

BID COVER

Procurement Division

(352) 334-5021(main)

Issue Date: May 12, 2021



REQUEST FOR PROPOSAL: #CMGR-210046-MS Federal Lobbying Services

PRE-PROPOSAL MEETING: Non-Mandatory Mandatory N/A Includes Site Visit

QUESTION SUBMITTAL DUE DATE: June 2, 2021 @ 3:00 PM

All meetings and submittal deadlines are Eastern Time (ET).

DUE DATE FOR UPLOADING PROPOSAL: June 10, 2021 @ 3:00 PM

SUMMARY OF SCOPE OF WORK: Federal legislative lobbying and advocacy firm to provide professional legislative consulting and lobbying services to the City of Gainesville, including General Government and Gainesville Regional Utilities. This includes but is not limited to scheduled, extended, and special Federal legislative sessions and anytime throughout the year deemed necessary by the city.

For questions relating to this solicitation, contact: [Melanie Sowers](mailto:sowersma@cityofgainesville.org) or [Diane Holder](mailto:holderds@cityofgainesville.org)

sowersma@cityofgainesville.org or holderds@cityofgainesville.org

Bidder is not in arrears to City upon any debt, fee, tax or contract: Bidder is NOT in arrears Bidder IS in arrears

Bidder is not a defaulter, as surety or otherwise, upon any obligation to City: Bidder is NOT in default Bidder IS in default

Bidders who receive this bid from sources other than City of Gainesville Procurement Division or DemandStar.com MUST contact the Procurement Division prior to the due date to ensure any addenda are received in order to submit a responsible and responsive offer. Uploading an incomplete document may deem the offer non-responsive, causing rejection.

ADDENDA ACKNOWLEDGMENT: Prior to submitting my offer, I have verified that all addenda issued to date are considered as part of my offer: Addenda received (list all) # Addendum #1 dated May 21, 2021

Legal Name of Bidder: Van Scoyoc Associates, Inc.

DBA: Not Applicable.

Authorized Representative Name/Title: Harry Glenn, Vice President

E-mail Address: hglenn@vsadc.com FEIN: 52-1710923

Street Address: 800 Maine Avenue, SW, Suite 800, Washington, DC, 20024

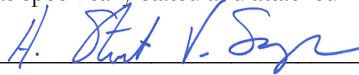
Mailing Address (if different): Not Applicable.

Telephone: (202) 638-1950 Fax: (202) 638-7714

By signing this form, I acknowledge I have read and understand, and my business complies with all General Conditions and requirements set forth herein; and,

Proposal is in full compliance with the Specifications.

Proposal is in full compliance with the Specifications except as specifically stated and attached hereto.

SIGNATURE OF AUTHORIZED REPRESENTATIVE: 

SIGNER'S PRINTED NAME: H. Stewart Van Scoyoc DATE: June 7, 2021

This page must be completed and uploaded to DemandStar.com with your Submittal.



PROPOSAL FOR FEDERAL LOBBYING SERVICES
CITY OF GAINESVILLE, FLORIDA
RFP #CMGR-210046-MS

Submitted by:

Van Scoyoc Associates
800 Maine Avenue S.W.
Suite 800
Washington, DC 20024

Harry Glenn
Vice President
202-236-1823

hglenn@vsadc.com

June 10, 2021





Ms. Melanie Sowers
Procurement Specialist
City of Gainesville
200 East University Ave
Gainesville FL 32601

Dear Ms. Sowers:

This is to share with you our proposal to provide Federal Lobbying Services (RFP #CMGR-210046-MS) for the City of Gainesville.

It has been our pleasure to serve the City and GRU over the past four years. Harry Glenn has served as the Team Leader on this engagement and with this submittal, we propose to add two new team members to work with him in support of your Federal affairs needs. Vice President Steve Palmer is our firm's lead transportation lobbyist and will be a real asset to RTS as it seeks to expand its fleet of electric buses, its infrastructure, and services, and considers other innovative transportation alternatives including the AV shuttle. John Fuller, a firm Counsel, specializes in Federal telecommunications and broadband issues, which we know is a high priority for the City and the Commission.

Harry, Steve, and John are representative of all of our government affairs professionals who joined Van Scoyoc Associates after distinguished careers with Congress and key Federal agencies. Harry, a former Chief of Staff to Florida Congressman Bill Young, and this bipartisan and seasoned team have worked closely with the Florida Congressional delegation on a broad range of issues. They would like to continue to advance the City's Federal affairs agenda through legislation, funding opportunities, and other Federal partnerships.

We know that the past 16 months have been unprecedented with the COVID pandemic and the shifts in power in Washington. Harry and our entire VSA team have worked together to provide the timely and detailed information communities such as yours have needed to navigate these trying times, the myriad of new programs that have been created by Congress, and a significant shift in Federal priorities.

Our firm and this team meet all of the requirements for a bidder's capability to perform as outlined in your RFP. We have a track record of success in serving municipal clients in Florida and throughout our nation. This performance has been measured by organizations such as Bloomberg Government, which just last month once again rated Van Scoyoc Associates as a "Standout Lobbying Firm of 2020" using criteria that includes customer satisfaction and client retention.

We strictly abide by the provisions of the Honest Leadership and Open Government Act (HLOGA) of 2007 and with all other regulations, including prohibitions on gifts, meals, and travel for elected officials and staff. To this end, we have a dedicated compliance staff that ensures the all appropriate lobbying disclosures are complete and filed in a timely manner with the House and Senate. Van Scoyoc Associates registers with the United States Clerk of the House of Representatives (House Identification #32802) and with the Secretary of the United States (Senate Identification #39837) and we are licensed to operate in Florida.

In celebrating our 30th anniversary as a firm this year, we far exceed the required 10 years of experience in providing professional legislative consulting and lobbying services, and the five years of experience in lobbying on behalf of local governments and publicly owned utilities. Included with this proposal are references that speak to the reliability of our team members and their work for public entities in Florida and across the country.

Finally, we have had nothing but a positive working relationship with the City of Gainesville, your Mayor, Commissioners, and staff. There have been no legal or financial issues between VSA, the City, or GRU.

Since founding the firm in 1990, I am proud that Van Scoyoc Associates has grown to be a full-service, 55-member, Washington-based bipartisan lobbying firm. Our success over the past 30 years is due to the principals I have hired with the breadth and depth of their knowledge, contacts, and skills you see on this team that were developed through their work as former senior staff members with members of Congress, key Committees, and Federal agencies.

Van Scoyoc Associates offers the City unparalleled reach and resources. As one of Washington's leading full-service Federal affairs firms representing municipal and public entities, we work with 45 local government, community-owned utilities, transit-related, and other public bodies from throughout the nation. We have responded to the City's evolving needs by adding to the Gainesville team two new seasoned professionals who can address priority areas of interest to the City that are also priority areas of interest to the new Biden Administration and Congress.

My team is eager to continue our work with the City. We have spent time learning and understanding your goals and needs and getting to know your leadership and staff. We want to help you meet those goals and your commitment to be a community that takes pride in finding innovative ways to serve your residents and improve their quality of life.

It is our engagement on relevant policy issues with Congress and Federal agencies, relationship development with key Federal officials, and the continuous monitoring of Federal agency grant and programmatic funding opportunities that generate results for the varied governmental bodies we represent. We have appreciated our working relationship with the City that began in 2017 and hope that we can continue to work together on the many challenges and opportunities that present themselves in this post-COVID world in which we live and serve.

