

Glendale Community College District

REQUEST FOR PROPOSALS

FOR

ADVOCACY CONSULTING SERVICES

GCCD2627-02

Proposal Due Date

September 10, 2026 at 3:00 PM

REQUEST FOR PROPOSAL FOR ADVOCACY CONSULTING SERVICES

The Glendale Community College District is inviting proposals from qualified individuals, firms, partnerships, corporations, associations, or professional organizations to provide Advocacy Consulting Services (the “Services”).

If you would like to submit a Statement of Proposal (collectively a “Proposal”) to this REQUEST FOR PROPOSAL (collectively the “RFP”), please send one (1) original and two (2) and 1 electronic copies (USB) of requested materials to:

Glendale Community College District
Attn: Amy K. Williams/ Administrative Services
1500 Verdugo Road
Glendale, CA 91208
Amywilliams@glendale.edu

PROPOSED SCHEDULE OF EVENTS

EVENT	DATE
Distribution of RFP	9/1/2026
Deadline to Submit Questions	9/4/2026
Response to Questions Posted by the District	9/8/2026
Proposal Due Date	9/10/2026
Review by District Committee	9/17/2026
Interviews (at District’s Discretion)	9/24/2026
Award Date	10/1/2026
<u>Note:</u> All dates are preliminary and subject to revision by the District.	

LEGAL ADVERTISEMENT FOR PROPOSALS IN Outlook

PLEASE RUN THE FOLLOWING AD AS SPECIFIED BELOW:

Outlook – 1st PUBLICATION DATE (*Online*): September 1, 2026
Outlook – 2nd PUBLICATION DATE: September 5, 2026

NOTICE IS HEREBY GIVEN that the GLENDALE COMMUNITY COLLEGE DISTRICT, Glendale, CA, Los Angeles County, acting by and through its Governing Board, hereinafter referred to as the District, will receive electronic Proposals for the award of an agreement for the following:

I. REQUEST FOR PROPOSALS (RFP)

RFP #GCCD 2647-02: ADVOCACY CONSULTING SERVICES

Electronic Proposals must be submitted online on or before **September 10, 2025, NO LATER THAN 3:00 PM (Pacific Time)** to be promptly opened in public. Vendors will find Request for Proposal (“RFP”) documents on the District’s Website at <https://www.glendale.edu/about-gcc/faculty-and-staff/administrative-services/business-services/bids-current/index.html>

Oral requests, via telephone or in person, will not be honored. Each Proposal must conform to the RFP Documents, including but not limited to Scope of Work, Proposal Preparation Instructions, General Terms and Conditions, and Proposal Forms. Proposals shall be submitted electronically on the District’s Website. Any Proposal that is submitted late and/or does not conform to the requirements set forth in this RFP Document may be rejected as non-responsive.

NOTE: Proposals submitted mail, or email are acceptable. Vendors are solely responsible for ensuring their Proposals are received by District at the time, date. Proposals may be withdrawn at any time prior to the scheduled Proposal Opening Date. However, no Vendor may withdraw their Proposal for a period of one hundred eighty (180) calendar days after the date set for the Proposal opening. The District reserves the right to reject any and all Proposals or to waive irregularities in any Proposal.

By Order of the Governing Board of the
GLENDALE COMMUNITY COLLEGE DISTRICT

Amy Williams

AVP, Administrative Services

Glendale Community College District

II.INTRODUCTION

The intent of this RFP is to obtain information that will enable the District to select a consultant that will provide state-level lobbying and advocacy support (the “Services”). The District will use the Services to achieve legislative priorities established by the Board in support of the College Mission and Institutional Strategic Plan. Thus, all interested parties must confirm familiarity with the law and requirements set forth herein with respect to the Services.

In connection with the Services, the District is soliciting written Proposals from individuals and firms desiring to provide the Services. Interested individuals or firms are requested to submit written statement of qualifications, a description of how they will meet the needs of the District as set forth here specifically with respect to the Services, and their proposed pricing structure to the District in response to this RFP.

III.SCOPE OF WORK

The purpose of this RFP is to provide the District with the Services as further described in Exhibit A.

IV.REQUIREMENTS FOR STATEMENT OF QUALIFICATIONS

In order to be considered for selection, the respondent entities and individuals shall submit the following items in the District’s specified format.

