



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

October 16, 2012

Request for Proposal

2012-014

Peer Review for

Plug-In Electric Vehicle Readiness Plan

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SECTION I – SUMMARY

The Bay Area Air Quality Management District (Air District) – in coordination with its partners: the Association of Bay Area Governments (ABAG), the Metropolitan Transportation Commission (MTC), the Bay Area Clean Cities Coalitions (San Francisco, East Bay, and Silicon Valley), the Monterey Bay Electric Vehicle Association (MBEVA), and the Bay Area EV Strategic Council and other stakeholders – is issuing this request for proposals (RFP) to seek a contractor to peer review a regional plug-in electric vehicle (PEV) readiness plan for the Bay Area (Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma counties) and Monterey Bay (Monterey, Santa Cruz, and San Benito counties) regions. The PEV Readiness Plan for the Bay Area and Monterey Bay regions (Plan) is being developed under a contract between the Air District and ICF International. The development of the Plan is co-funded by the United States Department of Energy and the California Energy Commission and will seek to identify the systems and resources that are needed to support accelerated PEV adoption, infrastructure deployment, investment, and readiness in the region.

Background: California expects to be the largest early adopter of PEVs in the U.S. vehicle market. This expectation is both a reflection of our State population’s culture of adopting new clean energy technologies and strong statewide policies that recognize and support the switch to PEVs from internal combustion engine vehicles. Additionally, it is believed that in order to reach the State’s air quality, carbon reduction, sustainable growth, economic and energy independence goals, California needs both a substantial penetration of PEVs in the private, public, and commercial vehicle sectors and increased use of cleaner renewable electricity sources to fuel these new vehicles.

The planning process is an opportunity to anticipate and align local approaches to deployment throughout the State. The process is a collaborative approach of regional and State leaderships to collectively enhance the PEV market and to share and promulgate best practices throughout the State.

The PEV Readiness Plan for the Bay Area and Monterey Bay regions (Plan):

This Plan constitutes one of six regional documents that will be folded into a Statewide PEV Deployment Plan for California (Statewide Plan). The Plan seeks to be responsive to the 11 items contained in Appendix 1 of this RFP which is taken from DOE solicitation document: "Clean Cities Community Readiness and Planning for Plug-In Electric Vehicle Charging Infrastructure Funding Opportunity Number: DE- FOA-0000451", dated 4/19/2011.

A first draft of the Plan was released for public comment on September 25, 2012. The Final Plan is anticipated to be completed by November 21, 2012.

The Air District and ICF International are currently working to incorporate public comments into a final draft of the Plan that contains the following:

- Demonstration of a substantial partnership with relevant stakeholders to promote the mass deployment of PEVs, including a clear description of the role and responsibilities of each stakeholder.
- A description of the need for a regional plan in light of other regional ongoing efforts toward PEV readiness and an analysis of current plans for PEV deployment in the regions.
- Analysis of barriers to the implementation of PEVs and infrastructure in the respective regions and a discussion of steps to reduce or eliminate the identified barriers.
- A plan that identifies sites of regional charging infrastructure. The Plan will identify the methodology employed to identify these locations, the quantity of infrastructure needed, and the investment and sources of investment required to implement infrastructure installation.
- A plan for deploying residential, workplace, private, and publicly available charging infrastructure, including location identification, the quantity of infrastructure necessary and the investment required to promote the mass adoption of PEVs in the regions, taking into account the varying urban, suburban and rural characteristics within the regions.
- A plan which describes the development of regionally specific guidelines for PEV infrastructure deployment, for residential single- and multi-dwelling units, commercial and public areas, and fast charging units in strategic locations. This section will identify issues to be considered in the deployment of infrastructure guidelines, identify what additional guidelines need to be developed based on the gaps and deficiencies analysis, and identify and address the unique challenges of installing and sustained management of infrastructure at multifamily residential buildings.
- A plan to update building codes to include a requirement for charging infrastructure or dedicated circuits for charging infrastructure, as appropriate, in new construction and major renovations.
- A plan to update construction permitting and inspection processes to allow for expedited and streamlined installation of charging infrastructure for purchasers of PEVs.
- A plan to update zoning, parking rules, or other local ordinances as necessary to

facilitate the installation of publicly available charging infrastructure and to allow for access to publicly available charging infrastructure, as appropriate.

