raised \$30,000 - \$50,000 annually.
7. Legislative advocacy to support CAA sponsored and supported legislation and to oppose legislation detrimental to the CAA and its members. It is expected that the CAA will sponsor 1-2 bills each year. This will include identifying and collaborating with authors of CAA-sponsored legislation. Other legislative advocacy activities will include working with ambulance industry stakeholders to develop broad-based support for the CAA's position on issues.

Submission guidelines and requirements

Proposals are due on September 2nd, 2022, in electronic PDF format, no later than 4:00 p.m., to koreno@the-caa.org. The CAA cannot accept any submittals after the deadline; therefore, any proposal received after this time shall not be considered. Questions about the process or clarification of the RFP shall only be made in writing and shall be directed to James Pierson, CAA President, at jpierson@medicambulance.net. Questions/comments and responses will be shared with all known prospective bidders.

Each proposal shall contain the following information, in this order, to be considered and evaluated:

1. A transmittal letter including the name of the proposer's company, website address (if any), and the name and contact information of the primary point of contact for this proposal.
2. Description of the proposer's experience in providing similar political lobbying services to other statewide associations.
3. Description of the recommended political strategy development process used by the proposer.
4. Description and outline of curriculum for CAA member training on the political process.
5. Description of the legislative bill tracking process.
6. A description of the personnel's experience and qualifications who will be a direct provider of services.
7. A list of three references and contact information for associations or organizations in which your company has or is providing services.
8. Any other information the proposer wishes to share that is relevant to this RFP and the proposed services.
9. Conflicts of Interest – The CAA wishes to understand if the bidder has interests or current clients delivering or supporting the delivery of EMS in California.
10. Describe and detail all fees including monthly retainer and variable cost amounts if applicable. Detail any exclusion from the monthly retainer fee, if applicable, and the basis for which additional costs shall be charged. Hourly fees for proposed "team" members, expense reimbursement, and related additional costs should be included for information purposes only and may be used to form a basis for any subsequent negotiations for additional services, outside the base services contained in the RFP, if applicable.

Evaluation process

Only timely and complete proposals will be evaluated. Proposals that are evaluated will be judged by three primary categories, as follows:

1. pricing.
2. ability to provide all the services identified in the Service Deliverable List; and
3. experience at providing services to statewide associations and the quality of those services.

All proposals will be considered sealed and confidential. The contents of the proposals shall not be shared with anyone outside of the CAA's review panel and Board of Directors.

The written proposals will be evaluated by a review panel. Proposers may be invited to an interview with the CAA to orally present their proposals and answer questions. Details of the oral interview process will be determined later, and instructions will be given to those proposers selected to participate.

For Planning purposes, the RFP and selection timeline will be as follows:

Date	Event	Remarks
August 15, 2022	RFP Released	
September 2, 2022	RFP Due	By 4pm PST
September 5, 2022	Selection Committee Review	
September 9, 2022	Candidate Zoom Interviews	To be arranged
September 19, 2022	Second Round Interview / Offer	As appropriate

The Board of Directors of the CAA will make the final decision of the selection of a vendor to provide administrative services. The CAA reserves the right to reject any and all proposals at any time during the evaluation process, for any reason.