In submitting this proposal, we acknowledge that we have no exceptions to the terms and conditions outlined in this RFP. Thank you for your review and consideration of our proposal to compete for your business.

Sincerely,



H. Stewart "Stu" Van Scoyoc
President and CEO
Van Scoyoc Associates

202-638-1950
stuvs@vsadc.com

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b) Technical Proposal

As outlined in your Scope of Services, the VSA team will continue to represent the City's interests actively and aggressively before Congress and Federal agencies. We will update the City on key developments in Congress and within the Administration and provide an analysis on how these developments may positively or negatively impact the City. Our team's approach to providing the services outlined in your solicitation, which include the robust representation of the City's interests, professional advice, timely reports, and information, monitoring services, attending key hearings and events, and other support services are as follows:

Formulating a realistic Federal funding and policy agenda

We will work with your staff as we have in each of the past four years to **develop a forward-looking Federal agenda** for the next year with clearly identified goals, timelines, and a matrix of markers to measure progress. Federal agendas are living, working documents that must remain flexible as needs change throughout the course of the year. We also will be available to present this to the Commission as we have done in person and virtually.

We know that there is much work to be done for the City in support of its priority areas of interest to include final resolution on the Job Corps Center and the creation of new workforce development programs for Gainesville and the surrounding; an expansion of transit resources and services; Federal help for the City's first responders, public safety teams, and paramedic programs; expansion of broadband services; additional resources for the homeless population; access to Federal affordable housing programs; economic support funding and a possible City Revolving Loan Fund to support the creation of new businesses; support for GRU and the City's goal to become energy independent; and partnerships with local community organizations including the University of Florida. There are other priorities included in your scope of services and we believe we can address these with our expanded team of Federal affairs professionals.

These are all important priorities and in evaluating the path forward we find that setting short-term, midterm, and long-term goals are important as you need to continually position your City to respond to immediate and pressing needs, respond to legislation and funding bills that are working their way through Congress, and be prepared to take advantage of long-term opportunities that are more comprehensive in nature, whether they be related to transportation and infrastructure, community resiliency, or economic development.

Representing the City's interests in the Federal budget process

The VSA team will maintain direct and frequent contact with your key Senators and Representative to keep them informed about the City's priority projects and funding needs. **This includes coordinating a strategy for budgetary needs in federal funding bills and other legislation before the Congress and Federal agencies.**

As a former Chief of Staff to Florida Congressman Bill Young, Harry Glenn maintains a close working relationship with the House and Senate Appropriations Committees and all the members of the Florida delegation. He has worked closely with



Senators Rubio and Scott and knows your new Congresswoman Kat Cammack well from her time on the staff of Congressman Yoho. Harry has found that the delegation as a whole, with its varied committee assignments, has always worked closely together to advance the interests of the state and individual cities and counties within the state.

Our commitment to you is that VSA will serve as the link between the City, the Florida Congressional delegation, key members of Congress, and the Federal agencies. The team will ensure that members of your Congressional delegation, as well as key committee members and Federal agency staff, are apprised of your goals and priorities. Quite simply, VSA will not only be your “eyes and ears” in Washington, but also your voice by providing timely information on legislative and budgetary issues.

Legislative Advocacy. In addition to remaining close to the Florida Congressional delegation, the team will work with the Senate and House leadership, and senior committee staff members to provide you with strong bipartisan access and a team that will proactively advocate in the Congress on your behalf. We will help you determine the City’s position with regard to important legislation before Congress and to convey those positions to the members of the delegation and the appropriate Committees.

Funding/Regulatory Advocacy. A VSA strength is our understanding of the Executive Branch and our ability to access Federal agencies and the Office of Management and Budget. We have regular communication with senior Administration policymakers and regulators and will help you understand how and when to best position yourself on policy, budgetary, and regulatory initiatives. Monitoring regulatory activity is critical for municipal agencies, especially with a new Administration and its new priorities. As with legislation, we will advise the City on regulatory issues and help the City develop positions on those regulations and draft comments in support or opposition to those of greatest concern.

VSA is committed to relentlessly engaging to create new strategic opportunities for the City and has extensive experience working to help develop new opportunities, through innovative approaches. As outlined earlier in this proposal, we also work with the appropriations and authorizing committees in the House and Senate to try and create and expand funding opportunities with Federal agencies and departments for our municipal clients.

Handling key policy issues in a timely manner

Another of our important responsibilities is flagging key issues when they arise and advising the City in a timely manner on options for responding. Often this is by drafting letters, testimony, or statements to Federal leaders, responses to Federal legislation and regulations on items of concern and generating Congressional letters of support for applications for Federal funding. Not only is the drafting assistance important, but so is the timing of the letters so that you are aware of key deadlines to ensure that the letters have the maximum impact. VSA will keep track of deadlines and work to keep the City on schedule so your staff has plenty of time to review the draft materials. This establishes a legislative record of the City’s interest and advocacy on key Federal issues.



Accountability and communication

We insist on being accountable and responsive to our clients. This starts with ensuring that each client team has a clearly identified team leader who will be available to the City 24/7 and available at all times by email, by phone, and when necessary in person. Vice President Harry Glenn will continue to serve as your team leader and main point of contact.

It continues through regular communication with the Mayor, Commission members, and staff through regular phone calls, written reports, special analytical papers about emerging issues, and an agreed upon matrix to establish clear timelines and to track our progress in addressing the City's priorities. Communities place their trust and invest their precious resources in our firm. In return, our team members owe them the most aggressive and professional representation possible.

We have maintained a series of bimonthly phone calls with your staff throughout the duration of our contract but will increase the frequency to weekly, as per the RFP. We have provided direct communication to the City Manager on issues of interest to him and we have met with city staff to discuss pending legislation and funding opportunities. We also have engaged with the University of Florida and other community organizations where the interests of the City have dovetailed with their interests.

We have presented before Commission meetings and workshops both in person and virtually and are available to do that whenever requested. With the lifting of travel and meeting restrictions, Harry also is available again to travel to Gainesville to meet with the Mayor, Commissioners, and staff as he did frequently before the COVID pandemic.

The VSA team has provided weekly municipal updates to City staff, and more frequent updates as issues merit. As requested, we will provide **monthly updates** to the City to track our achievements in your behalf and toward achieving your Federal goals and an end of year wrap up document.

Unlike the Florida State Legislature, which meets for a prescribed period of time, the Congress has maintained a year around schedule, with only short breaks in session. Therefore, we believe that it is important that we maintain a constant stream of communication without regard to in session and out of session periods.

This is especially important in monitoring the actions of Federal agencies as their notices and decisions come without regard to the Congressional schedule.

Of note has been the communication activities of our firm throughout the COVID pandemic. Early on we recognized the need for information among all of our client base, most notably municipal governments. We provided daily and scaled back to weekly updates on information about COVID relief funding, legislation, and policies that have impacted communities. Our clients have appreciated this information, which was not readily available in mainstream news sources, and emphasizes the value of a firm such as ours that has the manpower and resources to flex when needed to meet and exceed our clients' expectations.

