



BAY AREA
 AIR QUALITY
 MANAGEMENT
 DISTRICT

February 24, 2012

Request for Proposals No. 2012-006

Advertising, Communications & Evaluation Services for
 Spare the Air Campaigns

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SECTION I – SUMMARY

The Bay Area Air Quality Management District (Air District) is requesting proposals (RFP) from all qualified, experienced consultants in the field of Advertising, Communications and Evaluation to assist the Air District with its Spare the Air campaigns. The contract will be partially funded by a federal grant, and the Consultant will be expected to comply with federal requirements. The amount set for the overall contract is up to \$1,990,000 per contract year, for up to three years, to be broken down as follows:

- Spare the Air Every Day Campaign
 - Advertising \$600,000
 - Media Relations \$200,000
 - Social Media \$50,000
 - Employer Program \$150,000
 - Public Opinion Surveys \$45,000

- Winter Spare the Air Campaign
 - Advertising \$550,000
 - Media Relations \$100,000
 - Social Media \$50,000
 - Public Opinion Surveys \$45,000

- Spare the Air Grants & Incentives Campaign
 - Advertising \$200,000

The Air District anticipates that any Contractor submitting a proposal will act as the lead for each campaign that they are bidding on and team with qualified sub-contractors to meet the requirements of this RFP. At the Air District's discretion, sub-contractors from other teams that bid on the RFP may be substituted to sub-contract under the selected designated lead Contractor to better meet the requirements of the campaigns.

For proposed to be provided by sub-contractor(s) the proposal should include the identification of the functions to be provided by the subcontractor(s) and each subcontractor's related qualifications and experience. The combined qualifications and experience of the respondent and any or all subcontractors will be considered in the proposal evaluation.

Advertising

The Contractor is asked to develop, produce and implement advertising campaigns that encourage behavior change through the (1) Spare the Air Every Day (2) Winter Spare the Air and the (3) Grants & Incentives campaigns.

Contractor designs the campaigns, produces and implements all aspects of the advertising—including concept, writing, design, production and media placement. Contractor takes part in team meetings/conference calls with other Air District contractors as needed.

Media/Public Relations

The Contractor is asked to develop, produce and implement media/public relations strategies that encourage behavior change through the (1) Spare the Air Every Day, (2) Winter Spare the Air and the (3) Spare the Air Employer Program.

Contractor will develop media/public relations strategies in coordination with advertising — including concept, writing, design, production, and media and employer outreach. Contractor takes part in team meetings/conference calls with other Air District contractors as needed.

Social Media

The Contractor is asked to develop and implement social media plans, promotions and contests, build social media following and manage social media site posts that encourage behavior change through the (1) Spare the Air Every Day, (2) Winter Spare the Air and (3) Spare the Air Employer Program.

Contractor develops social media strategies—including concept, writing, design, production and technical services. Contractor takes part in team meetings/conference calls with other Air District contractors as needed.

Public Opinion Surveys

The Contractor will measure the effectiveness of the Air District's (1) Spare the Air Every Day and (2) Winter Spare the Air programs and assess public behavior patterns. The Contractor should conduct surveys strategically year-round, on Spare the Air Alert and Winter Spare the Air Alert days and on non-alert days - when air quality is good – for

both the Spare the Air Every Day (summer season) and Winter Spare the Air (November – February) campaigns.

Proposals need not assume that all program elements or methods used previously by the Air District and its Contractors must continue as before. The Air District encourages the development of innovative approaches toward meeting the goals of its education and outreach program, including the realignment of the various elements of the campaigns currently in place.

