



REQUEST FOR PROPOSAL

INTRODUCTION

The [California Rental Housing Association \(CalRHA\)](#) represents approximately 18,500 rental property owners with more than 500,000 housing units.

We are affiliated with the [National Apartment Association](#) (NAA) and the following local associations:

[Apartment Association, California Southern Cities, Inc.](#) (AACSC)
[Apartment Association of Greater Los Angeles](#) (AAGLA)
[Apartment Association of Orange County](#) (AAOC)
[Berkeley Property Owners Association](#) (BPOA)
[East Bay Rental Housing Association](#) (EBRHA)
[Nor CAL Rental Property Association, Inc.](#) (NCRPA)
[North Valley Property Owners Association](#) (NVPOA)
[San Diego County Apartment Association](#) (SDCAA)
[Santa Barbara Rental Property Association](#) (SBRPA)
[Small Property Owners of San Francisco Institute](#) (SPOSFI)

PURPOSE

CalRHA is looking to begin a long-term relationship with Sacramento representation. We want a firm that has a solid reputation for integrity, deep relationships with California legislators and staff, and the ability to handle the technical aspects that impact the operation and development of rental housing in the State of California. We are looking for a firm that can leverage the existing expertise and Sacramento relationships of our local associations to allow us to meaningfully impact public policy.

SCOPE OF SERVICES

- Review and track all proposed state legislation for impacts on the rental housing industry strategically guide CalRHA's engagement in the legislative and regulatory process.
- Formulate position papers in conjunction with CalRHA, and file with appropriate committee.
- Develop coalition opportunities for Board consideration.
- Assist in writing legislation proposed by CalRHA.

SCOPE OF SERVICES (Continued)

- Attend industry working group meetings, conveying CalRHA's position on issues of concern.
- Testify on behalf of CalRHA before legislative committees and meet with public officials and staff, as directed.
- Assist CalRHA with related activities on an as-needed basis.
- Assist CalRHA with other legislative bodies such as the Governor or regulatory agencies (i.e. budget proposals, agency regulations), Executive (controller (tax – apartment management out of state fee)) & Legislative branches
- Strategic Guidance on PAC contributions, the creation of a suggested state expenditure budget including specific targets (i.e. committee chairs, house leadership)

COMMUNICATION

- Provide CalRHA with a monthly recap/article of action impacting CalRHA's legislative agenda in Sacramento. (The article may be featured on our website and may be used for email blasts.)
- Provide weekly updates highlighting activities in the Capitol as they relate to the rental housing industry and the general trends in the legislature.
- Communicate with CalRHA leadership on a regular, weekly basis and provide immediate communication/updates to CalRHA leadership on legislative actions.

PERSONAL CONTACT

Attend or be available for consultation as needed for meetings, conferences and briefings in Sacramento and other parts of California and the country as potentially needed. The legislative advocate should participate at our annual Board Retreat to help craft a legislative plan for the coming year, help plan our annual lobby day in Sacramento, and attend the NAA's, National Government Affairs Director Conference (out of state meeting located in different city each year).

FIRM INFORMATION

EXPERIENCE

Candidate firms should detail the experience of firm principals and the advocates that will be servicing the account.

CLIENTS

Candidate firms should disclose current and past clients and the type of services they provided for the client. Also indicate which of these clients could be contacted as references.

DISCLOSURE

Candidate firms will disclose current and past clients or other relationships that could create a conflict of interest.

Candidate firms should disclose the range of services expertise that is available in all fields related to advocacy, such as:

- Branding
- Marketing, web content
- Press releases, media communication
- Communicating – social media
- State contacts/connections

RETAINER AGREEMENT

Candidate firms should provide a detailed breakdown of their anticipated monthly retainer and expense requirements for the scope of services outlined above.

EVALUATION CRITERIA

Proposals will be evaluated by a committee including the Board President and Directors of CalRHA. The following will be considered:

- Responses to the proposed Scope of Services
- Assessment of ability to deliver the required services

PROPOSAL DUE DATE

Proposals must be received by **Wednesday, November 21, 2018**

And sent to:

Russell Lowery
CalRHA Executive Consultant
1121 L Street, Suite 105
Sacramento, CA 95821

Or sent electronically to Russell@YourCEA with "CalRHA RFP Response" in the subject line.