



Request for Proposal

Government Relations Consulting Services

About Ohio Aviation Association OAA

Ohio Aviation Association (OAA) is the voice for airports that contribute to the economic vibrancy and well-being of Ohio, the Birthplace of Aviation. OAA promotes aviation with government advocacy and education on behalf of Ohio airports, as well as educating and engaging the public about the economic impact of Ohio aviation.

Founded in 1965 (originally as the Ohio Airport Manager's Association), OAA is a non-profit corporation (501c 6) committed to airport development and safety in Ohio. Originally made up of only airports, OAA is now comprised of:

- airport management & staff
- airport planners & engineers
- airport contractors
- aviation education institutions
- direct service providers (FBO's, small businesses, etc.)
- flight & airport management students
- pilots
- aviation enthusiasts

By the middle of 2018, the OAA membership was made up of over 580 individuals from over 70 airports, educational institutions, and companies. Association activities are primarily supported through membership dues and the dedicated volunteerism of its members. The OAA is led by its Officers, Board of Directors, and its Executive Director; its government relations work is led by the organization's Advocacy Committee in unison with its chosen governmental affairs firm.

About OAA's Public Policy Agenda

The aviation industry is a vital part of Ohio's economy and is an essential part of everyday life for Ohioans. Our airports play a critical role ensuring the state's ability to attract, generate, and maintain business and employment. Airports are global gateways that allow companies the ability to establish operations, move people and cargo seamlessly between locations, connect business with tourism, and increasingly serve as a critical economic development tool.

Despite Ohio's status as the "Birthplace of Aviation," neighboring states have far surpassed Ohio in terms of aviation infrastructure investment, air service connectivity, aviation workforce training, and economic development projects involving air transportation. In response, the OAA has developed an ambitious policy agenda to reclaim Ohio's reputation as the leader of the

aviation industry. Specifics on our policy agenda can be found at:
<https://ohaa.memberclicks.net/assets/docs/PPA2018OnePager.pdf>

Purpose of the Request

The Ohio Aviation Association (OAA) is requesting a proposal from qualified government relations firms to provide state public policy guidance, strategy, education and representation of OAA's ambitious policy agenda to state legislative and executive officials. OAA is seeking to secure a government relations firm for a two-year contract to begin January 1, 2019 and last through December 31, 2020, with the possibility of two extensions of one year each.

Scope of Services

- Work with the OAA Executive Director, Board of Directors, Advocacy Committee and OAA-PAC Board on an annual basis to develop the OAA Public Policy Agenda and a detailed strategy to implement and communicate the agenda to decision-makers.
- Work with OAA Executive Director, Board of Directors, and Advocacy Committee to develop capacity and provide representation for OAA's objectives and agenda before the governor's administration, members of the Ohio House and Senate, legislative committees, legislative staff, and state agencies.
- Communicate on a regular basis with the OAA Executive Director, OAA Executive Board, and the OAA Advocacy Committee Chair using a method determined by the board of directors, concerning the status, prospects, movement, opposition, support, etc., of pertinent legislation.
- Proactively obtain, monitor, and communicate legislation and agency rule-making related to aviation to OAA, including at a minimum, a monthly legislative status sheet containing all pertinent action.
- Organize and assist OAA representatives in providing testimony at committee hearings.
- Assist the OAA Executive Director, Board of Directors, and Advocacy Committee in developing the day's agenda and meeting schedule, implementing, and attending the OAA's Annual Legislative Day at the Ohio State House.
- Prepare and submit a monthly report and attend the legislative portion of the Board of Directors meetings on the first Thursday of each month from 1-3pm (when in Columbus) and participate as requested in the Advocacy Committee's monthly teleconference.
- Provide timely general guidance to the OAA-PAC Board regarding PAC fundraising and candidate contributions.
- Provide detailed monthly invoices with a description of services rendered on behalf OAA.

Compensation

OAA has budgeted approximately \$36,000 annually for these services. Please present detailed information on your firm's proposed fee schedule for the specifications proposed and for any variation for non-routine services, and any other applicable governmental charges. Please provide specifics as to definitions of routine versus non-routine tasks, what is fixed as opposed to variable, and how costs are adjusted according to that classification.

Time Schedule and Submittal Requirements

Firms interested in being considered must submit their proposals in one condensed PDF file not to exceed 20 single-spaced pages (all-inclusive) via email to OAA Executive Director Stacey Heaton (stacey@ohioaviation.org) no later than **5pm on September 7, 2018**.

All proposals must include the following components:

- The name(s) and experience of the individual(s) from the firm who will be representing OAA and their areas of responsibility
 - Include the individual(s) responsible for administering the OAA contract, lobbying on OAA's behalf and maintaining contact with OAA.
- A proposed outline of tasks, products and project schedule. Include the number of hours required to complete each task or product, and/or monthly retainer fee.
- References from the firm's other clients who are similar in size and scope to OAA.
- If applicable, the proposal must include a disclosure statement indicating any potential conflicts of interest in representing OAA including, but not limited to, representing an OAA member.

All questions regarding this RFP must be submitted via email to OAA Executive Director, Stacey Heaton at Stacey@ohioaviation.org by **September 4th, 2018 at 5pm**. No answers will be given over the phone. Written answers, including any amendments to the RFP, if necessary, will be posted on OAA's website and emailed to those who submit questions.

OAA will use the following decision-making timeline:

Issue RFP

Deadline for Submittals

Interviews with OAA Selection Committee

Notification of Selected Firm

August 23, 2018
September 7, 2018, by 5pm EST
Week of September 24th
October 5, 2018

Final selection of firm will need to be approved by the OAA Board of Directors at its **October Board meeting**.

Evaluation Criteria and Process

OAA will establish a selection committee to review and evaluate all properly submitted proposals that are received on or before the deadline. The committee will then rank the proposals, taking into consideration the following factors:

Factor	Weight Given
Ability to demonstrate sound and innovative approach to advocate, communicate, and implement OAA's policy agenda	30%
Ability and history of successfully representing similar clients and meeting project deadlines in similar work	25%
Ability to demonstrate and leverage existing relationships in the executive and legislative branches of state government	25%
Price-monthly costs and expenses	20%

Each proposal will be independently evaluated on the four factors above. OAA reserves the right to ask for additional information and clarification from or about any or all of the proposers. Interviews will be conducted with one or more firms prior to the selection of a preferred firm.

Terms and Conditions

1. OAA reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.
2. Understanding that no firm may completely meet all requirements of the specifications, OAA reserves the sole right to determine whether a proposal substantially complies with the specifications; accept, negotiate modifications to, or reject the terms of any proposal; and waive the right to accept a part, or parts, of a proposal, unless otherwise restricted in the proposal.
3. OAA reserves the right to request clarification of information submitted, and to request additional information from any proposer.
4. OAA reserves the right to award any contract to the next most qualified firm, if the successful firm does not execute a contract within thirty (30) days after the award of the proposal.
5. The contract resulting from acceptance of a proposal by OAA shall be in a form supplied or approved by OAA, and shall reflect the specifications in this RFP.
6. OAA reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP.
7. OAA shall not be responsible for any costs incurred by a firm in preparing, submitting or presenting its response to the RFP.
8. OAA will initially evaluate the performance of the contract services at 6-months and reserves the right to terminate the contract at this time if performance by the firm is not acceptable at meeting the scope of services.
9. If applicable, the proposal must include a disclosure statement indicating any potential conflicts of interest in representing OAA including, but not limited to, representing an OAA member.