Other duties that are a key part of representing the City

- Once Capitol Hill and the Federal agencies reopen to the public, VSA will work with your staff to once again **schedule Washington visits for the Mayor, Commissioners, and City Manager**. This will include scheduling meetings with key members of Congress and Federal agency leadership. The goal is to schedule impactful meetings that raise your visibility and advance

your Federal agenda. Understanding travel opportunities to Washington may be limited in the near future, VSA will continuously meet with Federal policymakers on your behalf to keep your agenda on track. VSA also will arrange virtual meetings with the delegation and agencies. We have found that while not a complete substitute for face-to-face meetings, these meetings are still effective. **Despite travel restrictions, over the past year alone the VSA team has arranged meetings for City officials with the Congressional delegation, the White House, Department of Labor, Federal Communications Commission, and the Economic Development Administration.**

- In addition to scheduling meetings, the VSA team will work with the City to ensure that you have a well understood agenda for each meeting and the appropriate written materials for use during the meetings. With meeting times on Capitol Hill and at the agencies often limited, a well-planned agenda and leave behind materials are critical to successful outcomes.
- To supplement meetings in Washington, VSA will work to schedule timely meetings with members of the Congressional delegation and Federal agency officials when they are in Gainesville to provide opportunities for the City's leadership to interact with Federal leaders when they are in Florida or nearby.
- VSA, and in particular Harry Glenn, is also experienced at working with Florida agencies that may be partnering with the City on projects. Harry has worked with the State DOT and Enterprise Florida among others. **The team also is experienced at coordinating with state lobby teams and has done so in the past for the City.** This is particularly helpful in syncing up state and Federal funding for key projects. The Florida and the Federal fiscal years start on different dates, and the sessions of Congress and the State Legislature do not always align, so this coordination is important in determining where to seek funds first.
- The VSA team also **has experience with building coalitions** to support client initiatives. This includes working with associations such as the National League of Cities, U.S. Conference of Mayors, National Association of Counties, and related organizations at the state level. This has proven to be especially effective in advocating for COVID-related funding and policies. The team also has experience at working with business interests and community groups in support of projects. These efforts amplify the need and support for important initiatives. VSA has coordinated business support for various transportation related projects, public safety initiatives, and economic development projects.

Project Management

Organization and management of the VSA team -- While our company is large, our core concepts make sure we tailor each government relations campaign to fit the needs and desires of our clients. VSA will provide the City with the manpower and resources of one of Washington's largest and most successful Federal affairs firms while doing so with the personal touch of a small entrepreneurial firm. We insist on being accountable and responsive to our clients. A key to this is by ensuring that each client team has a clearly identified team leader who will be available to the City 24/7 and available at all times by email, by phone, and when necessary in person. **Vice President Harry Glenn** will continue to serve as your team leader and main point of contact.

He will partner with Steve Palmer and John Fuller and their support staff. They all have a demonstrated strong working knowledge of legislative, administrative, and regulatory processes in Federal agencies consistent with the proposed service.

Project reporting procedures -- Communication is critical to the success of any relationship. We anticipate that we will spend a significant percentage of time communicating with your team to provide updates and respond to questions, while communicating your agenda to key Federal officials. VSA will not send broadcast emails or forward third-party documents without explaining how they impact you and recommending if and how you should respond.

VSA will prepare and submit **regular weekly and monthly reports** on relevant activities, meetings, and communications, as well as copies of bills, amendments, hearing summaries, and committee reports concerning Federal activities that affect your advocacy strategy. VSA also will send a weekly summary of activities in Washington, highlighting legislation and amendments debated, the announcement of new Federal regulations, and the **release of new discretionary grant opportunities.**

At the **conclusion of each session** of Congress, VSA will provide a comprehensive overview of the activities that took place, key legislation that was enacted, a status check of the items on the City's Federal agenda, and a look ahead to the next session.

On a timely basis, we will provide an analysis of pertinent legislation, committee reports, Federal agency regulations, and any intelligence we gather that is relevant to your Federal agenda, including up to the minute information on all legislative and budgetary issues of concern to the City. We recognize and define short- and long-term trends in funding opportunities before they become apparent and will work with your team to connect your priorities with those Federal opportunities.

This has been extremely valuable to our clients during the COVID pandemic as we have provided regular Department by Department updates about Federal actions related to the COVID. This has included a focused newsletter for municipalities to address their needs related to changing rules and regulations for CARES Act, FEMA, and other funding. For most communities, this was the only way they learned about critical information coming out from across the Federal government. We continue the publication of these newsletters today as Federal agencies are in the process of releasing a new round of COVID related funding, programs, and initiatives.

The team members you have met through this proposal take **great pride in communicating** with clients in a variety of ways to include face-to-face meetings, regularly scheduled calls and regular written material including research memos, analysis pieces, an annual report of accomplishments and other communication as needed. These reports go far beyond simply reporting the news of the day. They include information about how developing federal policy could impact the City. In some cases, those policies could create opportunities for you and in other cases they could present problems. Often VSA will recommend that the you respond to these policies by outlining your support or concerns to legislators or agency leadership.

We will work with you to identify key legislative and regulatory issues and track those issues through a spreadsheet that will be available online and updated on a regular basis. We tailor these tracking documents to your individual needs and will work with you to ensure that they provide all the information you need.

Whenever requested, **VSA will provide in-person updates to the Mayor, Commission, and staff.** VSA's team commits to maintaining a visible presence with the City. We also are prepared to organize regular calls with City staff to ensure a seamless, coordinated Federal strategy. As mentioned earlier,

team leader Harry Glenn is available to be in Gainesville whenever it is helpful. This includes attending Commission meetings and events, visits by members of Congress and staff, Federal agency representatives, or staff meetings and briefings.

In addition, the VSA team will cover Florida Congressional delegation meetings, Congressional hearings, meetings, and mark-up sessions when matters of interest to the City are on the agenda. VSA also attends Federal agency meetings and briefings where issues are being discussed that could impact the City. The team provides written summaries of all of these events for the information, and in some cases action, by City leadership and staff.

VSA resources available to Gainesville – In addition to the immediate team outlined in this proposal to support your Federal agenda, VSA has its disposal the skill, experience, and relationships of all 25 of our Vice Presidents and 25 other professional legislative staff members to support the City. It is one of the many reasons that VSA has one of Washington’s most successful Federal municipal practices and highest client retention rates.

Successful funding and legislative initiatives for our public entities

The City Manager has directed us to work with Gainesville department heads and staff to better target Federal funding opportunities for the City. We have begun that process over the past year and believe that with Steve Palmer and John Fuller joining the team we can work to identify the best matches in Federal programs for the City to consider.

Experience with Federal funding -- The members of the VSA team for Gainesville, and the firm in general, have deep experience at helping to deliver Federal funding for municipal clients. This includes funding generated through annual appropriations and legislative bills, the allocation of funds by agencies, and through the careful positioning of clients to successfully compete for Federal funding opportunities.

Since 2010, Federal agencies have been given much wider latitude to award discretionary and grant funding on a competitive basis. VSA is well-positioned to help you navigate the competitive Federal grant-making process. VSA will work with the City to develop strategies to seek Federal funding. This includes work on the development of agency policies, priorities, and budgets that determine how federal funds will be spent to the movement of Congressional legislative and funding initiatives that may present important new opportunities to compete.