- A plan for effective marketing, outreach, training, and education relating to PEVs, charging services, and infrastructure.
- A plan to communicate available or anticipated benefits or incentives for PEV owners; and identify and establish other potential needed or desired benefits or incentives.
- An analysis of utility, grid operator, or third-party charging service provider, policies and plans for accelerating the adaptation of PEVs.
- A plan to mitigate “on-peak” PEV charging, including the use of battery storage and renewable energy such as wind or solar.
- A plan for ensuring that the charging infrastructure or PEVs will be able to send and receive the information needed to interact with the grid and be compatible with smart grid technologies to the extent feasible.

Bidding and Award Process: The Air District is seeking bids from individuals, entities, or firms that can demonstrate extensive experience conducting peer review of documents related to electric vehicle technologies, government policy, and business case analysis. It is anticipated that a contract between the Air District and the selected contractor will be executed **November 1, 2012, with work commencing on November 2, 2012.**

To respond to this RFP, interested parties should submit two (2) hard copies and one (1) electronic copy (in Microsoft Word or Adobe PDF format) of its proposal to:

**Tom Flannigan, Administrative Analyst, tflannigan@baaqmd.gov
939 Ellis Street, San Francisco, California, 94109
by 10:00 a.m. on Monday, October 29, 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, veteran’s business enterprises, disadvantage business enterprises, and Certified Green Businesses are encouraged to submit proposals. **Any questions regarding this RFP should be directed to Tom Flannigan at: tflannigan@baaqmd.gov.**

SECTION II – 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 as 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 the due date. Please check our website for updates.

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 quotation for this project should not exceed \$25,000.
8. All questions must be in written form and directed to Tom Flannigan and arrive no later than 1:00 p.m. on Tuesday, October 23, 2012. All questions will be answered in writing in the order received and posted on the BAAQMD RFP webpage by 6 p.m. on Thursday, October 25, 2012.
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

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

1. Due Date – All proposals are due no later than **10:00 a.m. on Monday, October 29, 2012**, and should be directed to:

Tom Flannigan, Administrative Analyst, tflannigan@baaqmd.gov
Bay Area Air Quality Management District
939 Ellis Street; San Francisco, CA 94109
2. Proposals received after the time and date provided, previously specified, will not be considered.
3. Signature – All proposals should be signed by an authorized representative of the bidder.
4. Submittal – Submit two (2) hard copies of the proposal in a sealed envelope and one (1) electronic copy (in Microsoft Word or Adobe PDF format). Electronic submissions will be acknowledged with a return email. Plainly mark the upper, left-hand corner with the name and address of the bidder and the RFP number. Late proposals will not be accepted. Any correction or re-submission of proposals will not extend the submittal due date.
5. Grounds for Rejection – A proposal may be immediately rejected at any time if it arrives after the deadline, is not in the prescribed format, or is signed by an individual who is not authorized to represent the firm.
6. Disposition of the Proposals – All responses to this RFP become property of the Air District and will be kept confidential until a recommendation for award of a contract has been announced. Thereafter, submittals are subject to public inspection and disclosure under the California Public Records Act. If a respondent believes that any portion of its submittal is exempt from public disclosure, it may mark that portion “confidential.” The District will use reasonable means to ensure that such confidential information is safeguarded, but will not be held liable for inadvertent disclosure of the

information. Proposals marked “confidential” in its entirety will not be honored, and the District will not deny public disclosure of any portion of submittals so marked.

By submitting a proposal with portions marked “confidential,” a respondent represents it has a good faith belief that such portions are exempt from disclosure under the California Public Records Act and agrees to reimburse the District for, and to indemnify, defend, and hold harmless the District, its officers, employees, and agents, from and against any and all claims, damages, losses, liabilities, suits, judgments, fines, penalties, costs, and expenses, including without limitation, attorneys’ fees, expenses, and court costs of any nature whatsoever, arising from or relating to the District’s non-disclosure of any such designated portions of a proposal.

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 the due date.

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 proposal material at an interview will not be permitted.
3. Interviews may involve a presentation or a question-and-answer format or any combination of these.

SECTION III – SCOPE OF WORK

A. OBJECTIVES

The goal of this RFP is to select a contractor who will conduct an independent, informed, and thorough peer review of the final draft version of the Plan that is currently being prepared by the Air District and its contractor, ICF International in response to a grant award from the United States Department of Energy (DOE). Based on the information provided by the peer review contractor, the Air District may make final revisions to the document at which point it will be forwarded for incorporation into the Statewide Plan for California.