To respond to this RFP, an interested company should submit six (6) copies of its proposal and one electronic version of its proposal to:

Tom Flannigan, Administrative Analyst
Bay Area Air Quality Management District
939 Ellis Street San Francisco, CA 94109

**Proposals must be received at the Air District offices at
939 Ellis Street, San Francisco, California, 94109 by 4:30 PM on March 7, 2012.
Late proposals will not be considered.**

Proposals must address all information requested in this RFP. A proposal may add information not requested in this RFP, but the information should be in addition to, not instead of, the requested information and format. Minority business enterprises, women's business enterprises, and Certified Green Businesses are encouraged to submit proposals. **Any questions regarding this RFP should be directed to Tom Flannigan in writing at: tflannigan@baaqmd.gov.**

SECTION II – BACKGROUND

A. Air District Overview

The Bay Area Air Quality Management District (Air District) was created by the California Legislature in 1955 as the first regional agency to deal with air pollution in California. The Air District jurisdiction includes Alameda, Contra Costa, Marin, Napa, Santa Clara, San Francisco, San Mateo, southwestern Solano and southern Sonoma counties.

The State Legislature originally gave the Air District the authority to regulate stationary sources of air pollution, such as factories, oil refineries, chemical plants, gasoline stations, and agricultural burning.

The Air District is governed by a 22-member Board of Directors, consisting of elected officials, including county supervisors, mayors, and city council members. The chief executive officer of the Air District is the Air Pollution Control Officer (APCO), a position currently held by Jack Broadbent.

B. Air Quality in the Bay Area

Air quality in the Bay Area has improved dramatically since the late 1960s, due in large part to the success of the Air District's industrial program and California's strict tail-pipe emission standards. However, the region still experiences excesses of the federal ozone and particulate standards, and continues to exceed the more stringent health-based California air quality standards.

The Spare the Air campaigns include elements to communicate the health implications of ozone and particulates to the public and to motivate Bay Area residents to change their behavior to benefit air quality such as: limiting driving, purchasing consumer products that contain lower levels of smog forming compounds and reducing or eliminating wood burning in fireplaces and woodstoves.

As pollutants from industrial sources have been reduced, transportation, motor vehicles, consumer products and small engines now comprise about 50 percent of the Bay Area's air pollution problem. To continue air quality improvement in the Bay Area, reducing vehicles on Bay Area roads as well as reducing residential and consumer sources of air pollution is of great importance. The Air District is encouraging the public to make positive changes in their behavior to benefit air quality such as: driving less by carpooling, taking transit and walking or biking, purchasing consumer products that contain lower levels of smog forming compounds and reducing or eliminating wood burning in fireplaces and woodstoves.

SECTION III – INSTRUCTIONS TO BIDDERS

A. General

1. All proposals must be made in accordance with the conditions of this RFP. Failure to address any of the requirements is grounds for rejection of this proposal.
2. All information should be complete, specific, and concise as possible.
3. Proposals should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
4. The Air District may modify the RFP or issue supplementary information or guidelines during the proposal preparation period prior to March 7, 2012.
5. Proposals shall constitute firm offers. Once submitted, proposals cannot be altered without the written consent of the Air District, but proposals may be withdrawn.
6. The Air District reserves the right to reject any and all proposals.
7. The total amount for all campaigns is up to one million nine hundred ninety thousand dollars (\$1,990,000) each year for up to three years.
8. All questions must be emailed to Tom Flannigan (tflannigan@baaqmd.gov) no later than February 29, 2012. All questions will be answered by email and posted on the Air District RFP webpage two business days prior to the due date.
9. The cost for developing the proposal is the responsibility of the bidder, and shall not be chargeable to the Air District.

B. Submittal of Proposals

1. Six paper copies of the proposals and an electronic version of the proposal

must arrive at the address specified in Section I by 4:30 p.m. on March 7, 2012.

2. Proposals received after the time and date provided previously specified will not be considered.

C. Interviews

1. The Air District, at its option, may interview bidders. The interviews will be for the purpose of clarifying the proposals.
2. Submittal of new material at an interview will not be permitted.

SECTION IV – PROGRAM DESCRIPTIONS

1. Spare the Air Every Day Campaign

Since its inception in 1991, the Spare the Air campaign has become one of the Air District's most effective and widely recognized public outreach campaigns. During the summer months, the Air District issues Spare the Air Alerts on days when ozone pollution is forecast to exceed federal standards. During these Spare the Air Alerts, the Air District urges residents to take transit and cut back on activities that cause pollution such as driving, using gasoline powered lawn and garden equipment, and household products that contain volatile organic compounds. People sensitive to pollution, such as children and the elderly, are cautioned to limit outdoor exposure.