VSA is successful in helping public entities secure Federal funding because of the firm’s experience in working with agencies to support the development of competitive and compelling grant applications. It is through working with Congressional committee staff and Federal agency leadership that VSA can glean intelligence in advance of public announcements; understand key areas of focus for each competition; develop targeted relationships with Federal decisionmakers and program managers in support of client efforts; and provide an experienced, outside critique and close reading of grant applications to make them as complete as possible. The firm also monitors Federal legislation and agency initiatives to identify new notices of funding availability that will be coming forward to allow clients to develop programs and projects consistent with federal objectives. Additionally, as clients

submit grant applications, VSA can help gather letters of support from local members of Congress. If applications are not successful, VSA can set up invaluable debriefing sessions with agencies to help grant writers understand how they can submit a more competitive applications in the future.


VSA is different from many other Washington advocacy firms as staff will not simply forward your staff grant notices from the Federal Register or agency websites. What VSA will do is work with your staff to understand your goals and grant-writing capabilities and provide relevant grant announcements along with an analysis of the opportunities and how they align with your goals. Additionally, VSA will work with the City to refine your applications to ensure that they address program criteria and any underlying goals of the relevant Federal agency.

Experience with infrastructure projects – The new Biden Administration and leadership of the 117th Congress have set as a priority the development of a comprehensive infrastructure bill during the first three months of 2021. VSA is well-positioned to ensure that the City is ready to include its transportation and infrastructure priorities in this legislation. Steve Palmer and Geoff Bowman have extensive professional experience at working the legislative process for these major pieces of legislation.

This legislation is expected to include support for climate resiliency and mitigation projects as will separate legislation focused on the changing climate. These bills will be good opportunities to generate support for the work of your new Chief Resilience Officer position that was approved by the City Council last month.

COVID relief – The 116th Congress approved four major COVID relief bills and the new Congress and Administration intends to develop another package early this year. It likely will include additional funding for state and local governments.

VSA has exceeded client expectations in assisting communities with their urgent and varied needs during the COVID pandemic. This includes providing continuous updates about legislation and Federal agency announcements related to COVID relief funding, including new programs created last December. Communities also have sought help in appealing Federal decisions that have negatively impacted their ability to secure programmatic funding. Changing policies by FEMA and other agencies could have cost Florida communities alone millions of dollars in lost Federal funding. The VSA effort has been led by a company-wide commitment by each member of its staff to divide and track agency announcements and provide real-time information about those decisions to clients before they have been reported by the media, trade publications, and membership associations. These efforts will continue through 2021 to support our public entity clients.



Our past success is the best barometer for our future
success we might have in working for you.

- Harry Glenn worked with the Pinellas County Board of County Commissioners to help secure \$51 million in beach construction funding from the Army Corps of Engineers – the largest project of its kind in the State’s history. This includes a combination of annual work plan funding provided to the Corps by Congress and emergency disaster assistance funding provided by Congress for the Corps’ Flood Control and Coastal Emergencies (FCCE) account.

- Harry Glenn work with Pinellas County and its Economic Development Department on a successful proposal for \$7.5 million in funding from the Economic Development Administration to build the Tampa Bay Innovation Center Incubator, a 45,000 square foot state-of-the-art business facility. The project, to be located in a designated Federal Opportunity Zone, is expected to create more than 460 jobs and spur more than \$66 million in private investment.



- Harry Glenn and Steve Palmer worked with the Pinellas Suncoast Transit Authority to finalize a \$21.8 million award from the U.S. Department of Transportation’s Federal Transit Administration (FTA) for the Central Avenue “SunRunner” Bus Rapid Transit (BRT) project in St. Petersburg, Florida. The 10.3-mile project will provide faster, more reliable transit service from downtown St. Petersburg to the Gulf Beaches area. The total cost of the project is \$43.9 million with the Federal share coming through FTA’s Capital Investment Grants (CIG) Program. This is in addition to work by Harry and Steve to help PSTA compete for and win \$2,000,000 (two \$1,000,000 grants) for the procurement of electric buses and the award of a highly competitive \$500,000 Federal Transit Administration grant for first mile/last mile bus service using innovative transit on demand services.
- In one of the Federal government’s most highly competitive grant programs, Harry Glenn worked with Port Tampa Bay earlier this year to secure a \$19.8 million BUILD grant from the U.S. Department of Transportation to expand its shipping container operations by 60 percent. The grant allows the port to accelerate a \$55 million project to build a new 1,300-foot-long berth and a 30-acre container yard. This will enable the berth to handle more deep-draft vessels with direct rail and trucking connections.
- Prior to that, Harry Glenn worked with Port Tampa Bay to secure Congressional, Office of Management and Budget, and Army Corps of Engineers support for \$9,000,000 in annual work plan funding for the construction of the Port’s Big Bend Navigational Channel project, that was completed in 2019 under budget and ahead of schedule.



- Steve Palmer has helped two clients successfully compete for BUILD/TIGER grants. Washington County, Oregon was awarded a \$10.1 million TIGER grant to build an Active Traffic Management system and a \$33.8 million TIGER II grant was used to construct a railroad intersection in Colton Crossing, California.

- Steve Palmer and David Haines have deep experience with issues related to homelessness, affordable housing, and economic development programs critical to the welfare of citizens from several communities they represent. On an annual basis, they actively advocate for increased funding in Community Development Block Grants, Emergency Solutions Grants, HOME Investment Partnerships Program, Housing Opportunities for Persons with AIDS, Choice Neighborhoods, and Veterans Affairs Supportive Housing (VASH) vouchers, and they have led efforts to improve permanent supportive housing for vulnerable populations. Through these efforts on housing, the team is encouraging the consolidation and streamlining of HUD programs to make municipal efforts to address housing needs more efficient. Specifically, they worked with San Diego County to increase funding for the County through HUD's Continuum of Care homeless funding by working with HUD to reform the Continuum of Care formula.
- Steve and David also helped secure \$2 million in TIGER II HUD Planning grant funds for Washington County, Oregon which was used to help develop plans to connect housing, employment, and economic development with transportation improvements.
- Steve and David aggressively advocated at HUD, the Department of Veterans Affairs, and with a local Congressional delegation for additional Veteran Affairs Supportive Housing vouchers for several communities they represent. VSA's efforts resulted in faster voucher processing, as well as an additional 40 vouchers given to San Diego County and 25 vouchers to Washington County, Oregon for homeless veteran households.

Current workload

Van Scoyoc Associates currently represents 27 municipal clients. There are many important principals that set us apart from other Washington-based firms and have allowed us to build such a successful practice in representing municipal clients and other public entities:

- We consistently meet and exceed the expectations of our clients. As you will see from the examples throughout this proposal, we have a track record of delivering results.
- We retain the clients we have because they are pleased with our work. Bloomberg Government, in its analysis of Federal lobbying firms, consistently ranks Van Scoyoc Associates among the highest rated for client retention.
- We succeed in competing for new business from municipal clients that are looking for a fresh approach to their Federal affairs needs.
- We work as a team, bringing together Vice Presidents and staff that have the experience and expertise in the focus areas that are of specific interest to our clients. If there is a surge in work, we bring in other professionals from VSA to meet those needs. Smaller firms cannot surge in this way and also cannot serve the breadth of client needs, especially as they evolve over time.
- The team you see in this proposal is the team that will work for the City. We do not change out staff in the middle of an engagement.
- When you hire Van Scoyoc Associates, you bring on board our entire team of 55 professional government affairs represents. This can provide coverage across all Federal agencies, the House, and the Senate. We are a bipartisan firm that provides the same consistent service no matter which party is in control of the White House or Congress. That is another reason that VSA client retention remains so high over the years.
- As former senior staff for members of Congress and Federal agencies, VSA professionals understand the importance of deadlines, quality information about client goals and needs, and the nuances of Congressional and agency procedures. They will never go into a meeting unprepared.
- We set client expectations based on what is within the realm of possibility. We never tell a client what they want to hear, we always tell a client what they need to know.

