



REQUEST FOR PROPOSALS
CONTRACT FOR LOBBYIST SERVICES
ISSUED BY THE NEW YORK STATE ASSOCIATION OF COUNTY HEALTH OFFICIALS
(NYSACHO)
APRIL 2019

CONTACT: Sarah Ravenhall, MHA, CHES, Executive Director, NYSACHO

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REQUEST FOR PROPOSALS FOR CONTRACT WITH NEW YORK STATE ASSOCIATION OF COUNTY HEALTH OFFICIALS

PART I INTRODUCTION/INFORMATION

The New York State Association of County Health Officials (NYSACHO) is seeking proposals from qualified organizations to provide Legislative Lobbyist Services on behalf of the association. In accordance with this Request for Proposals (RFP) the services will include understanding of and support for state aid for general public health work (article 6 funding). Under this contract, NYSACHO's goal is to build an infrastructure for public health work, address and fund response to emerging public health crises, raise the visibility and profile of the organization, and mitigate any under or un-funded mandates which ultimately prevent our ability to effectively implement expanded or new regulations.

For information concerning procedures for responding to this RFP, contact Sarah Ravenhall, MHA, CHES, Executive Director at (518) 456-7905 x108 or sarah@nysacho.org

Last Date for Receipt of Questions: Please submit questions to NYSACHO via email to sarah@nysacho.org by 5pm EST Monday, April 22.

The term of the contract will be for a 12 month period. NYSACHO reserves the right to renew the contract on an annual basis provided all terms, conditions and specifications remain the same, both parties agree to the renewal, and such renewal is approved by the NYSACHO Board of Directors.

To be eligible to respond to this RFP, the proposer(s) must demonstrate that they, or the Principals assigned to the project, have successfully performed the services in the Scope of Services section of this RFP.

At a minimum, qualification submittals should include:

1. A list of at least three (3) public sector clients for whom you have performed these services within the past five (5) years and successes achieved with them.
2. A history of your organization and any other information which will be helpful in our evaluation of your qualifications and experience. Include the number of years you have provided state and/or federal lobbying services.
3. Identify the principal(s), team members and their tentative individual roles in any NYSACHO contract, including how many years each member has been lobbying at the state and/or federal level.
4. Provide disclosure any potential or existing conflict of interest(s) with NYSACHO or any individual health center member.

PART II SCHEDULE

Monday, April 22, 2019: the last date for submission of questions of a material nature.

Monday, April 29, 2019: Date proposal is due to NYSACHO.

May 6-17th, 2019: Virtual interviews with select contractors to be scheduled.

June 5, 2019: Contract awarded by NYSACHO by scoring/ranking methodology based upon scope of service outlined within the RFP, submitted proposal and virtual interviews.

July 1, 2019: Final execution of contract to take place.

PART III SCOPE OF SERVICES

Background:

Organized in 1979, NYSACHO initially functioned as an affiliate of the New York State Association of Counties. NYSACHO supported local health officials through their transition from managers of direct, clinical care public health related services to their role as chief health strategists. In this role, local health officials lead their departments and communities in addressing population health needs through upstream public health interventions that focus on prevention and the social determinants of health.

NYSACHO is the membership association of local health officials in New York State. We represent all 58 local health commissioners and public health directors, and the local health departments they lead. NYSACHO is incorporated as a not-for-profit, non-partisan charitable organization with 501(C) (3) tax exempt status.

NYSACHO's current Executive Director, Sarah Ravenhall, leads a staff of four full-time and three part-time employees. The NYSACHO General Membership meets regularly, providing a unique opportunity for the exchange of ideas and experiences among local public health officials.

The NYSACHO Board is led by the President, President-Elect/Vice-President, and Immediate Past-President. NYSACHO Board members chair NYSACHO's subject matter committees, leading members' work on public health policy priorities. Current committees include:

- Disease Control
- Environmental Health
- Finance/Administrative
- Maternal Child Health
- Emerging Issues

NYSACHO Advocacy:

As the operational arm of the public health system, local health departments understand the unique needs of their communities. They are essential voices in developing policies that are realistic, effective, and appropriate in scale.

NYSACHO serves as the voice for New York's local health departments. Advocacy efforts include legislative visits, media outreach, strategic partnerships, position statements/policy papers, and tracking and analysis of legislative and regulatory proposals. NYSACHO works closely with the New York State Association of Counties (NYSAC), and other public health stakeholders on a broad array of public health-related legislative issues.

NYSACHO also takes an active role at the national level through 100% membership for New York State counties in the National Association of City and County Health Officials (NACCHO). NYSACHO works with other SACCHOs (state county health officials associations) in advocating for local health departments needs with federal policymakers.

NYSACHO seeks to retain the services of a legislative consultant for matters in which it may need professional assistance before the New York State Governor's Office and Executive Branch, New York State Legislature and Committee Chairs, New York State Agencies, various State boards and Commissions, et al. Such services shall include, but is not limited to, attending state legislative committee hearings and meetings, rulemaking proceedings and other administrative or legislative agency meetings.

