To: Chairman Milde and the VRE Operations Board  
From: Doug Allen  
Date: October 17, 2014  
Re: Authorization to Award a Contract for State Legislative Services

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**Recommendation:**

The VRE Operations Board is being asked to authorize the Chief Executive Officer to execute a contract with The Hillbridge Group of Richmond, Virginia for State Legislative Services. The contract will be for a three year base at $45,000 per year and two one year options, for an authorization amount not to exceed $225,000 over the five year period, with the CEO exercising the option years at his discretion.

**Background:**

On April 18, 2014, the VRE Operations Board approved a request to issue a Request for Proposals (RFP) for State Legislative Services.

Since there are different approaches to the desired service, an evaluation of technical merit is required. The selected firm and its key personnel will be responsible for lobbying on behalf of VRE which requires interaction with the Office of the Governor, members of the General Assembly, various state agency representatives, members of the Commonwealth Transportation Board, and other elected officials.
Consequently, it is imperative that factors other than price receive consideration in order to ensure that the firm selected is experienced, reputable and will represent VRE in a professional manner, which at all times reflects favorably upon the image of VRE.

A mailing list of forty-eight (48) prospective offerors was established for the solicitation to ensure access to adequate sources of services.

On August 19, 2014, an RFP was issued and proposals were due on September 18, 2014. Four (4) responses were received in response to the solicitation.

Evaluation of the proposals received was performed by a Technical Evaluation Team (TET) consisting of Bernie Caton, Legislative Director, City of Alexandria; Bryan Jungwirth, Director of Public Affairs, VRE; and Joe Swartz, Chief of Staff, VRE. The TET met to discuss and evaluate the Proposals using the following criteria:

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<th>Description</th>
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<td>A</td>
<td>Demonstrated understanding of the Scope of Services and RFP requirements and methodology for satisfying the requirements and goals of VRE.</td>
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<td>B</td>
<td>Demonstrated legislative experience of the firm in rail, transit, transportation or civil construction programs within Virginia and/or programs financed by the federal, state, county, or local government.</td>
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<td>C</td>
<td>Demonstrated experience of key personnel relevant to project management on similar contracts of this size and magnitude.</td>
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<td>D</td>
<td>Development of a management plan and staffing plan to meet the requirements of the Scope of Services.</td>
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<td>E</td>
<td>Price and value of cost proposal.</td>
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The TET agreed that offeror interviews were unnecessary since the recommended firm received high scores to a degree that other offers could not overcome the scoring differential if interviews were conducted. It was determined that the proposal from The Hillbridge Group was technically compliant and unanimously selected to be best value for the project. The Hillbridge Group offers VRE superior understanding of our needs and how to satisfy our requirements; demonstrated legislative experience; the ability to work across the aisle and with all agencies, elected officials, and leaders; and the staffing and experience to provide innovative solutions to VRE issues.

Listed below is the final ranking of offerors subsequent to the TET evaluation.
Final Ranking of Offerors

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<th>Offerors</th>
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<tr>
<td>1. The Hillbridge Group of Richmond, VA</td>
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<td>2. Eckert, Seamans, Cherin &amp; Mellott, LLC of Richmond, VA</td>
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<td>3. Alcalde &amp; Fay of Arlington, VA</td>
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<td>4. Reed Smith LLP of Richmond, VA</td>
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The Hillbridge Group previously performed services for VRE for the 2014 Commonwealth of Virginia legislative session under a Purchase Order.

The Hillbridge Group's pricing is considered to be fair and reasonable based on the cost estimate. The Contract will be for a Base Period of three (3) years with the option to extend for two (2) additional one-year periods, at the discretion of the CEO, and the contract term will not exceed five (5) years.

**Fiscal Impact**

The FY2015 budget for Legislative Services includes a budget amount of $40,000. Estimated expenses in FY2015 are $30,000 (November – June @$3,750 per month). Future annual expenses will be $45,000 per fiscal year. Funding for future years will be included in each proposed annual budget.
Virginia Railway Express
Operations Board

Resolution
9A-10-2014

Authorization to Award a Contract for State Legislative Services

WHEREAS, VRE has an on-going need for representation to the General Assembly, Commonwealth Transportation Board (CTB), Governor’s Office, and other State Agencies in developing and implementing strategies for successfully advancing VRE’s legislative goals in Richmond, VA; and,

WHEREAS, VRE has numerous operations and capital projects that require funding from the Commonwealth and its agencies, and,

WHEREAS, it is important for VRE to be aware of potential legislation or proposals that may affect its, or its jurisdiction members, financial grants or practices; and,

WHEREAS on April 18, 2014, the VRE Operations Board approved a staff request to issue a Request for Proposals (RFP) for state legislative services; and,

WHEREAS, on August 19, 2014 an RFP was issued and four proposals were received on September 18, 2014; and,

WHEREAS, subsequent to a review by the Technical Evaluation Committee (TET), the TET unanimously recommends that the Operations Board award a contract to The Hillbridge Group of Richmond, VA.

NOW, THEREFORE, BE IT RESOLVED THAT, the VRE Operations Board is being asked to authorize the Chief Executive Officer to execute a contract with The Hillbridge Group of Richmond, VA for legislative services in an amount not to exceed $225,000 over a five year period. The contract will be for a three year base with two one year options, with the VRE CEO exercising the option years at his discretion.

Approved this 17 day of October 2014

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Paul Milde
Chairman

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Gary Skinner
Secretary