Nothing better exemplifies the ability of Van Scoyoc Associates to flex during the COVID pandemic to meet client needs and workload. Throughout the past 10 months, the entire firm has rallied together to support our clients by providing a steady stream of information about Federal funding, requirements, and other resources that have been made available to communities. We have become a trusted source of information for the senior leadership of communities that have had to make difficult decisions in the midst of these unprecedented times, and we have helped identify newly created funding sources to support the evolving needs of these communities.

We have been able to respond to the pandemic while at the same time supporting the regular Federal agendas of the communities we represent. This was evident in December when Congress simultaneously worked to complete its regular funding bills for the year, negotiate a COVID-relief package, wrap up other major end-of-year legislation, and plan for the transition into a new Congress and a new Administration. Our Van Scoyoc Associates' team did not miss a step and will continue to advocate for our client needs into the new 117th Congress.

c) Price Proposal

Van Scoyoc Associates structures its relationships with clients in a way that ensures complete and open communication. We charge a flat fee for services on a monthly retainer basis. We do not charge by the hour, so that communication remain open, unhindered, and our clients know exactly what our services are going to cost. We base our retainer rates on the number of principals and staff devoted to a client and the expected scope of work.

For this proposal, VSA proposes full and complete Federal Lobbying Services for a monthly retainer of \$9,000, which is \$108,000 annually. The current contract divides this payment between the City and the GRU.

Monthly retainers are the best way to ensure that there is open and regular communication between the client and our staff. Under this type of arrangement, there will never be time when you or our staff will ask whether it is cost-effective to call us to discuss a pending issue or to have us attend a meeting on your behalf.

Our proposal is for comprehensive Federal Lobbying Services, so we do not anticipate that there would be any work for the City that would fall outside that scope and that would require a separate or hourly billing agreement.

Typically, reimbursement for travel, per diem expenses, photocopying, telephone lines, or other incidental expenses will require prior approval from the City and would not exceed \$3,000 per year. We also understand the contract requirements to provide travel support for visits to Washington by City officials.

d) Qualifications

1. Competence

Van Scoyoc Associates is a full service, bipartisan Federal affairs firm that has represented some of our nation's largest and smallest municipal clients without reproach for 30 years. Our ability to retain our clients and at the same time recruit new clients seeking a fresh approach sets us apart from other Washington firms and is indicative of our commitment to service and professionalism.



This success also reflects our ability to deliver results consistently regardless of which party controls Congress and the White House. VSA has expanded its clients base through five Administrations and 16 Congresses. Our effectiveness will continue into the 117th Congress and the new Biden Administration.

Our effectiveness also is irrespective of changes in Congressional procedures. VSA has long been known as a firm adept at supporting clients through the Federal appropriations process, with many of our Vice Presidents and support staff, including Harry Glenn, having served in senior positions with the House and Senate Appropriations Committees. The firm never lost a step, though, when Congress banned earmarked spending in 2010. We have supported our clients and their funding needs with equal success over these past 10 years and we will continue to be successful again with the return of limited earmarked spending.

VSA has a track record of bipartisan service to a full range of clients from across the nation, including a variety of public entities. VSA is offering the City of Gainesville an energetic, experienced, and broader team of professionals with a unique mix of backgrounds who can provide a creative, thoughtful, and professional plan to address your Federal affairs needs.

VSA offers clients unparalleled resources, which cannot be matched by a smaller firm. It is one of Washington's leading full-service Federal affairs firms that represents municipal and public bodies with 45 local government, transit-related, and other public bodies. Our principals have spent years developing relationships with members of Congress, the Executive Branch, and senior staff members and we interact with them on a regular basis.

Our passion at Van Scoyoc Associates is to find creative ways to address your individual needs, not simply to pass along reports about developments in Washington and lists of Federal funding opportunities. It is evident in our track record of success for the communities we represent and is a major reason that the number of communities that have hired us after working with other firms for many years continues to grow. During the just completed 116th Congress, the City of Fort Myers, Florida; Modesto, California, Rio Rancho, New Mexico, Orange County, California; the Santa Clarita Water Agency, California; the Greater Cleveland Regional Transit Authority; the Tampa Bay Area Regional Transit Authority; the Little Rock Port Authority; and the Port of Oakland, California all decided to make a change and retain our services.

We meet and exceed all of the criteria outlined in the RFP to evaluate a bidder's capability to perform:

- a) We have demonstrated over the past four years our ability to carry out our contract with the City.
- b) We have demonstrated our past performance not only to the City but to our entire roster of clients, especially our record of success in serving municipal clients in Florida and throughout our nation. This performance has been measured by organizations such as Bloomberg Government, which just last month once again rated Van Scoyoc Associates as a "Standout Lobbying Firm of 2020" using criteria that includes customer satisfaction and client retention. A list of references is included with this proposal.
- c) We have had no litigation with the City.
- d) We owe no payments to the City.
- e) We are licensed to operate in Florida.
- f) The firm has been in existence for 30 years, so we have more than the requisite 10 years of experience in providing professional legislative consulting and lobbying services including five or more years of experience in representing local governments and more than five years of experience lobbying on behalf of a publicly owned utility. [Harry has represented the City of Clearwater, Florida since 2014, which owns a natural gas utility. Steve Palmer represents the City of Palo Alto, CA, which offers its residents and businesses a full suite of City-owned and operated utility services including electricity, natural gas, water, sanitary sewer, and commercial fiber optic services. Many other VSA municipal clients manage water utilities, garbage disposal and recycling programs, and waste to energy facilities.]
- g) We strictly abide by the provisions of the Honest Leadership and Open Government Act (HLOGA) of 2007 and with all other regulations, including prohibitions on gifts, meals, and travel for elected officials and staff. To this end, we have a dedicated compliance staff that ensures the all appropriate lobbying disclosures are complete and filed in a timely manner with the House and Senate. Van Scoyoc Associates registers with the United States Clerk of the House of Representatives (House Identification #32802) and with the Secretary of the United States (Senate Identification #39837).

History of the firm: H. Stewart "Stu" Van Scoyoc established VSA in 1990 with "three employees, eight clients, a 5-pound cell phone, and the desire to compete," he likes to say. With annual client revenues in excess of \$20 million, VSA is the foremost provider of federal representation in Washington that is independent of a larger law firm, public relations company, or other parent corporation.

VSA is a Washington-based, bipartisan, full-service Federal government relations firm that provides comprehensive Legislative and Executive Branch strategic advice, liaison services, and advocacy. Our clients include many public and private interests, such as city and county governments, water and flood control districts, public transportation agencies, major research universities, defense and aerospace contractors, hospitals, health care and research consortia, economic development authorities, and Fortune 500 companies.