Spare the Air Alerts and daily air quality forecasts are posted on the www.sparetheair.org website, recorded on the 1 (800) HELP AIR telephone line, announced in local newspapers, and broadcast on local TV and radio stations. Bay Area residents can also sign up on the website to be notified by automatic e-mail AirAlerts. Through the Spare the Air Employer Program, employers are encouraged to educate their employees about air quality and to notify them when a Spare the Air Alert is called.

Typically, the smog season begins in May and runs through October. In recent years, emphasis on reducing driving and the promotion of electric vehicles has continued throughout the year. For more information about the Spare the Air Every Day campaign, visit www.sparetheair.org.

Goals

The goals of the Spare the Air Every Day Campaign include:

- Motivate behavior change of Bay Area drivers to reduce their driving to minimize air pollution, particularly during the summer smog season (May - October)
- Educate Bay Area residents and motorists about the Bay Area's air quality problems, causes and solutions
- Enhance Air District identification by educating the public about the Air District and by increasing awareness of its mission and goals
- Reduce the number of cars on Bay Area roads by promoting commute alternatives such as transit, carpooling, walking and biking.

- Motivate residents to reduce their use of other pollution-causing activities, including the use of polluting consumer products and gas-powered utility equipment.
- Achieve measurable success in motivating individuals to reduce their contribution to Bay Area air pollution.
- Expand Air District efforts to communicate air pollution information to non-English-speaking populations.
- Design survey methodology and work with Air District staff to develop and refine survey questionnaires, as appropriate.
- Coordinate data collection to follow Spare the Air Alerts, collect interviews, process data on episode basis, produce topline results for each episode.
- Process and weigh data, analyze results, calculate emission reductions, prepare a draft report for Air District review, prepare a final report based on review comments.
- Collect (1,500) interviews for Spare the Air Every Day and collect data, process interviews and produce topline results.

2. Winter Spare the Air Campaign

The nine counties that surround San Francisco Bay are home to almost seven million residents and an estimated 1.4 million fireplaces and woodstoves. Particulate air pollution from wood-burning appliances has been a growing health concern in the Bay Area for many years.

To protect public health, the Wood Burning Rule was passed in 2008. Between November and February, when air quality is expected to be unhealthy, a Winter Spare the Air Alert is called and wood burning is banned, both indoors and outdoors, for a full 24 hours.

For more information about Winter Spare the Air, visit <http://sparetheair.org/Make-a-Difference/Spare-the-Air-Every-Day/Winter.aspx>.

Goals

The goals of the Winter Spare the Air Campaign include:

- Encourage behavior change through the Winter Spare the Air campaign by motivating residents to reduce the use of wood burning stoves, fireplaces and outdoor fire pits and encouraging the use of alternatives such as natural gas.
- Achieve measurable behavior change in motivating individuals to reduce their contribution to Bay Area wintertime air pollution.
- Educate the public about the Wood Burning Rule (burn ban, health impacts).
- Educate Bay Area residents about the localized impacts from wood burning to the neighborhood and community as well as inside the home.
- Expand Air District efforts to communicate air pollution information to non-English-speaking populations.
- Design survey methodology and work with Air District staff to develop and refine survey questionnaires, as appropriate.

- Coordinate data collection to follow Spare the Air Alerts, collect interviews, process data on episode basis, produce topline results for each episode.
- Process and weigh data, analyze results, calculate emission reductions, prepare a draft report for Air District review, prepare a final report based on review comments.
- Collect (1,300) interviews for Winter Spare the Air Alerts. Collect data and process interviews, produce topline results.