A successful contractor shall agree to be available at all times upon reasonable request to meet with NYSACHO Board of Directors, NYSACHO staff, and others as specified in order to perform the responsibilities assigned; and to attend meetings, represent the interests of NYSACHO, and act as liaison between NYSACHO and all branches, departments, and agencies of State government, at any legislative committee meeting or meetings with the Governor, state agencies on matters under the scope of this RFP.

Scope of Service:

- Comprehensive knowledge of the basics of the legislative process and the key committee members or other legislators who have either jurisdiction or influence over your legislation and can affect its movement.
- Serve as a conduit for information-to and from the legislature and state agencies.
- Willing to work collaboratively and cooperatively with NYSACHO communications consultant on strategies to bring visibility to budget and legislative priorities.
- Establish relationships with key legislators and staff.
- Accurately and persuasively present the organization's views.
- Keep the client informed in real time, of key developments and factors that could affect the legislation.
- Identify legislative issues that may affect NYSACHO membership and regularly inform NYSACHO as to these matters. Provide legislative expertise and consulting services.
- Provide strategic direction for grassroots activity.
- Review, analyze and report on a continuing basis all existing and proposed State policies and programs.
- Ability to see value in partnership building between like-minded organizations to bring visibility to legislative priorities.
- Motivate the board and membership to become enthusiastically engaged in the legislative process.
- Communicate effectively with people outside association with the ability to demystify the policymaking process.
- Understanding of how to use communication technology including audio, video and email to advance the organization's messaging.
- Develop and present strategy for the support, opposition or amendment of pending legislation.

- Advise when concessions are necessary, or when you should stand your ground.

Professional Services Required:

In consultation with the Executive Director or Program Director:

- Lobbyist will provide monthly “Advocacy Update” emails which will be distributed by ED to NYSACHO Membership during the legislative session and post-election (at least 8).
- Lobbyist will schedule and coordinate at least two meetings with Executive Agencies during contract period (2).
- Lobbyist will schedule and coordinate meetings with legislators strategically and on an as needed basis.
- Governmental Affairs team will meet with NYSACHO’s Executive Committee virtually or in person once during contract period (1).
- Lobbyist will attend at least three BOD or general membership meetings to provide an advocacy update to County Health Officials (3).
- During final 4 weeks of session, lobbyist will send bi-weekly legislative tracking reports to ED and Legislative/Program Director at NYSACHO (8).
- Upon end of contract, lobbyist will develop an evaluation of the year (1).

RESPONSIBILITIES OF THE CONTRACTOR:

1. The Contractor shall perform the scope of services and professional services as outlined above. This list of services shall not be deemed to be all-inclusive, and may be changed from time to time as authorized by NYSACHO Board of Directors.
2. All correspondence shall be directed through the NYSACHO Executive Director, or designee.

RESPONSIBILITIES OF NYSACHO:

1. NYSACHO shall designate NYSACHO Executive Director as the “lead” staff person to
2. coordinate with the Contractor; however, other individuals may be designated by
3. NYSACHO Executive Director from time to time.
4. NYSACHO shall have appropriate staff available as may be required to discuss issues with the Contractor, particularly during the legislative session.
5. NYSACHO shall use its best efforts to cooperate with the Contractor in providing the information and documentation necessary in the performance of the Legislative consulting services under this contract.

CONFLICT OF INTEREST:

In the event the Contractor becomes aware of any conflicts or potential conflicts between the interest and the interests of clients of the Contractor, the Contractor shall **immediately** notify NYSACHO Executive Director, or designee, in writing, of such conflict.

Written notice may be in the form of an email notification. In the event NYSACHO becomes aware of any conflicts or potential conflicts between the interest of NYSACHO and the interests of clients of the Contractor, NYSACHO Executive Director, or designee, shall promptly notify the Contractor of such conflict. NYSACHO and the Contractor shall attempt to resolve any such conflict in a manner mutually

acceptable to NYSACHO and the Contractor. If the conflict cannot be resolved to the satisfaction of NYSACHO, NYSACHO reserves the right to procure these items/services from other vendors with an appropriate reduction to the Contractor's fee(s).

PROPOSAL STRUCTURE

1. Cover page
2. Technical
 - a. Narrative outlining understanding and approach, special considerations and possible challenges.
 - i. A list of at least three (3) public sector clients for whom you have performed these services within the past five (5) years and successes achieved with them.
 - ii. A history of your organization and any other information which will be helpful in our evaluation of your qualifications and experience. Include the number of years you have provided state and/or federal lobbying services.
 - iii. Identify the principal(s), team members and their tentative individual roles in any NYSACHO contract, including how many years each member has been lobbying at the state and/or federal level.
 - iv. Provide disclosure any potential or existing conflict of interest(s) with NYSACHO or any individual health center member.
 - v. Existing relationships with State of New York Executive Branch, Legislators, Agency leads.
3. Monthly fee structure
4. Appendix/other attachments

Please submit proposal to Sarah Ravenhall, MHA, CHES, Executive Director by 5:00pm EST on Monday April 29th at sarah@nysacho.org.