The firm: VSA is comprised of 25 Vice Presidents, many of whom have held senior staff positions on Capitol Hill and in the Executive Branch. The Vice Presidents are supported by 25 staff members, nearly all of whom also have held positions in Congressional offices and Federal agencies. Including administrative and support staff, VSA currently has 55 full-time employees. The strengths of our team members, given their experience working with and in many Federal agencies, will give the City an

excellent opportunity to respond proactively to the changing climate in Washington and succeed via policy, programmatic, and other opportunities.

Experience: Our representation of public and governmental entities has proven to be one of the greatest strengths of the firm. Our clients have an array of unique needs and concerns, are geographically and politically diverse, and run the spectrum from some of the largest local government bodies to some of the smallest.

Many of our clients have been with the firm for a decade or more; others have switched to VSA after working with different advocacy firms. These clients wanted a fresh approach to their Washington representation, particularly as times have changed and earmarks were no longer available. They have chosen VSA due to our breadth and depth of knowledge and experience, as well as the results we continue to deliver for our clients.

Integrity and Service: While growing into one of the most successful firms in Washington, VSA has never forgotten where we started and the original secret to our success, which is why our clients continue to get the personal attention of a small, entrepreneurial company. We always assign specific principals and staff to each client to ensure direct lines of communication and accountability. At the same time, every VSA client is able to rely on the wealth of knowledge, experience, and contacts of the entire firm in order to achieve their goals.

From the start, VSA has carefully kept a bipartisan balance. That commitment makes VSA unusually effective today, when Washington is more polarized than ever. Republicans and Democrats in roughly equal numbers make up the VSA staff.



In today's political atmosphere, a company offering Washington representation must be above reproach. Van Scoyoc Associates represents each of our clients in a dignified and ethical manner. We strictly abide by the provisions the Honest Leadership and Open Government Act (HLOGA) of 2007 and with all other regulations, including prohibitions on gifts, meals, and travel for elected officials and staff. To this end, we have a dedicated compliance staff that ensures the all appropriate lobbying disclosures are complete and filed in a timely manner with the House and Senate. Van Scoyoc Associates registers with the United States Clerk of the House of Representatives (House Identification #32802) and with the Secretary of the United States (Senate Identification #39837).

Bipartisanship and coalitions: As mentioned throughout this proposal, Van Scoyoc Associates takes great pride in maintaining a bipartisan presence in Washington and on Capitol Hill. Our team of professionals is adept at working with both parties. We also work closely with key allies that can be of help in advancing the City's Federal agenda. Those allies include organizations such as the National League of Cities, the U.S. Conference of Mayors, the National Association of Counties, other professional organizations, trade associations, and Congressional organizations and caucuses.

The best example of our ability to work across parties and organizations is our firm's ability to grow and deliver results no matter which party controls Congress and the White House. This is never more important than now when our nation is equally divided, and control of Congress and the White House has switched back and forth over the past four years.

Accountability: We are accountable to our clients, first and foremost by appointing a team leader who is available to the City 24/7. Our team will be your team throughout the duration of our relationship and your issues will become their issues. They will become partners to your staff and community, and they will service Gainesville with passion and energy.

The VSA team for Gainesville includes:

Harry Glenn, Vice President and Team Leader

202-737-6562 (office)

202-236-1823 (cell)

hglenn@vsadc.com

Steve Palmer, Vice President

Steve is the firm's transportation lead and prior to joining VSA served as the Assistant Secretary for Congressional Affairs at the U.S. Department of Transportation.

John Fuller, Counsel

John is a firm lead on telecommunications issues, including broadband deployment. He is constantly in communication with the Federal Communications Commission and the relevant committees of Congress.

The VSA team outlined in this proposal is uniquely qualified to provide the full range of federal lobbying services that are outlined in your Scope of Work. This experienced and professional Washington-based team can continue to provide Gainesville with comprehensive, thoughtful, and creative Federal lobbying services that will meet and exceed your expectations. Together, the firm has experience in working with all of the agencies and programs outlined in your Scope of Services.

VSA is one of Washington's leading firms in representing municipal governments having worked for local government agencies for decades, advocating for Federal funding, passing legislation, and modifying regulations and agency policies to address local government concerns and the specific unique needs of our clients.

The following are biographies and resumes for each of the team members:

Harry Glenn
Vice President and Gainesville Team Leader

Clients come to Harry Glenn for his keen understanding of the appropriations and legislative process. He spent more than three decades working in the House of Representative including 19 years as the Chief of Staff for Florida Congressman Bill Young, the former Chairman of the Appropriations Committee. From that unique position, Harry worked on projects involving all 12 of the appropriations subcommittees and developed the ability to translate the goals of clients into legislative successes.



Harry will continue to serve as the Team Leader for Gainesville, coordinating the work of the team and any other specialists from the firm that may be required to support the City's Federal agenda. In splitting his time between Clearwater, Florida and Washington, Harry has been available to travel frequently to Gainesville to meet with the Commission, Commission members, and staff.

Putting his legislative know-how to use as a Vice President at Van Scoyoc Associates for the past seven years, Harry is a valued resource to a diverse set of clients – from small companies and local communities to large corporations and national organizations. He covers a wide range of Federal advocacy area to include public entities, national security issues, biomedical research and health care, education, and infrastructure. Both on and off the Hill, Harry has developed a reputation as someone who is able to work in a bipartisan manner to achieve results.

As a journalism major and former press secretary, Harry understands the importance of a good story and helps clients create compelling messages to take their case to Members of Congress and Federal Agency officials.

Harry spent his entire Congressional career working for Congressman Young, until the Congressman's passing in October 2013. He held a variety of positions including Press Secretary, Associate Staff member to the Committee on Appropriations, and ultimately Chief of Staff. During his time with Mr. Young, Harry successfully managed several large scale projects including the effort to prevent the closure of MacDill Air Force Base; the creation of the life-saving National Marrow Donor Program; the conversion of the former Pinellas Department of Energy facility into a high-technology and industrial complex employing more than 1,600 people; the funding of many complex public works projects including roads, bridges, ports and beaches; and the development of a robust internationally recognized marine science research complex in St. Petersburg that incorporates Federal and state agencies, university faculty, and business and non-profit entities.

Harry was born and raised in Pennsylvania and is a graduate of the Pennsylvania State University with a Bachelor of Arts Degree in Journalism.

Steve Palmer
Vice President

Steve Palmer has been at VSA for 20 years and, ***as the firm lead on transportation policy***, is the federal advocate for a number of municipalities and transportation agencies. Mr. Palmer advocates before the Congress and federal agencies on legislative initiatives, appropriations, competitive grants, and administrative actions. He helps clients with policy initiatives in multi-year authorization bills, annual appropriations funding, and competitive grant applications. Having clients in all parts of the country, Mr. Palmer has the experience of working with the Members of Congress and key agency officials in both parties.



Prior to coming to VSA, Mr. Palmer was confirmed by the Senate to be DOT Assistant Secretary for Governmental Affairs, the key legislative strategist for the Secretary of Transportation. Working on a bipartisan basis with the Congress over five years, he advocated for the passage of the multi-year surface transportation bill known as TEA-21, the annual appropriations bill, as well as legislation affecting the airport, transit, highway, rail, pipeline, and motor carrier industries. While at DOT, he coordinated all competitive grants, testified before the Congress, and worked extensively with officials at the Office of Management and Budget and the White House. He also met extensively with state and local officials. This broad range of experience has given Mr. Palmer a unique understanding of how Executive Branch departments and Congress work and where decisions are made.

