



RE: **RFP for Lobbying Services**  
 TO: Members of the City Council Policy Agenda Committee  
 CC: Milton Dohoney, Interim City Administrator; Sara Higgins, Strategic Planning Project Coordinator; Kelly Reynolds, Executive Assistant  
 FROM: John Fournier, Assistant City Administrator  
 DATE: 2/24/22 (Updated 2/28/22)

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On November 24, 2021 the City advertised an RFP for state and federal lobbying services, [RFP #22-01](#). This RFP was advertised for nine weeks and closed on January 18, 2022. We received three responses from this RFP, and a committee was empaneled consisting of me, Sara Higgins, Mike Pettigrew, Missy Stults, and Tim Wilhelm. Participants in this panel were chosen specifically because of their involvement in prior lobbying or state regulatory activities.

The RFP was bifurcated between state and federal services, and a respondent could provide a response for one for both services. The following firms bid on the following services:

Firm	State Services	Federal Services
Dykema	Yes	Yes
GCSI	Yes	No
ThornRun	No	Yes

The committee met on January 31<sup>st</sup> and shared scoring for each of the responses. We scored the responses together and did not bifurcate scoring by state and federal services since the services to be delivered are distinguishable only by city (Lansing or DC) and not by the fundamental work to be performed. With that in mind, the scoring from the committee before the review of fee proposals was as follows and was scored out of 80 total points:

	Qualifications	Past Involve	Work Plan	Conflicts	Total
Dykema	19.6	17.6	18.4	16.4	72
GCSI	18.8	15.6	12.6	14.8	61.8
ThornRun	19	17.8	15.8	18.6	71.2

After we opened fee proposals, we examined which firms proposed a higher or a lower fee. Since we are contracting for both a state and federal lobbyist, we reviewed the below table to see how each firm scored in the matrix of services:

State Firm	Monthly Fee	Federal Firm	Monthly Fee	Total Annual \$
GCSI	\$5,000	Dykema	\$7,000	\$144,000
GCSI	\$5,000	ThornRun	\$6,500	\$138,000
Dykema	\$5,000	ThornRun	\$6,500	\$138,000
Dykema	\$5,000	Dykema	\$5,000	\$120,000

After reviewing these proposals and considering the scoring, the committee agreed to interview all three firms\*. Interviews were held February 10<sup>th</sup>, February 16<sup>th</sup>, and February 17<sup>th</sup>. After the interviews were held the committee met one final time to finalize a recommendation. The committee agreed unanimously to recommend Dykema for both our state and federal lobbying services because of the quality of their prior work, the quality of the testimonials from references who were both provided by Dykema and sought independently in Lansing and Washington, DC, and the excellent presentation that they provided to staff. It is also notable that the highest scoring firm in our quantitative grading also provided the lowest fee proposal.

Copies of the RFP responses from all three firms are provided for your information.

\*Missy Stults was not able to participate in the interviews or the discussion on the final recommendation, and the four remaining committee members proceeded without her.