1. Cover Letter

The Proposal must contain a cover letter and introduction, including the names, addresses, telephone numbers, and e-mail addresses of personnel authorized to represent the firm regarding all matters related to the proposal and who will be available, knowledgeable, and regularly attentive to the District and who will be the primary point of contact. The proposal shall identify the “Point of Contact” that will be the main point of contact to oversee and provide the Services set forth herein. The Responding Firm will not be allowed to change the designated Point of Contact without prior written approval from the District. The Cover Letter shall include the following information:

- a. Describe in detail Responding Firm or Point of Contact’s understanding of the requested services and how the Responding Firm or Point of Contact proposes to service the District.
- b. What differentiates the Responding Firm or Point of Contact from other providers?
- c. The Responding Firm’s or Point of Contact’s letter must also contain the following statement:

“I/We have read the District’s Request for Proposal (RFP) and fully understand its intent. I/We certify that I/we have adequate personnel, equipment, and facilities to provide the District’s requested services that I/we have indicated I/we can provide. I/We understand that our ability to meet the criteria outlined in the RFP shall be judged solely by the District. In addition, I/we certify that I/we have thoroughly examined the RFP requirements and our proposed fees cover all the services that I/we have indicated I/we can meet, and I/we acknowledge and accept all terms and conditions in this RFP”.

A person authorized to bind the Responding Firm to all commitments made in the Proposal shall sign the letter, which should be no longer than three single-sided pages.

2. Services Process (Exhibit “B”)

The Proposal shall contain a detailed explanation of how the Responding Firm or Point of Contact will provide the Services. Such discussion shall include, without limitation, the following:

- Direct lobbying for College legislative priorities
- Assessment of legislative and state funding proposals and their impact on the College
- Regular communication to the Board and College staff on state-level legislative and budget processes
- Support for achieving the College legislative priorities, including coordination of policy and funding requests at the state-level
- Expansion of College legislative relationships across the state

3. Consultant Company History (Exhibit “C”)

Each Responding Firm or Point of Contact submitting a Proposal in response to this RFP shall detail the following information in Exhibit C:

- a. Number of Years in business;
- b. Presence in District’s County.

4. Provide Resumes of Services Point of Contacts (Exhibit “D”)

a. Provide resumes of the Point of Contact who will be providing the Services. These resumes must discuss the experience and qualifications of the Point of Contact assigned to the District’s Services.

b. Please provide reference letters, as available, for each proposed Point of Contact. The reference letters shall be from the school district representatives for the past projects listed by the Responding Firm or Point of Contact in the Proposal.

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5. Services Information & References (Responding Firm or Point of Contact)
(Exhibit “E”)

Please provide information about the projects detailed in Exhibit D above, in the following format, where the Responding Firm or Point of Contact provided similar Services within the past five years. The District prefers experience with other school districts but will accept references from other types of agencies.

<u>Years</u>	<u>Entity</u>	<u>District Contact, Title</u>	<u>Project Description</u>	<u>Point of Contact</u>
2013-14	XYZ District	Smith, James Owner	Building Assessed Million	Doe, John

6. Litigation History (Exhibit “F”)

Provide specific information on any termination for default, termination for convenience, claims filed by or against the Responding Firm or Point of Contact in connection with any project, litigation settled or judgments entered within the last five years related to your firm, joint venture partners, or sub-consultants. Also, provide information relative to any convictions for filing false claims within the past five years.

7. Insurance Certification Requirements (Exhibit “G”)

The District requires the following insurance limits:

- a. General Liability – \$1,000,000
- b. Automobile Insurance-Policy limits \$1,000,000 with Insert the District as an additional insured
- c. workers Compensation - California State Minimum Requirements
- d. Professional Liability - Policy Limits \$1,000,000.00 per incident, \$2,000,000 Aggregate

Please detail the insurance limits maintained by the Responding Firm or Point of Contact.

8. Financial Strength (Exhibit “H”)

Provide the Responding Firm or Point of Contact’s most recent quarterly or annual Financial Statement.

In addition, include any other information and comments that you feel is pertinent but not specifically asked for herein. Provide a signature page executed by an authorized person of the

firm or individual which states that the information provided will be valid for a period of at least six months.