Before going to DOT, Mr. Palmer served ten years in senior staff positions on the Senate Committee on Commerce, Science, and Transportation. That was preceded by a year on the Senate Budget Committee. He came to Washington, D.C. after being selected through a national competition to serve as a Presidential Management Fellow.

Mr. Palmer received his Bachelor of Arts in political science from Kalamazoo College in Michigan. He earned a Master of Public Affairs from the LBJ School of Public Affairs at the University of Texas at Austin.

John Fuller
Counsel

For more than a decade, John Fuller has been providing government affairs advice and counsel to executives in some of the top telecommunications companies, energy companies, and colleges and universities. He is as comfortable in a university research lab or corporate board room as he is walking the halls of Congress or the Federal Communications Commission (FCC).

John advises clients on array of issues including broadband deployment, spectrum auctions, cyber-security, natural gas projects and permitting issues, as well as research and development funding. He is well connected on Capitol Hill and at the Federal agencies and is adept at helping his clients navigate their way through the federal government.



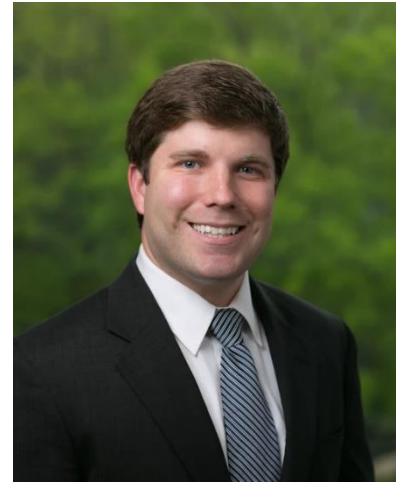
He has worked on many of the FCC's broadband expansion programs and advised some of the largest internet service providers on government funded buildout to rural and underserved communities. He is familiar with the FCC Rural Digital Opportunity Fund, the Connect American Fund Auctions and worked on the Broadband Technology Opportunities Program (*BTOP*), that was funded by the 2009 Recovery and Reinvestment Act.

John received his Bachelor of Arts degree from Washington and Lee University and his law degree from Florida State University. Before joining VSA, he clerked for U.S. District Court Judge Melinda Harmon, practiced contracts and real estate law in Florida, and worked on Capitol Hill.

David Haines
Director of Government Relations

As a Director of Government Relations at Van Scoyoc Associates, David Haines focuses on housing, economic development, and public safety issues in support of the firm's broad municipal practice.

Prior to joining VSA, he spent almost five years working in the Senate and House of Representatives. After working almost two years with a Republican Congressman who is a senior Member of the House Ways and Means Committee, Mr. Haines served as Legislative Assistant to former Senator Kay Bailey Hutchison (R-TX). He was the policy adviser on a variety of issues.



During Mr. Haines' six years at VSA, he has worked with municipal clients on policy and funding issues ranging from housing and community development to public safety and immigration. Mr. Haines works extensively with VSA's municipal clients while regularly meeting with senior Trump Administration officials and supporting grant applications. He has worked to secure Congressional support for clients' grant applications submitted to nearly every Federal department and agency.

Mr. Haines is a graduate of Texas A&M University with a B.A. in Communication and a certificate in Security Studies from the National Defense University.

Will Smith
Manager, Government Relations

William (Will) Smith is Van Scoyoc Associate's newest employee, having joined the staff on February 18, 2020, as a Manager of Government Relations.

He spent several years on Capitol Hill, first as an intern for Rep. Mike Kelly (R-PA) and then as a Legislative Aide for Rep. Richard Hanna (R-NY), where he handled the labor and employment and science, space, and technology portfolios, as well of a variety of administrative responsibilities in the office.

Upon departing the Hill, Will moved over to serve as the Special Assistant to the CEO of the Republican Main Street Partnership & PAC. There, he built and maintained relationships with Main Street's 50 plus Congressional Offices, followed and reported relevant legislative and political developments to the Main Street membership and to the CEO, and worked with corporate contributors and trade associations to build Congressional support for their PAC and legislative priorities.

Will received his Bachelor of Arts in History from the University of Pennsylvania, graduating with Latin and Departmental Honors in 2014.

e) Required Documents

DRUG-FREE WORKPLACE FORM

The undersigned bidder in accordance with Florida Statute 287.087 hereby certifies that

Van Scoyoc Associates, Inc.

does:

(Name of Bidder)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for the drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this bidder complies fully with the above requirements.



Bidder's Signature

June 7, 2021

Date

In the event of a tie bid, bidders with a Drug Free Workplace Program will be given preference. To be considered for the preference, this document must be completed and uploaded to DemandStar.com with your Submittal.

BIDDER VERIFICATION FORM**LOCAL PREFERENCE** (Check one)Local Preference requested: YES NO

A copy of the following documents must be included in your submission if you are requesting Local Preference:

- Business Tax Receipt
- Zoning Compliance Permit

QUALIFIED SMALL BUSINESS AND/OR SERVICE DISABLED VETERAN BUSINESS STATUS (Check one)Is your business qualified, in accordance with the City of Gainesville's Small Business Procurement Program, as a local Small Business? YES NOIs your business qualified, in accordance with the City of Gainesville's Small Business Procurement Program, as a local Service-Disabled Veteran Business? YES NO**REGISTERED TO DO BUSINESS IN THE STATE OF FLORIDA**

Is Bidder registered with Florida Department of State's, Division of Corporations, to do business in the State of Florida?

 YES NO (refer to Part 1, 1.6, last paragraph)If the answer is "YES", provide a copy of SunBiz registration or SunBiz Document Number (# F06000004819)

If the answer is "NO", please state reason why: _____

DIVERSITY AND INCLUSION (Applies to solicitations above \$50,000)Does your company have a policy on diversity and inclusion? YES NO

If yes, please attach a copy of the policy to your submittal.

*Note: Possessing a diversity and inclusion policy will have no effect on the City's consideration of your submittal, but is simply being requested for information gathering purposes.*Van Scoyoc Associates, Inc.

Bidder's Name

H. Stewart Van Scoyoc, President

Printed Name/Title of Authorized Representative



Signature of Authorized Representative

June 7, 2021

Date

State of Florida

Department of State

I certify from the records of this office that VAN SCOYOC ASSOCIATES, INC. is a District of Columbia corporation authorized to transact business in the State of Florida, qualified on July 20, 2006.

The document number of this corporation is F06000004819.

I further certify that said corporation has paid all fees due this office through December 31, 2021, that its most recent annual report/uniform business report was filed on April 29, 2021, and that its status is active.

I further certify that said corporation has not filed a Certificate of Withdrawal.

*Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this
the Twenty-ninth day of April,
2021*



Ronald R. Lee
Secretary of State

Tracking Number: 5864757812CC

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>

Diversity and Inclusion Statement

Van Scoyoc Associates (VSA) is committed to promoting equal opportunity for all and creating a diverse and inclusive work environment. Since its founding, VSA has consistently maintained a strong and diverse workforce. Under the leadership of H. Stewart Van Scoyoc, VSA has made diversity -- people, perspectives, experiences, expertise, and affiliation -- an important and integral part of the firm culture.

