

San Rafael Chamber

Request for Proposal **Governmental Affairs Director** **Public Relations Services**

San Rafael Chamber of Commerce

The San Rafael Chamber of Commerce (SRCC) is a member-based business advocacy organization providing a strong voice in the economic vitality of our community. We are the largest Chamber in Marin with over 600 businesses representing over 26,000 employees. Our membership is from diverse sectors and includes influential Marin business and community members, from organizations both large and small. Our diversity extends from banking to farming, biotech to green tech, healthcare to software, senior care to education, and more.

Since 1920, the SRCC has been coordinating advocacy efforts on behalf of our members and the business community in the San Rafael area. The goal of the Chamber's advocacy is to improve the area's business climate, strengthen the local economy, and ensure that public policy decisions adequately take into account the needs of businesses in order to maintain and improve our quality of life.

We are always available to provide expert guidance to city, county and state governments on community and development policies and have dedicated ourselves to improving the public's understanding of the contribution business makes to the overall health of our community. We recognize a responsibility to the well-being of our local economy that in turn benefits the entire community.

Through our Economic Vitality Outreach Plan, we participated in extensive business retention and expansion interviews. By reaching out to key businesses in San Rafael over the past 5 years, we have developed a systematic outreach plan that interviews business owners and conducts surveys to help identify any obstacles or common themes for businesses operating in our city. Through this outreach it has been reported from businesses that the lack of workforce housing in San Rafael is a major obstacle to their ability to grow.

The high cost of home sales and rents has forced our workforce to live elsewhere and commute for hours every day to reach their employer. The impacts are many; including increased traffic congestion, stressed out employees, greater greenhouse gas emissions and growing inequity gap. But the impact on the economic future of Marin is the most compelling. Marin employers repeatedly report they cannot recruit and retain enough employees now to grow their businesses. With Marin's population aging and development being pushed outside the County, employers are concerned about where their workforce will reside tomorrow.

Project Description

As a result of this discovery, the Board of Directors agree that the San Rafael Chamber of Commerce is uniquely positioned to take a leading role and ramp up its advocacy efforts and place a direct focus on the monitoring, approval and production of housing developments in San Rafael. This will require the services of one professional governmental/public affairs person or team to work directly with the President and CEO and leadership of the Board, to lead the Chamber in its Board policies for the next two years and to influence outcomes favorable to the Chamber's interest.

The Governmental Affairs (GA) Director will be responsible for the creation and achievement of short term and long range operational strategies and tactics to increase support and approval of developments, with a focus on increasing the number of housing units in the City of San Rafael.

Scope of Work:

I: Identify and maintain a list of local development projects; with a focus on housing developments, and format the list for website and e-newsletters. Work directly with the City's Community Development Director to also track potential parcels suitable for housing development.

II: Provide support, guidance and strategic advice to potential developers that want to build housing in San Rafael by creating a "Chamber concierge service". Meet regularly with elected and appointed officials and government staff to influence them on key policy positions identified by the Chamber.

III: Create a variety of communication and action tools to utilize in both Chamber and local media communications (e.g. website messages, letter writing campaigns, talking points, articles in Chamber newsletter, op-ed opinion newsletter pieces, attendance at City Council, Planning Commission and other meetings) to educate the community on the need for housing and to influence public policy decision makers.

IV: Build a coalition of broad based groups and community leaders and identify businesses and community leaders who will publicly support and champion housing projects endorsed by the Chamber. Maintain list of groups ready to call into action when needed. Such groups may include but not be limited to; the Marin Environmental Housing Coalition, Housing Crisis Action Group, North Bay Leadership Council, Sustainable San Rafael, neighborhood groups, etc.

V: Draft quarterly Governmental Affairs Reports for distribution to Chamber membership keeping members apprised of GA efforts. Record successes and failures of development projects. Track number of housing units created.

This RFP is a call for one proposal. For potential contractors submitting a proposal, a package price for all projects is requested.

Budget

Proposed budget for Complete Package \$50,000-\$70,000.

Qualifications

The San Rafael Chamber seeks a fully qualified governmental affairs professional or team with the skills and experiences needed to meet the goals outlined above. Preference will be given to San Rafael Chamber of Commerce members. Priorities in qualifications include:

A strong history of working with groups to build community-collaboration and trust is critical.

The individual must have a minimum of five years of experience in governmental affairs and lobbying with proven results. The individual must be an excellent communicator – both written and verbal – and have solid experience with media relations. Must be able to effectively manage a number of different projects and/or issues at one time. It is essential that the candidate maintain the reputation of the Chamber as a valued, trusted and available member organization in the community.

Contract and Pricing Information:

Services will be contracted through the San Rafael Chamber of Commerce for the term of one year, July 1, 2019-June 30, 2020 with an option to renew. Proposals will be accepted as a full proposal. Proposals should be prepared simply and economically, providing a straightforward concise description of the firm's approach and ability to meet the needs outlined in this RFP.

Questions related to this Request for Proposal should be submitted promptly and in writing to: jwebster@srchamber.com. Responses will be returned within two business days. Please include a phone number for a return call.

Request for Proposals Timetable & Submission Guidelines

The following projected timetable should be used as a working guide for planning purposes only. The San Rafael Chamber reserves the right to adjust this timetable as required during the course of the RFP process.

Distribution of RFP – San Rafael Chamber- April 26, 2019

Solicitation Deadline Date and Time: May 14, 2019 @ 5pm, PST

Anticipated Evaluation of Submittals May 21, 2019

Call for Interviews June 2019

Anticipated Completion of Contract Negotiations July 1, 2019

Submission Guidelines

Applicants are responsible for all costs incurred in the development of their proposal.

The proposing professional or team understands and agrees that if it is awarded a contract, the work will be performed in accordance with the provisions, terms and conditions of the contract. The release of this RFP and the selection of finalist do not guarantee that a contract will be awarded.

To facilitate the fair evaluation and comparison of proposals, all proposals must conform to the guidelines set forth in this RFP.

Project proposals will be limited to 3 pages for Consultant(s) Qualifications and Experience

3 pages for Proposed Scope of Work

All proposals must be submitted electronically by **5 PM PDT May 14, 2019 to**

jwebster@srchamber.com and will become the property of San Rafael Chamber of Commerce.

Additional supporting materials **must also be received by 5 PM PDT, May 14, 2019** at:

San Rafael Chamber of Commerce

c/o Joanne Webster, President and CEO

817 Mission Avenue

San Rafael, CA 94901