

REQUEST FOR PROPOSAL (RFP)
SECURE 2.0

THE COMMITTEE OF 100 FOR ECONOMIC DEVELOPMENT, INC.
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c100la.org

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SUMMARY/SCOPE

The Committee of 100 for Economic Development, Inc. (C100) is a group of Louisiana business leaders focused on our state's progress. C100 advocates for the creation of long-term fiscal stability to equip the state for continued growth and economic prosperity.

C100 plans to develop and support an agenda to modernize Louisiana's revenue and budget structure while promoting new ways to proactively address funding deficits in infrastructure, education and crime prevention.

Multiple studies and recommendations organized by C100, Select Council on Revenues and Expenditures in Louisiana's Future (SECURE), Public Affairs Research Council of Louisiana (PAR), Council for a Better Louisiana (CABL), Louisiana Budget Project and Louisiana Association of Business and Industry (LABI) over the past 25 years should serve as a guide for this agenda.

C100 is requesting proposals for the development of a campaign that includes a short- and long-term strategy to achieve defined policy goals. The proposal should include a budget and management structure for implementation over three cycles:

- 1) 2019 fiscal legislative session
- 2) 2019 statewide and legislative elections
- 3) 2020 general legislative session

C100 will manage this project. As it has in the past, C100 will collaborate with partners and stakeholders who share a common goal to support progress in Louisiana, making the state more cost competitive and an attractive place to live and do business.

Campaign Objectives

- 1. Establish good, stable fiscal policy for the state**
 - a. Modernize the state's tax structure (see [Tax Foundation Report & HCR11 Recommendations](#))
 - b. Consolidate government structure and improve efficiency
 - c. Modify current laws to allow state budget flexibility
 - d. Support state pension reform

- 2. Strengthen the state's educational framework for the future**
 - a. Increase funding for early childhood education
 - i. Increase access for working families
 - ii. Ensure consistent high quality education
 - b. Maintain rigorous K-12 standards, accountability and publicly-funded school options
 - c. Assure teacher quality
 - i. Provide all new teachers with job-embedded training to be successful
 - ii. Enhance the skills and content expertise of current teachers

- iii. Offer instructional leadership opportunities, coupled with competitive wages, to retain our best teachers
- d. Improve workforce development and readiness
 - i. Increase high school graduation with postsecondary credit and credentials
 - ii. Align career education with state workforce needs
 - iii. Enhance capacity of community and technical colleges
- e. Stabilize and strengthen higher education
 - i. Fund autonomous management independent of legislative oversight
 - ii. Align higher education institutions and programs

3. Prioritize state transportation infrastructure improvement and development

- a. Improve fiscal stability
 - i. Transportation capacity (fuel tax) - operationalize [the report](#) issued by the Governor's Transportation Infrastructure Investment Task Force
 - ii. Public/private partnerships - Ensure industry best practices are followed if funds are available to begin aggressive P3 solicitations
 - iii. State transportation fiscal crisis - address importance with regard to meeting the match requirements necessary to leverage currently appropriated federal dollars
- b. Improve infrastructure
 - i. Multi-modal (ports, rail, logistics) - operationalize the statewide transportation master plan and ensure infrastructure projects align with future economic priorities
 - ii. Modernized systems and technology
- c. Galvanize broad-based support for sound and sustainable funding
 - i. Leadership identification - identify a statewide and regional champion for transportation infrastructure whose business investments are not directly impacted by state-funded infrastructure
 - ii. Resource matching - identify and connect regional and national infrastructure coalition and foundation partners for unified efforts, resources and success
 - iii. Insist on accountability and efficiency in our DoTD system.

4. Implement modern methods and tools to reduce crime

- a. Continue criminal justice reform initiatives
 - i. Focus on local criminal justice reform
 - 1. Utilize validated risk/needs assessments and individualized case planning prior to and after incarceration
 - 2. Explore and implement use of technology for ex-offender accountability
 - 3. Encourage alternatives to incarceration (i.e. pre-arrest and/or pre-trial diversion)
 - 4. Expedite local processing to prevent long term incarceration while awaiting trial (i.e. STOP Program in Lafayette Parish and IOPJI Program in Capital Area Human Services District)
 - 5. Improve community coalitions/local government relationships to identify and address barriers to reentry (i.e. Capital Area Reentry Coalition)

- b. Invest in crime prevention and community policing programs (i.e. BRAVE/Truce model)
 - i. Conduct a multi-media public education awareness program
 - ii. Promote “pre-arrest” diversion options (substance users/mentally ill)
 - iii. Address needs of mentally ill to minimize crime engagement and/or incarceration (i.e. Assertive Community Treatment or ACT teams and mental health emergency rooms)
 - iv. Focus on violent crime

PROPOSAL GUIDELINES

Submission Timeline

Bidders must submit a proposal electronically to Michael Olivier with the Committee of 100 via olivier@c100la.org. Proposals must be submitted no later than 5:00 p.m. CST on September 28, 2018. Any proposal received after this deadline will not be accepted.

All proposals must be signed by an official agent or representative of the company submitting the proposal.

