

EXECUTIVE SUMMARY

Direct Negotiation Agreements FY20-161 – Federal and State Lobbying Services

Introduction

Responsible: Procurement & Warehousing Services (PWS)

This request is to approve the recommendation to award the Direct Negotiation Agreements for FY20-161 – Federal and State Lobbying Services for a period of three (3) years with a renewal option for two (2) additional one (1) year periods. These Agreements provide The School Board of Broward County, Florida (SBBC), with strong and reputable representation for lobbying services for the State and Federal Governments. The spending authority being requested is \$756,000 for the initial term of the contract.

Goods/Services Description

Responsible: Legislative Affairs

Lobbying services help to build awareness and enhance visibility at the top levels of government while providing an effective way for PreK-20 education institutions to raise visibility on the state and national stage. Lobbyists are positioned to leverage their influence with Elected Officials to address funding and educational challenges and opportunities that students and the District may face.

Four (4) lobbyist firms were invited to negotiate both State and Federal Lobbying Services. The firms are as follows:

- Alcalde & Fay, Ltd. Inc. - representing Federal Lobbying Services and has been under contract with SBBC since 2013.
- Ballard Partners, Inc. - representing Executive and Legislative State Lobbying Services and has been under contract with SBBC since 2016.
- Becker & Poliakoff, P.A. - representing Executive and Legislative State Lobbying Services and has been under contract with SBBC since 2013.
- GrayRobinson, P.A. - representing Executive and Legislative State Lobbying Services and has been under contract with SBBC since 2019.

Alcalde & Fay, Ltd. Inc. shall lobby the Legislative and Executive branches of the Federal Government, including Federal Agencies. They possess the necessary skills to counsel SBBC on strategies concerning Legislative and Administrative Advocacy and assist in acquiring federal funding goals for the District. The Federal Lobbyist shall actively and continuously lobby members of Congress, the Secretary of Education, the U.S. Department of Education, and other appropriate federal agencies regarding education issues. The Federal Lobbyist is experienced and knowledgeable of the PreK-20, the next-generation education plan.

The State Lobbyists will lobby the Legislative and Executive branches of the Florida State Government on behalf of the School Board. The State Lobbyists shall actively and continuously lobby the State Legislature, Governor, Cabinet, Commissioner of Education, Florida Board of Education, and their staff to assist the School Board.

- Ballard Partners, Inc. Lobbying both Legislative and Executive branches
- Becker & Poliakoff, P.A. Lobbying both Legislative and Executive branches
- Gray Robinson, P.A. Lobbying both Legislative and Executive branches

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Procurement Method
Responsible: PWS

Pursuant to the Department of Education, Rule 6A-1.012, 11(b), Florida Administrative Code as authorized by Section 1010.04(4)(a), Florida Statutes, and Purchasing Policy 3320, Section II, G, the requirement for requesting competitive solicitations for commodity or contractual services from three (3) or more sources is hereby waived for the purchase of professional services.

The Direct Negotiation process was chosen to provide the School Board and the Superintendent with strong and reputable representation for lobbying services for the State and Federal Governments of Florida. These firms are experienced and knowledgeable in PreK-20 education and performance accountability systems.

Financial Impact
Responsible: PWS and Legislative Affairs

The estimated financial impact to the District will be \$756,000 for the initial term of the agreements. The funds will come from the Legislative Affairs' operating budget. The cost breakdown is provided below:

Name	Total change
Alcalde & Faye, LTD. Inc.	\$60,000 Annually (\$180,000 for three (3) years)
Ballard Partners, Inc.	\$60,000 Annually (\$180,000 for three (3) years)
Becker & Poliakoff, P.A.	\$72,000 Annually (\$216,000 for three (3) years)
Gray Robinson, P.A.	\$60,000 Annually (\$180,000 for three (3) years)
Total cost	\$252,000 Annually (\$756,000 for three (3) years)

These costs have remained the same from the current solicitation 17-003V, which was awarded on December 20, 2016.