



## Agenda Item 8a

March 17, 2015

**ITEM NAME:** Federal Policy Representative Spring-Fed Pool: Intent to Award

**PROGRAM:** Legislation

**ITEM TYPE:** Information

### **EXECUTIVE SUMMARY**

The purpose of this item is to update the California Public Employees' Retirement System (CalPERS) Board of Administration (Board) on the selection of firms for the Federal Policy Representative Spring-Fed Pool, resulting from Request for Proposals (RFP) 2014-7255.

### **STRATEGIC PLAN**

This agenda item supports Goal C of the 2012-17 Strategic Plan, because the Federal Representatives are key components in CalPERS ability to engage in national policy development to enhance the long-term sustainability and effectiveness of our programs.

### **BACKGROUND**

In May 2014, the Board directed staff to develop and launch an RFP to create a spring-fed pool of federal legislative consultants to provide additional support to meet new, increased, or otherwise unanticipated federal consulting needs.

Per the RFP, firms in the Pool may be required to perform the following services as assigned by the CalPERS Chief Executive Officer or designee:

- Develop strategies to achieve CalPERS desired results on pending federal legislation, regulations, issues, projects or events.
- Brief, advise and accompany CalPERS representatives to meetings with members of Congress, committee staff, Executive Branch, and other individuals or entities, as appropriate; and accomplish other activities consistent with those identified above, as necessary.
- Assist in press and media relations in cooperation with the CalPERS Public Affairs Office.

### **ANALYSIS**

RFP 2014-7255 was released on October 2, 2014, and four proposals were received by the November 12, 2014 deadline. Staff reviewed and scored the Technical

Proposals. The RFP specified that only proposals that were awarded at least 70 of the 100 technical points would qualify for the Pool. All four proposals met that threshold. The Notice of Intent to Award was posted on February 10, 2015, and the Award date was February 19, 2015. The agreements to place the firms in the Pool will be good for four years, with a possible one-year extension. The firms will not perform any work on behalf of CalPERS unless a specific Letter of Engagement is signed, and such prospective work will be brought to the Board for authorization.

The following table shows the scores for the proposals submitted by the firms:

<b>Federal Consultant Pool</b>				
<b>Current Rank</b>	<b>Proposer</b>	<b>Technical Proposal Score</b>	<b>Fee Proposal Score</b>	<b>Total Score</b>
1	Williams and Jensen	65	21	<b>86</b>
2	Public Affairs Strategies/Healthcare California	50	30	<b>80</b>
3	Step toe and Johnson	65	6.9	<b>71.9</b>
4	Sternhell-VogelHood	65	6.7	<b>71.7</b>

**BUDGET AND FISCAL IMPACTS**

No annual cost for these services will be incurred unless a Letter of Engagement assigns a specific project, defining terms and duration. Any such project would be subject to approval by the Board, and the fee would be based on the fee proposal submitted by the proposer.

**BENEFITS/RISKS**

- The Pool gives CalPERS access to additional consulting services from qualified firms in the Washington, D.C. area to supplement the services of the three Federal Policy Representatives, if necessary.

- The Board will retain control over when and how a pool consultant will be engaged for any project.

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DANNY BROWN  
Chief  
Legislative Affairs Division

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ANN BOYNTON  
Deputy Executive Officer  
Benefit Programs Policy and Planning