B. WORK STATEMENT

1. **Timeline:** The task is expected to be completed between **November 2, 2012 and November 16, 2012.**

2. **Peer Review:**

Selected contractor will review the final draft Plan described above in the SUMMARY (Section I) and assess the extent to which it is responsive to the required 11 items, the manner in which the recommendations are derived from the analysis, the reliability of the analysis, and the strengths and limitations of the overall methodology and conclusions.

This includes ways to clarify assumptions, findings, conclusions, identify oversights, omissions, inconsistencies, and if needed, encourage authors to more fully acknowledge limitations and uncertainties.

Selected contractor will provide the substance of their review in the form of “strikeout and underline” and comments on the planning document.

Bidders must describe how they would conduct peer review of the final draft Plan.

C. FEDERAL AND STATE REQUIREMENTS

The successful contractor under this solicitation will comply with all applicable federal and State requirements including the following: the federal debarment provisions in 2 CFR Part 180 and 2 CFR 901, the U.S. Department of Energy procurement regulations found in 10 CFR Part 600 (which, among other things, prohibit contracting with entities on the federal debarment list and specify provisions to be included in contracts), the DOE regulations prohibiting discrimination in 10 CFR Part 1040, and the prohibition against using federal funds for lobbying in 31 USC section 1352. The applicable provisions will be incorporated into the contract between the Air District and the contractor.

Additionally, no persons or entities that are currently listed on the federal excluded parties list system (EPLS) will be considered for award as part of this RFP.

SECTION IV – PROPOSAL FORMAT, CONTENT, 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 (Section references below refer to the organization of the proposal and not to sections of this RFP)
 - a. Cover Letter (Section I) – 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. Firm Contact Information – Provide the following information about the firm:
 - Address and telephone number of the office nearest to San Francisco, California and the address and phone number of the office that each of the proposed staff members are based out of, if different.
 - Name of firm’s representative designated as the contact.
 - Name of project manager, if different from the individual designated as the contact.
 - Entity DUNS Number, if applicable.
 - c. Table of Contents – Clearly identify material contained in the proposal by section.
 - d. Summary (Section II) – State overall approach and ability to meet the elements contained in the Objectives, Work Statement, and Federal and

State Requirements (SECTION III – SCOPE OF WORK).

- 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. Describe the technical capabilities of the firm and, in particular, the firm’s exposure with performing peer review on papers related to electric vehicle technologies, including public and government policy and business case analysis.
- 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 addressing 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:
 - i. List all key personnel assigned to the project by level and name.
 - ii. Provide a background description that includes a statement of education and training programs provided to, or required of, the staff identified for participation in the project. Make particular mention to experience previous work conducting peer review and dealing with governmental agencies. 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. For each team member, please provide a listing of citations for documents you have peer reviewed or published, indicating your role on each.

Background descriptions can be a resume, CV, or summary sheet. Substitution of project manager or lead staff will not be permitted without prior written approval of the Air District’s assigned program manager.
 - iii. Provide a statement of the availability of staff in any local office with requisite qualifications and experience to conduct the requested project.
- 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 five (5) years following the completion of a contract with the Air District.
- j. Subcontractors (Section VIII) – List any subcontractors that will be used, the work to be performed by them, 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 contractors’ actions performed by the firm on behalf of the Air District. The Air District recognizes that prospective

SECTION V – PROPOSAL EVALUATION

The Air District will convene a panel that will evaluate all proposals. The panel will recommend the selection of the contractor to the Air Pollution Control Officer (APCO). Proposals will be evaluated on the following criteria:

Firm's or individuals' ability to perform and complete the work in a professional and timely manner, with considerations on the size and/or structure of the firm and number of dedicated FTE personnel assigned to RFP tasks;	5 %
Technical expertise, past experience of the firm or individuals, experience of the team members working on projects of similar scope for other governmental agencies, and demonstrated ability to leverage the greatest knowledge base and expertise to complete the required work.	35%
Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	35%
Cost	25%

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. Interviews may involve a presentation or a question-and-answer format or any combination of these.

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

SECTION VI – SAMPLE CONTRACT

A sample contract to carry out work similar to this RFP is available on the Air District's website at <http://www.baaqmd.gov/Divisions/Administration/RFP-RFQ/Sample-Documents.aspx>. Note that this RFP includes some functions not covered in the sample.

APPENDIX I - U.S. Department of Energy Solicitation