3. Grants and Incentives Campaign

The Air District provides grants and incentives to fund projects that minimize pollution from cars, trucks and other mobile sources. Funding is primarily focused on mobile source projects that reduce or eliminate pollution from cars, trucks, marine vessels, locomotives, agricultural equipment, construction equipment and for projects that encourage the use of low emissions or zero emissions transportation such as shuttles and ride sharing, bicycle lanes and pedestrian paths. Since 1992, the Air District has awarded over \$400 million in grant funding to public agencies, private companies, and Bay Area residents for cost effective emission reduction projects.

The Air District also operates an Advanced Technology Demonstration program with the goal of advancing sustainable and renewable zero and near zero emissions reduction technologies for transportation. In 2009, the Air District initiated a GHG reduction program with the goal of encouraging the widespread use of sustainable and renewable energy generation and energy efficient technologies in public buildings. For more information about the Air District's Grants and Incentives Program, visit <http://www.baaqmd.gov/Divisions/Strategic-Incentives.aspx>.

Goals

The goals of the Grants and Incentives Campaign include:

- Through the Grants & Incentives program, motivate behavior change of public agencies, companies and individuals to reduce diesel and other air pollution by participating in Air District grant and incentive programs by changing fuel, retrofitting engines, engine change outs, fleet change out or electrification.
- Achieve measurable success in motivating behavior change in individuals to reduce their contribution to Bay Area air pollution.
- Expand Air District efforts to communicate air pollution information to non-English-speaking populations.

SECTION V – PROPOSAL CONTENT, SCHEDULE AND SUBMITTAL

A. Contents of Proposal

Submitted proposals must follow the format outlined below and include all requested information. Failure to submit proposals in the required format can result in the proposal being eliminated from evaluation and consideration.

1. Technical Proposal

- a. Cover Letter – Must include the name, address, and telephone number of the company, and must be signed by the person(s) authorized to represent the firm.
- b. Table of Contents – Clearly identify material contained in the proposal by section.
- c. Summary (Section I) – State overall approach to the project, including the objectives and scope of work.
- d. Firm Contact Information (Section II) – Provide the following information about the firm:
 - Address and telephone number of office where work will be performed
 - Name of firm's representative designated as the contact
 - Name of project manager, if different from the individual designated as the contact
- e. Schedule (Section III) – Provide projected milestones or benchmarks for completing the project within the total time allowed.
- f. Firm Organization (Section IV) – Provide a statement of your firm's background and related experience in providing similar services to governmental organizations. Describe the technical capabilities of the firm and, in particular, the firm's exposure with working with environmental regulations, if any. Provide references of other, similar projects including contact name, title, and telephone number for all references listed.
- g. Project Organization (Section V) – Describe the proposed management structure, program monitoring procedures, and organization of the engagement team. Provide a statement detailing your approach to the project, specifically address the firm's ability and willingness to commit and maintain staffing to successfully conclude the project on the proposed schedule.
- h. Assigned Personnel (Section VI) – Provide the following information about the staff to be assigned to the project:
 - List all key personnel assigned to the project by level, name and location. Provide a description of their background, along with a summary of their experience in providing similar services for governmental agencies, and any specialized expertise they may have. Substitution of project manager or staff will not be permitted without prior written approval of the Air District's assigned program manager.
 - Provide a statement of the availability of staff in any local office with requisite qualifications and experience to conduct the requested project.
 - Provide a statement of education and training programs provided to,

or required of, the staff identified for participation in the project. Make particular mention of with reference to experience dealing with governmental agencies, procedures, and environmental regulations.

