



SCOPE OF SERVICES: RFP 1179 for Legislative and Lobbying Services

Items Requested

MPS seeks proposals for legislative liaison and lobbying services related to working with and communicating with State of Wisconsin, and to a lesser extent, federal officials and regulatory agencies regarding education policy, funding and other related subjects as identified by the MPS Office of Governmental Relations (see Exhibit 2 - MPS Legislative Agenda). Expertise in the area of education policy, local control issues including school governance and the process of developing legislation and education funding policy at the State level is required. The ability to work with legislators of all party affiliations is required. The ability to work in collaboration with related public education advocacy groups is required. Expertise in other policy areas that affect school districts such as the state budget, special education funding, public instruction regulations, revenue limit fairness, educational accountability, voucher school funding, health care and early childhood education will be necessary. Prior experience working in the public education sector is required.

It is currently anticipated that the types of services will include, but not necessarily be limited to, the following:

a) Governmental Relations

- i. Monitor and analyze legislative and administrative proposals that impact education in Milwaukee and public education in general.
- ii. Provide assistance with the development and implementation of legislative policy and agendas regarding any or all of the following levels of government: local; state; and federal.
- iii. Assist in building coalitions of legislators, interest groups and citizens in an effort to achieve the legislative goals of the District.
- iv. Stay abreast of current legislative issues that affect MPS and education in Milwaukee and Wisconsin.
- v. Provide legislative and policy research on legislative proposals and executive agencies' regulations/issues/initiatives.
- vi. Be available, in a timely manner, in person, by telephone, by video conference or email to provide consultation and advice.

b) Lobbying

- i. Advocate the policy positions of MPS to key state-level legislators and staffers, federal-level officials and community administrators.
- ii. Be present in Madison during key legislative periods.
- iii. Assist departments and schools in leveraging additional policy and/or funding resources from relevant governmental entities.
- iv. Inform MPS elected officials and staff on advocacy opportunities in Madison.

c) Reporting

- i. Throughout the year, and on a real-time basis, inform the MPS Director of Legislative Advocacy Services and the Milwaukee Board of School Directors as needed of

developments coming out of the Legislative and Executive branches of the State Government and other relevant state departments that impact public education in Milwaukee

- ii. Provide timely communication, monthly invoices, and written reports when requested to MPS that track the status of MPS legislative priorities, other legislation of interest and delineating the respondent's activities and actions for the District.
- iii. Work with the Office of Board Governance's Legislative staff to prepare written communications that convey MPS's positions on State legislative, policy, and intergovernmental issues.

MINIMUM RESPONDENT QUALIFICATIONS:

1. Each of Respondent's staff who will perform work on the resulting contract must each have a license to lobby in the state of Wisconsin.
2. Respondent must have an office site, and staff lobbying on behalf of the district that are physically located no more than 50 miles of Madison, Wisconsin.
3. Respondent has prior experience working in the public education sector.

MPS will determine whether proposals have met the minimum proposal requirements set forth below. Only those proposals passing all of the minimum proposal requirements, unless waived, will be passed on for evaluation according to the criteria.

Contract Period

It is anticipated that a contract resulting from this RFP will be for a period of one year from April 1, 2027 through March 31, 2028 with the possibility of two one-year extensions. MPS will base its renewal decisions on the following performance metrics to be rated by MPS personnel. A contractor must attain a minimum score of 90 points to be eligible for contract renewal; however, 90 points does not guarantee renewal.

Performance Metrics

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Performance Metrics	Points
Contractor's level of direct contact with key legislator's and staff resulting in quality interactions proliferating MPS's agenda	35
Contractor's ability to identify new and positive advocacy opportunities and to identify and limit new and potentially negative policy events.	20
Customer service and responsiveness in meeting MPS's needs	35
Accurate and detailed invoicing	10
Total	100

Award

This RFP will result in either the award of a single contract to a single contractor or no award; there will not be multiple awards made under this RFP.

Contract awards are subject to review by the MPS Administration and Board of School Directors.

Evaluation

Criteria

The criteria below, weighed as indicated, will be used to evaluate those proposals that meet all minimum proposal requirements.

Criteria	Description	%
Experience, Qualifications, and Financial Stability	Information set forth in Questionnaire	55%
Quality of Proposed Solution and Ability to Meet MPS's Needs	Information set forth in Questionnaire	20%
Environmental Sustainability	Information set forth in Questionnaire	5%
Cost	Pricing of Proposed Services.	20%

Unit Rate

Quantity of units (hours of service) will be based on an all-inclusive hourly rate and shall be prior authorized in writing on a monthly basis by the MPS Legislative Policy Manager after consultation with Contractor outlining the general strategy and emphasis of each month's legislative and lobbying activities. If services need to exceed the agreed upon level Contractor shall seek a revision to the authorization. Invoices shall be itemized and have sufficient detail to verify the date, duration, and activity.