



TO: Interested Consultants

FROM: California Tahoe Alliance

DATE: 11.29.2018

SUBJECT: Request for Qualifications (RFP) – CA State Legislative Advocacy Assistance

The California Tahoe Alliance (CTA) is requesting proposals for legislative advocacy services to help advance Tahoe issues at the California state level, identify and secure funding for CTA priorities, and to identify and secure champions for Tahoe within the legislature and new administration.

About CTA

The CTA in its current iteration was formed in 2015 by a subsector of the Tahoe Partnership to identify and achieve policy objectives for the Tahoe Basin and to utilize existing groups and stakeholders to share information among Basin partners in California. The CTA is organized through a formal Memorandum of Understanding to coordinate efforts that ensures alignment with messaging to achieve environmental and infrastructure goals for the region.

Scope of Work

The successful candidate will be one that can facilitate and participate in scheduled meetings to achieve the objectives of the CTA through regular monthly steering committee meetings, quarterly full CTA meetings, and select visits to the State Capital to meet with Legislators each year.

The CTA objectives will be accomplished by the following:

- Establish a presence on behalf of CTA with targeted state and legislative leaders;
- Build relationships by educating the Governor's Administration on CTA's mission and goals;
- Cultivate new Tahoe champions and arrange meetings with the CTA as needed;
- Through the state budget process, support the allocation of funding for a broad range of environmental, restoration, and water quality and supply projects, while also supporting programs and agencies that implement projects in the Lake Tahoe Environmental Improvement Program (EIP);

- Support efforts to pass resource bonds which provide funding for programs and agencies that can fund EIP projects;
- Support initiatives to maximize the amount of funding available from a variety of different funding programs including but not limited to: Greenhouse Gas Reduction Fund (cap and trade funds), Propositions, and the Parks Bond for projects in the Lake Tahoe Basin.
- Support changes to funding requirements for “disadvantaged communities” that would allow the communities of the Lake Tahoe Basin to better compete for funding
- Support efforts to secure state funding for community firefighting infrastructure improvements
- Support legislative activities and identify key legislators to champion policies that provide new tools and resources to help strengthen the prospects for environmental redevelopment in the Tahoe Basin;
- Represent the interests on behalf of the CTA when relevant
- Advocate on public water and sewer issues relevant to rural and mountain communities.

Responses

In order to successfully respond to this RFP, please provide a brief proposal (no more than 5-6 pages) highlighting the below information:

- Overview/qualifications of legislative advocacy firm and/or individual
- How the firm and/or individual propose to achieve the scope of services
- How the firm is uniquely positioned to advocate for Tahoe specifically
- Proposed advocacy team and/or individual lobbyist
- Professional references (minimum of three)
- Cost for services

Proposal Submittal

Please send completed proposals by **January 6th, 2019** via email to Leila Maloney, Executive Assistant for Darcie Collins, CEO for the League to Save Lake Tahoe, on behalf of the CTA. You can also contact Darcie Collins for with any questions: 530.541.5388

CTA Budget

As several members of the Tahoe Alliance are public agencies and non-profit organizations, annual operating budgets are constrained. Please take this into account when responding to this call for proposals.