V. FEE SCHEDULE PROPOSAL

The District's selection will be based on the Responding Firm or Point of Contact's qualifications and competitiveness. To facilitate the District's selection process, each Responding Firm or Point of Contact shall submit the proposed Fee Schedule that would be applicable to the District for the Services. Each responding firm must submit a proposed pricing structure:

All-Inclusive Flat Fee (Preferred): Provide a fixed, fully burdened all-inclusive flat monthly or annual fee for all Services outlined in Exhibit A. This fee shall include all labor, and administrative overhead. Direct travel, mileage, and incidental expenses necessary to perform the requested advocacy consulting services may be submitted as reimbursable expenses when authorized in writing in advance by the District.

Supplemental Fee Schedule & Hourly Rates: In addition to the flat fee structure, provide a comprehensive Fee Schedule detailing the hourly billing rates for each personnel classification/Point of Contact assigned to the District (e.g., Principal/Lead Consultant, Senior Associate, Policy Analyst). State whether these hourly rates will apply to additional out-of-scope services requested by the District.

The Fee Schedule in both hour and flat monthly rate basis, must be provided for all proposed Project Point of Contacts fees, and must include a description and definition of the billing rates as it applies to all working times.

VI. EVALUATION OF SUBMITTALS

The District will develop a short list of firms that are most qualified and responsive to this RFP and from that listing request firm service. The District will identify the most qualified firms or individuals based on the following criteria:

- a. Overall responsiveness of the RFP
- b. Evaluation of Approach to Performing Services – Including Oral Interview if requested by the District
- c. Past performance of Point of Contact on relevant similar work and satisfaction regarding prior projects
- d. Litigation History
- e. Proposed Fees

Proposals should be complete and be prepared to provide an insightful, straightforward, and concise overview of the capabilities of your company. Any proposal received after the deadline of Proposal Due Date specified herein, will not be considered or reviewed.

The emphasis of your proposal should be on completeness and clarity of content. Proposals may be rejected if not prepared in the format described above, or if submitted without all required information and signatures. Additional facts and information may be included if it will help to highlight your firm's qualifications and experience. The District will not be responsible for any errors or omissions on the part of the Responding Firm or Point of Contact in the preparation of the submittal.

Upon submission to District, proposals and other documents responding to this Request for Proposals become the exclusive property of District, are deemed matters of public record and shall be thereupon considered public records, except for information contained in such proposals or other documents submitted with the proposals deemed to be "Trade Secrets" (as defined in California Civil Code §3426.1), "Confidential" or "Proprietary." A proposer who indiscriminately marks all or most of its proposal or other documents submitted with its proposal as exempt from disclosure as a public record, whether by the notations of "Trade Secret", "Confidential", "Proprietary" or otherwise, may render the proposal non-responsive and it may be rejected. At such time as proposals and other documents are deemed matters of public record, pursuant to the above, any party shall be afforded access thereto for inspection and/or copying, by request made to District in conformity with the California Public Records Act, California Government Code §§6250, *et. seq.*

If District is required to defend or otherwise respond to any action or proceeding wherein request is made for the disclosure of the contents of any portion of a proposal or documents submitted with a proposal deemed exempt from disclosure hereunder, the proposer submitting the materials sought by such action or proceeding agrees to defend, indemnify and hold harmless the District and its Board of Education, employees, officers and agents, in any action or proceeding from and against any liability, including without limitation attorneys' fees and costs arising therefrom. The party submitting materials sought by any other party shall be solely responsible for the cost and defense in any action or proceeding seeking to compel disclosure of such materials. The District's sole involvement in any such action shall be that of a stakeholder, retaining the requested records/documents/materials until otherwise ordered by a court of competent jurisdiction to disclose or to keep such records/documents/materials confidential. Failure of any proposer to indemnify and defend the District upon request shall be deemed the proposer's consent to the disclosure of the requested records/documents/materials and the District shall thereafter immediately release and disclose the requested records/documents/materials to the requesting party.

Each Firm or individual is requested to submit one original and two copies of the Proposal to the District on or before the Proposal Due Date. Each packet must be clearly identified by firm name, and clearly identified as a Proposal in response to the District's **"REQUEST FOR PROPOSALS FOR A ADVOCACY CONSULTANT."** Direct Proposals

Hardcopy to: Amy Williams, AVP, Administrative Services
Glendale Community College District: 1500 Verdugo Road, Glendale, CA 91208.
Electronic: email: amywilliams@glendale.edu

An individual or individuals authorized to execute legal documents on behalf of the consultant shall sign the Proposal on the last page of the document. Failure to provide the information requested in this RFP, or the inclusion of any conditional limitations, or misrepresentations, may adversely affect the evaluation of your submittal, or be cause for consideration as non-responsive to the RFP.

