

Request for Proposals

Government Relations Services

The Oregon Workforce Partnership is seeking a qualified and experienced organization or individual to establish and manage our Government Relations Program.

Released
July 18, 2019



Part I: Background

The Oregon Workforce Partnership (OWP) is a statewide association of local Workforce Development Board members and staff. The Association is led by the Executive Directors of the State's nine Local Workforce Boards. Local Workforce Development Boards are unique public/private partnerships that bring together local elected officials, private sector leaders, public agencies, education, labor, and community-based organizations to focus on local workforce development and related community issues. There are more than 250 local board members across the State.

OWP has adopted the following:

Mission

Provide leadership that promotes and advances Oregon's workforce system.

Vision

Oregon's workforce system ensures all Oregonians possess the talent needed for communities to thrive and prosper.

Values

- Pursue innovation through creativity and high achievement.
- Be strategic by promoting solutions to complex challenges.
- Maintain accountability through effective and efficient use of resources.
- Promote inclusiveness through ongoing communication and free exchange of ideas.
- Drive relevance by focusing on continuous improvement.

Part II: Government Relations Program Overview

As a non-profit organization, OWP is not seeking to establish a formal lobbying program. However, with statewide reach, highly respected members representing business, labor and local government leaders, and broad local connections, OWP could collectively have considerable impact on policy development.

The OWP Board of Directors has authorized development of a government relations program that includes four components:

1. Development of a resource and relationship map that provides a view of connections between OWP member networks and state level policy makers and influencers.
2. Monitoring of key policy developments that would impact OWP members. The members need regular updates on developments to evaluate impact and the need for additional involvement.
3. Targeted efforts to influence issues of critical importance to the membership. Guidance on effective involvement and influence of OWP members would also be required.
4. Staff support for OWP's Policy & Advocacy Committee. Given OWPs small size and limited capacity, staff support is needed for the Policy & Advocacy Committee under supervision from the OWP Chair. This would require agenda development and regular briefings as well as guidance on development of policy positions.

OWP has a limited budget and is engaging in government relations on a trial basis for the first time. The Board will evaluate the effectiveness and return on investment to consider continuation and/or expansion. We estimate funding available for 2019/20 to be between \$50,000 and \$75,000.

Part III: Proposal Requirements & Content

Please provide a brief response to each of the follow sections (the four program components) and include supporting documentation with your submission where requested.

Activity 1: Development of a resource and relationship map.

1. Describe how you would go about developing a resource and relationship map.
2. What platform will the map be developed on and how will it be maintained and updated?
3. Describe your experience developing and using a similar product.

Activity 2: Monitoring of key policy developments that would impact OWP members.

1. Describe your knowledge and experience conducting similar work.
2. Describe what practices you would undertake to assure all issues are tracked and identified.
3. Describe what methods you would use to update the OWP board and its members.
4. Provide an example of an update you would prepare that includes assessment of impact and calls to action. What methods would you use to communicate these updates?
5. What is the expected turnaround time from the initial policy issuance to the OWP update?
6. How would you engage OWP and its members in assessment of the impact and determination of appropriate actions?

Activity 3: Targeted efforts to influence issues of critical importance to the membership in the 2020 State Legislative session.

1. Describe how you would evaluate issues to determine priorities for these efforts.
2. Describe your firm's role in this activity.

Activity 4: Staff support for OWP's Policy & Advisory Committee.

1. Describe how your firm would support OWP's public policy committee. Provide details of the activities, staff and frequency envisioned. Include suggestions on how to develop an effective, sustainable government relations effort.

Budget

Please provide a detailed cost proposal to support the services described above, including all specified activities and associated costs and expenses requiring reimbursement. Consider the available resources outlined above.

References

Please provide at least two Client References, including company or organization name, contact staff name, telephone number and email address.

Cover Page

A submission Cover Page must be signed by an individual authorized to represent the organization, to act on its behalf and to legally bind it in all matters related to the RFP and returned with the proposal.

Part VI: Administrative Detail

Proposal Review Process

Proposals and respondent presentations (if requested) will be evaluated by the OWP Board, whose decision will be final.

Proposal Submission

Worksystems is managing this solicitation for the OWP. Please submit your proposal and requested supporting documents electronically to RFP@worksystems.org with “(Name of Applicant) OWP Government Relations” noted in the subject line. Proposals are due no later than Monday, August 19, 2019, at 12:00 noon.

Inquiries

All questions related to this solicitation are to be submitted electronically via email with the subject “OWP Government Relations” and sent to: RFP@worksystems.org. Questions received after the solicitation has been published and before close of business Wednesday, August 14, 2019, will be responded to within two business days by posting the response at www.oregonworkforcepartnership.org. Questions received after August 14 will not be answered.

Resource Documents

- Submission Cover Page