

IV. Specifications/Scope of Work

Scope of Services It is the intention of the Tucson Unified School District to purchase lobbyist services. The successful offeror will provide the following services to the District:

1. Assist the District in the development of strategies including developing positions, formulating coalition support and countering any lobbying opposition.
2. Monitor and track all legislative activity on bills of interest to the District. Inform the District of any important activity relative to a bill's movement in the legislative process as warranted. Provide the District with a weekly tracking list which would identify the status of District priority legislation, and any other legislation that would potentially impact the District. Such tracking lists shall clearly indicate positions already taken on behalf of the District, where the lobbyist seeks a position from the District, and recommendations on whether or not to take a position.
3. Provide the District with advanced notice of hearings on bills of interest to the District. Work to develop key strategies for District participation in legislative hearings including the development of testimony. Testify on behalf of the District as requested.
4. Provide the District with oral and written summaries of hearings, subcommittee meetings, legislative floor action, or negotiations with legislative or executive branch officials.
5. Provide daily contact with leaders in the executive and legislative branches of state government in order to further District legislative objectives.
6. Facilitate introductions/meetings between District and key Arizona elected officials and state agency personnel.
7. Meet with District on a regular basis to evaluate legislative strategies and to make recommendations to ensure the District is able to meet its legislative objectives.
8. Assist the District in developing written communication, testimony, and educational materials for legislators.

Some of the typical services that the typical lobbyist would provide to the District include: (1) Legislative analysis and monitoring; (2) legislative research; (3) political analysis; (4) strategy development and execution; (5) regulatory initiatives; (6) communications; (7) drafting of legislation; (8) written and oral testimony; (9) position papers; (10) newsletters and reports; (11) consultations; (12) coalition building; (13) membership mobilization; (14) interest group relations and; (15) legislative reports.