At VSA a diverse, inclusive, and equitable workplace is one where all employees and volunteers, whatever their gender, race, ethnicity, national origin, age, sexual orientation or identity, education or disability, feels valued and respected. We are committed to a nondiscriminatory approach and provide equal opportunity for employment and advancement for all of our employees. We respect and value diverse life experiences and heritages and ensure that all voices are valued and heard.

We are committed to modeling diversity and inclusion for the lobbying industry, and to maintaining an inclusive environment with equitable treatment for all.

VSA's diversity and inclusion efforts encompass an explicit mission statement, a set of guiding values related to diversity and inclusiveness, and a broad spectrum of programs and initiatives. Firm leadership takes a personal interest in the recruitment, retention and advancement of a diverse staff. To this end, VSA:

- fosters a respectful, supportive and inclusive work environment;
- supports an active Recruitment Committee specifically charged with targeted recruitment and retention of a diverse workforce;
- provides formal and informal mentorship, professional development and networking particularly for women and minority staff;
- hosts internships and pipeline programs encouraging students from under-represented groups;
- ensures senior and junior staff with varying backgrounds and perspectives are represented in leadership positions within VSA;
- raises awareness within our firm of important diversity issues; and
- engages and supports community outreach, service and sponsorship, partnering with a variety of organizations that support our diversity goals and humanitarian work.

VSA has also worked with our clients to select qualified Minority and Women Business Enterprises (M/WBE) to assist in advancing a client's Federal agenda. As one example, VSA worked with the Dallas Area Rapid Transit Authority, to select two qualified M/WBE subcontractors that partnered with VSA to advance DART's Washington agenda. VSA has also worked with local firms like Kane Printing Services, a small-women-owned business in the Metropolitan area, to assist with our print and promotional material needs.

REFERENCE FORM

Name of Bidder: Van Scoyoc Associates, Inc.

Provide information for three references of similar scope performed within the past three years. You may include photos or other pertinent information.

#1 Year(s) services provided (i.e. 1/2015 to 12/2018): 2/2014 to Present

Company Name: Pinellas County Board of County Commissioners
 Address: 315 Court Street
 City, State Zip: Clearwater, FL 33756
 Contact Name: Brian Lowack, Intergovernmental Liaison
 Phone Number: (727) 464-5758 Fax Number: _____
 Email Address (if available): blowack@co.pinellas.fl.us

#2 Year(s) services provided (i.e. 1/2015 to 12/2018): 6/2015 to Present

Company Name: Pinellas Suncoast Transit Authority
 Address: 3201 Scherer Drive
 City, State Zip: St. Petersburg, FL 33716
 Contact Name: Brad Miller, Chief Executive Officer
 Phone Number: (727) 540-1807 Fax Number: _____
 Email Address (if available): bmiller@psta.net

#3 Year(s) services provided (i.e. 1/2015 to 12/2018): 1/2013 to Present

Company Name: City of Rancho Cucamonga
 Address: 10500 Civic Center Drive
 City, State Zip: Rancho Cucamonga, CA 91730
 Contact Name: Fabian Villenas, Principal Management Analyst
 Phone Number: (909) 477-2700 Fax Number: _____
 Email Address (if available): Fabian.Villenas@CityofRC.us

Form **W-9**
 (Rev. October 2018)
 Department of the Treasury
 Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Go to www.irs.gov/FormW9 for instructions and the latest information.

See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Van Scoyoc Associates	
2 Business name/disregarded entity name, if different from above	
3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input checked="" type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) ▶ _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <i>(Applies to accounts maintained outside the U.S.)</i>
5 Address (number, street, and apt. or suite no.) See instructions. 800 Maine Ave SW Ste 800	Requester's name and address (optional)
6 City, state, and ZIP code Washington, DC 20024	
7 List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number											
or											
Employer identification number											
5	2		1	7	1	0	9	2	3		

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ▶ *Indira Allen*

Date ▶ *1-5-2021*

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.



ADDENDUM NO. 1

Date: May 21, 2021

Bid Date: June 10, 2021
at 3:00 P.M. (Local Time)

Bid Name: Federal Lobbying Services

Bid No.: CMGR-210046-MS

NOTE: This Addendum has been issued only to the holders of record of the specifications.

The original Specifications remain in full force and effect except as revised by the following changes which shall take precedence over anything to the contrary:

Please find attached:

- a) Copy of the black-out period information (Financial Procedures Manual Section 41-423 Prohibition of lobbying in procurement matters) distributed during pre-bid meeting.

The following are answers/clarifications to questions received:

1. Question: On page 4, Section 1.6 – Determination of Responsibility of Bidders, under the “bidder’s capability to perform,” item g) it states:

“Each person engaged in lobbying services on behalf of the City of Gainesville must be registered as a legislative and executive lobbyist in the State of Florida.”

I suspect that this item is a requirement for a state lobbyist – the scope of work for this project does not require us to lobby the state legislative body or the executive office of the Governor/Florida agency as far as I can tell. The website for registration in Florida: lobbyists **who lobby either chamber of the Florida Legislature or the Public Service Commission Nominating Council must register**. A lobbyist is anyone who lobbies for compensation or any person who is principally employed for governmental affairs by another person or governmental entity to lobby on behalf of that other person or governmental entity. The website also defines a lobbyist as anyone who is employed and receives payment, or who contracts for economic consideration, for the purpose of lobbying, or a person who is principally employed for governmental affairs by another person (natural or business entity) or governmental entity **to lobby an agency** on behalf of that other person or governmental entity.

Is this an error and meant to say that respondents need to be registered to lobby Congress and Federal agencies, which would require registration with the Clerk of the U.S. House and Representatives and Senate?


Answer: Vendors only need to be registered in the state of Florida if they are providing lobbying services for us at both the state and federal level. If they are just lobbying for us at the federal level, they do not need to be registered here.

ACKNOWLEDGMENT: Each Proposer shall acknowledge receipt of this Addendum No. 1 by his or her signature below, **and a copy of this Addendum to be returned with proposal.**

CERTIFICATION BY PROPOSER

The undersigned acknowledges receipt of this Addendum No. 1 and the Proposal submitted is in accordance with information, instructions, and stipulations set forth herein.

PROPOSER: Van Scoyoc Associates, Inc.

BY: 

DATE: June 7, 2021

CITY OF _____ FINANCIAL SERVICES
GAINESVILLE PROCEDURES MANUAL

41-424 Prohibition of lobbying in procurement matters

Except as expressly set forth in Resolution 060732, Section 10, during the black out period as defined herein no person may lobby, on behalf of a competing party in a particular procurement process, City Officials or employees except the purchasing division, the purchasing designated staff contact. Violation of this provision shall result in disqualification of the party on whose behalf the lobbying occurred.

Black out period means the period between the issue date which allows for immediate submittals to the City of Gainesville Purchasing Department for an invitation for bid or the request for proposal, or qualifications, or information, or the invitation to negotiate, as applicable, and the time the City Officials and Employee awards the contract.

Lobbying means when any natural person for compensation, seeks to influence the governmental decision making, to encourage the passage, defeat, or modification of any proposal, recommendation or decision by City Officials and Employees, except as authorized by procurement documents.