Proposal Parameters

Respondents should provide a comprehensive overview of a plan to accomplish and implement a campaign that addresses the scope and objectives of the project. Plans should include detailed steps, schedules and pricing for development and management of the project. If the organization submitting a proposal must outsource or subcontract any work to meet the requirements contained herein, this must be clearly stated in the proposal.

All costs must be itemized to include an explanation of fees and expenses. Contract terms and conditions will be negotiated upon selection of the winning bidder. All contractual terms and conditions will be subject to review by the C100.

Project Budget

All proposals must include a detailed budget including proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC) or monthly recurring costs (MRC).

Pricing should be listed for each of the following items in accordance with the format below:

- Project initiation and planning- NRC/MRC
- Research -NRC/MRC
- Strategy development -NRC/MRC
- Polling- NRC/MRC
- Communications/media management/advertising - NRC/MRC
- Issues management – NRC/MRC

- Direct advocacy/lobbying – NRC/MRC
- Materials development (website, flyers, etc.) – NRC/MRC

Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

- Experience – Include development of state and regional strategies relating to political issues management, polling, coalition building, public campaign administration and management, etc.
- Project management methodology – Include concept, design, execution, etc.
- Technical capabilities – Include communications, website design and maintenance, polling, social media, etc.
- Staffing resources – Include list of full-time, part-time and contractor staff associated with the proposal, along with accompanying biographies

HISTORY & RFP NEEDS GENESIS

In 1993 SECURE (Select Council on Revenues and Expenditures in Louisiana's Future) was formed. C100 members engaged with state legislative leaders to find solutions to the state fiscal crisis. The consulting firm KPMG Peat Marwick was engaged to study the issues resulting in 460 recommendations to improve State government released in 1995.

In 1998 the Secure Review Commission was created by executive order of Governor Foster (MJF 98-13) comprised of 18 members from the Senate, House, Administration and C100 members. This effort resulted in 173 of the recommendations being implemented with 77 being partially implemented.

In 2014, the C100 embarked on a journey of tax reform, first engaging the Washington, DC based Tax Foundation to examine Louisiana's overall tax structure, with recommendations to improve the tax code toward greater fiscal stability, economic competitiveness and long-term growth.

Subsequently, a legislative task force created by HCR11 assembled a diverse panel in 2016 to study recommendations for improving the state's fiscal standing through sweeping tax and budget policy changes. The recommendations made by the HCR11 Task Force embraced the comprehensive approach recommended by the C100 report and included many of the concepts first addressed by SECURE in 1995. However, due to a lack of political will, no significant legislation proposed by House committees proceeded to the House floor for debate, much less on to consideration by the Senate. This has been viewed by several policy groups as a missed opportunity for needed change, including: C100, CABL, PAR, and the Louisiana Budget Project.

The Challenge

The LSU Public Policy Research Lab determined 70 percent of Louisiana citizens believe that Louisiana officials do not care what they think and 79 percent believe that partisan gridlock is the cause for failure to address the state's interests. Standard and Poor's has warned that legislative gridlock is a credit weakness for the state. Deferring any action could result in another downgrade of Louisiana's credit rating which was last downgraded in 2017. These downgrades have come at a direct cost to Louisiana citizens who now each owe 30 percent more than we did a decade ago. This amount that will rise if we receive another downgrade, placing our state precariously close to our debt limit and further inhibiting our capacity to borrow for necessary spending on infrastructure that is desperately needed.

The 2019 legislative session presents the last chance for comprehensive reform to occur before the next election cycle in the fall, which will result in unprecedented turnover. In that election, 33 percent of the House and 41 percent of the Senate, including both the Speaker and President, will be replaced as a result of term limits. As such, it is imperative that our elected officials chart a path that leads us to our future.

PROJECT TIMELINE

Proposal Consideration & Award

Evaluation of proposals will be conducted from October 1, 2018 - October 19, 2018. If additional information or discussions are needed with any bidders during proposal consideration, the bidder(s) will be notified. Any questions must be submitted in writing to olivier@c100la.org by September 14, 2018 to be addressed in a telephone conference on September 21, 2018.

The selection decision for the winning bidder is targeted for the end of October. Contract negotiation will commence immediately following notification of the selected contractor.

Notifications to bidders who were not selected will also be completed by the end of October. Contract effective date and project initiation phase must be completed by November 15, 2018. Project planning must be completed by November 30, 2018 to determine the timeline/schedule for the phases of the project.

Project Conclusion

The scope and objectives of the project should be accomplished at the conclusion of the 2020 legislative session.

Proposal Evaluation

The C100 will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposals, your proposal should be complete and address each of the following criteria:

- **Suitability:** Proposals must meet the scope and needs included herein and be presented in a clear and organized manner.
- **Experience:** Bidders will be evaluated on their experience as it pertains to the scope of this project.
- **Value:** Bidders will be evaluated on the economic efficiency of their proposals in accordance with the scope of this project.
- **Expertise:** Bidders will be evaluated on the depth and documentation of project staff technical expertise and experience.

C100 reserves the right not to award a contract under this Request for Proposals.