Once the District receives the responses to the RFP, the submittals will remain valid and may not be withdrawn for a period of ninety (90) days.

VII. QUESTIONS/CLARIFICATIONS

Questions or clarifications during the RFP preparation period should be directed to amywilliams@glendale.edu on or before the date indicated above. The District will post responses to all questions on its website at www.glendale.edu so all interested parties receive the same information on or before the date indicated above.

VIII. FINGERPRINTING REQUIREMENT

The Responding Firm or Point of Contact shall obtain a criminal history clearance in conformance with California Education Code Section 45122.1 through the California Department of Justice fingerprint program. The firm shall not permit any employee or any subcontractor's employee to perform services at a school campus until the California Department of Justice has determined that the employee has not been convicted nor has criminal charges pending of a felony offence as defined in the Education Code section 45122.1

IX. HOURS OF WORK

The work at school sites shall be coordinated with the District. The District shall establish actual start dates and completion dates. The District must authorize any "premium" (overtime) work. Evening and week end work may be necessary.

X. INSURANCE REQUIREMENT

Requirements as set forth in this package.

XI. DISTRICT RIGHT TO REJECT

The District reserves the right to accept or reject any and all submittals, or any portion or combination thereof, to contract with whomever and in whatever manner the District decides, to abandon the RFP entirely, to make a selection on the basis of the total submittal, and to waive any informality or non-substantive irregularity, as the interests of the District may require.

The Responding Firm or Point of Contact's information package, and any other supporting materials submitted to the District in response to this Request for Proposals will not be returned and will become the property of the District. This document does not commit the District to select any Responding Firm or Point of Contact.

The District shall not be liable for any costs incurred in preparing and submitting responses to this RFP and makes no representation that a firm or Point of Contact will be selected. Furthermore, District reserves the right to add additional firms for consideration after receipt of this RFP if it is found to be in the best interest of the District.

Exhibit A

Statement of work

- Track all state-level bills that may have an impact on Glendale Community College or the overall California Community College System
- Make recommendations for opposition and support of related bills based on analysis of impact, awareness of political stances, and understanding of College advocacy priorities.
- Maintain a physical presence in the State Capitol, including meetings with state-level representatives, representative staff, agency leadership and staff, Community College League of California, and the California Community College Chancellor's Office.
- Analyze statewide budget changes throughout the year, summarize impact on the College, and make recommendations for how to effectively advocate for changes in funding processes most favorable to the College.
- Identify dates and timelines in the budget request process to ensure College requests are submitted and supported throughout the annual funding cycle.
- Identify supporters for core policy and funding initiatives identified by Board in order to build coalitions in support of College priorities.
- Research representatives past positions and their impact on College proposed policy and budgetary requests.
- Support scheduling of meetings with key representatives for College staff and Board members, including during annual legislative trips to Sacramento.
- Determine when College representation is needed in Sacramento and make requests for staff or Trustees to appear in support of initiatives.
- Provide updates from Chancellor's Office, Assembly, Senate and Governor's Office on regular basis.
- Support the development and improvement in College's annual advocacy plan.
- Assist in crafting language for policy proposals from the college for submission to representative offices.
- Assist in crafting talking points for policy proposals from the College.
- Expand relationships beyond local representatives to include committee leadership in the Assembly and Senate.
- Understand legislative efforts of other community colleges, CSUs and UCs that could impact College legislative efforts, including advocacy efforts from the Community College League of California (CCLC), and the California Community College Chancellor's Office (CCCCO)

Qualifications

- Experience in serving as a lobbyist or conducting state-level advocacy work with California community colleges.
- Experience in lobbying with elected leaders and state agencies within the Capitol (Sacramento, California)
- Examples of successful work in supporting organizations in receiving budgetary requests and/or having policy initiatives achieved through the legislative process.
- Understanding of the funding process for California educational institutions, including the Student-Centered Funding Formula, and Prop 98 funding.
- Experience in working with CCCO and Department of Finance
- Ability to work with diverse populations and support advocacy in achieving the College's goals of equity and inclusion.