- i. Retention of Working Papers (Section VII) – All working papers are the property of the Air District. Include a statement acknowledging that if your firm is awarded the contract, you will retain project related papers and related reports for a minimum of seven (7) years.
 - j. Subcontractors (Section VIII) – List any subcontractors that will be used, identifying functions to be performed by them, their related qualifications and experience and the total number of hours or percentage of time they will spend on the contract.
 - k. Conflict of Interest (Section IX) – Address possible conflicts of interest with other clients affected by clients' actions performed by the firm on behalf of the Air District. The Air District recognizes that prospective bidders may have contracts to perform similar services for other clients. Include a complete list of such clients for the past three (3) years with the type of work performed and the total number of years performing such tasks for each client. The Air District reserves the right to consider the nature and extent of such work in evaluating the proposal.
 - l. Additional Data (Section XI) – Provide other essential data that may assist in the evaluation of the proposal (e.g., green business certification, etc).
 - m. Federal forms – Complete and include those federal forms required to be submitted with the proposal (see Appendix A).
2. Cost Proposal
- a. Name and Address – The Cost Proposal must the name and complete address of the bidder in upper, left hand corner.
 - b. Cost Proposal – The cost proposal must list the fully-burdened hourly rates and the total number of hours estimated for each level of professional and administrative staff to be used to perform the tasks required by this RFP. In addition, costs should be estimated for each of the components of the work plan.

B. Schedule

RFP RELEASE DATE	2/24/12
QUESTIONS DUE	2/29/12
ANSWERS PROVIDED VIA WEBSITE	3/02/12
RFP SUBMISSION	3/07/12
INTERVIEW(S)	3/12/12
SELECTION OF FINALIST(S)	3/13/12
CONTRACT SUBMISSION FOR BOARD CONSIDERATION	3/21/12
PRE-AWARD AUDIT	4/02/12
COMMENCEMENT OF CONTRACTS	4/11/12

C. Proposal Submission

All proposals must be submitted according to the specifications set forth in Section V (A) – Contents of Proposal, and this section. Failure to adhere to these specifications may be cause for the rejection of the proposal.

1. Signature – All proposals should be signed by an authorized representative of the bidder.
2. Due Date – All proposals are due no later than 4:30 p.m., March 7, 2012, and should be directed to:

Tom Flannigan, Administrative Analyst
Bay Area Air Quality Management District
939 Ellis Street
San Francisco, CA 94109

3. Submittal – Submit six (6) complete hard copies of the proposal in a sealed envelope. Plainly mark the upper, left-hand corner with the name and address of the bidder and the RFP number. Also, submit an electronic version of your proposal on CD, thumb drive, or in email form to tflannigan@baaqmd.gov. Late proposals will not be accepted. Any correction or re-submission of proposals will not extended the submittal due date.
4. Addenda – The Air District may modify this RFP and/or issue supplementary information or guidelines relating to the RFP during the proposal preparation period.
5. Grounds for Rejection – A proposal may be immediately rejected at any time after the deadline; is not in the prescribed format; or is not signed by an individual not authorized to represent the firm.
6. Disposition of the Proposals – All responses to this RFP become property of the Air District.
7. Modification – Once submitted, proposals, including the composition of the contracting team, cannot be altered without prior written consent of the Air District. All proposals shall constitute firm offers valid for ninety (90) days from March 7, 2012.

SECTION VI – PROPOSAL EVALUATION

A panel of Air District and other regional agency staff will evaluate all proposals. The panel will recommend the selection of the contractor to the Air Pollution Control Officer (APCO), who will, in turn, make a recommendation to the Air District Board of Directors. The Air District Board of Directors must approve the contract to carry out the work described in this RFP.

Proposals will be evaluated on the following criteria:

Technical expertise, size and structure of the firm and personnel assigned to RFP tasks; firm's ability to perform and complete the work in a professional and timely manner.	30%
Experience of the team working on projects of similar scope for other governmental agencies.	20%
Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	20%
Cost effectiveness and resource allocation strategy	20%
References of the firm, Green Business certification*	10%

* The Air District gives preferences to firms that are certified green businesses by a government agency or independent private rating organization.

The Air District reserves the right to reject any and all proposals submitted and/or request additional information. During the selection process, the Air District's evaluation panel may interview bidders. The interviews will be for clarification only. The submittal of new material will not be permitted at that time.

If two or more proposals receive the same number of points, the Air District will accept the lower cost offer.

SECTION VII – SAMPLE CONTRACT

A sample Air District contract is available upon request.

Contract will be a Master Services Agreement with expenditures and projects authorized through the use of approved task orders.