



May 1, 2012

Request for Proposals No. 2012-009

BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

Social Marketing, Civic Engagement and Facilitation
Services for Spare the Air Resource Teams

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SECTION I – SUMMARY

The Bay Area Air Quality Management District (Air District) is requesting proposals from all qualified firms experienced in social marketing to influence behaviors at the community-scale. Bidders should be experienced in bringing together businesses, civic organizations and local governments to collectively develop and implement collaborative, community-wide air pollution reduction programs. Bidders should demonstrate the capability to foster innovative ideas among team members.

The selected firm will assist the Air District with the administration, coordination, recruitment, retention and facilitation of its nine Spare the Air Resource Teams. The contract will be partially funded by the Transportation Fund for Clean Air (TFCA) and the selected firm will be expected to comply with TFCA requirements.

The amount set for the overall contract is up to \$227,000 per contract year, for up to three years. This total includes \$27,000 in seed funding for team projects per contract year.

To respond to this RFP, an interested firm must submit an electronic copy of its proposal on thumb drive or via email along with six hard copies to:

Tom Flannigan, Administrative Analyst
Bay Area Air Quality Management District
939 Ellis Street San Francisco, CA 94109
tflannigan@baaqmd.gov

**Proposals must be received at the Air District offices at
939 Ellis Street, San Francisco, California, 94109 by 4:30 PM on May 18.**

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 also administers numerous grant programs and public education campaigns.

The Air District is governed by a twenty-two 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. Spare the Air Resource Team Overview

Two key challenges in reducing air pollution and mitigating the impacts of a changing climate are motivating the public to make behavioral changes and getting the public to understand the public policy choices facing decision makers.

In 1991, the Bay Area Air Quality Management District launched the Spare the Air Program, a voluntary public education campaign using innovative community outreach techniques as well as traditional public relations and advertising. The main component of the community outreach program included county-based "resource teams."

The teams are comprised of individuals from local businesses, public agencies, environmental groups and civic organizations. Members of the Air District Board of Directors and/or their staff have traditionally participated on teams. Resource team members provide resources - money, expertise and in-kind support - to help meet the Air District mission. Contractor assistance has been used in creating and sustaining the resource teams. Air District staff members play a supporting role by attending team meetings and providing technical expertise.

The Resource Team program helps address the air quality concerns unique to the diverse communities and neighborhoods that make up the Bay Area . The teams meet regularly to achieve specific goals such as disseminating air quality-related information to local residents, providing feedback and input on Air District strategies and programs,

and facilitating and implementing projects that will reduce air pollution locally or regionally within the community. Resource team members, with the assistance of the Contractor, identify and implement projects that promote and/or achieve emissions reductions either locally or throughout the region.

Resource team projects have historically focused on traffic and pollution-reduction at schools, communities, and businesses. Example projects include school-based idling reduction, walking and biking promotions, promotion of work-site commute solution, promotion of car-free tourism and development of a car-free tourism website, and a lawn mower buy back and exchange program.

The Spare the Air Resource Teams have proven to be remarkable successes. The teams have been active over twenty years and individual participants have given of their time and resources generously. Team members have also learned about the Bay Area Air Quality Management District, both as an institution and agent for change. Participation on the teams has led to sustained behavioral change at the worksites of team members and in their local communities.

The Air District currently administers nine Spare the Air resource teams, listed below:

1. Contra Costa County Spare the Air Resource Team
2. Napa Clean Air Coalition
3. San Francisco County Spare the Air Resource Team
4. San Jose Green Vision Resource Team
5. San Mateo County Spare the Air Resource Team
6. Santa Clara County Spare the Air Resource Team
7. Sonoma County Spare the Air Resource Team
8. Southern Alameda County Spare the Air Resource Team
9. Tri-Valley Spare the Air Resource Team

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 District may modify the RFP or issue supplementary information or guidelines during the proposal preparation period prior to May 18, 2012.

5. Proposals shall constitute firm offers. Once submitted, proposals cannot be altered without the written consent of the District, but proposals may be withdrawn.
6. The District reserves the right to reject any and all proposals.
7. The total quotation for this project should not exceed two-hundred-twenty-seven thousand dollars (\$227,000) for each fiscal year of the contract period (July 1, 2012-June 30, 2013; July 1, 2013-June 30, 2014; July 1, 2014-June 30, 2015).
8. All questions must be in written form and directed to Tom Flannigan (tflannigan@baaqmd.gov) and arrive no later than 5:00 pm May 10, 2012. All questions will be answered in writing and posted on the Air District RFP webpage at <http://www.baaqmd.gov/Divisions/Administration/RFP-RFQ/Open-RFP-RFQ.aspx> 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.
10. 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 Air 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 their entirety will not be honored, and the Air 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 Air District for, and to indemnify, defend, and hold harmless the Air 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 Air District's non-disclosure of any such designated portions of a proposal.

B. Submittal of Proposals

1. Paper and electronic copies of the proposals must be submitted as specified in Section I and Section IV.B.
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 proposal material at an interview will not be permitted.

SECTION IV – PROPOSAL FORMAT, CONTENT AND SUBMISSION INSTRUCTIONS

A. Format and Content

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. Cover Information
 - 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. Firm Contact Information– Provide the following information about the firm:
 - Address and telephone number of office where proposal staff are based;
 - Name of firm’s representative designated as the contact; and
 - Name of project manager, if different from the individual designated as the contact.
2. Personnel and Firm Experience
 - a. Firm Experience – Demonstrate firm’s experience in formulating, leading and implementing civic engagement strategies or similar programs for non-profit, government or private entities, especially projects with social marketing objectives.
 - Identify and describe three project examples. List reference contact name(s), title(s), and telephone number(s) for each project.
 - Submit sample educational materials developed for the example projects.
 - b. Assigned Personnel – Provide the following information about the staff assigned to the project:
 - List all key personnel assigned to the proposal by level, name and office location. Provide a description of their background, along with a summary of their experience and any specialized expertise they may

have in the fields of civic engagement, social marketing, community organizing and facilitation, in particular for a government agency. Substitution of proposed staff will not be permitted without prior written approval of the Air District's assigned contract 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 to implement the proposal. Make particular mention of experience working with non-profit, government or private entities on civic engagement or social marketing campaigns.
 - Specifically address your firm's ability and willingness to commit and maintain staffing, both number and level, to successfully perform all duties within your proposal.
- c. Subcontractors– 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 implementation of the proposal.
- d. References – Provide two client reference letters.

3. Technical Proposal

- a. Work Plan - Develop and present a work plan that includes how you will carry out the administration and facilitation of existing Spare the Air resource teams and strategies for expanding participation in the teams (i.e. membership recruitment plans). Provide projected milestones or benchmarks for achieving deliverables. Submit sample formats for:
- Meeting agendas
 - Meeting summaries
 - Quarterly team progress reports to the Air District

The work plan will be evaluated for responsiveness, comprehensiveness, demonstration of a clear understanding of the work to be performed as well as an ability to meet all criteria weighted as noted in Section V, below. Descriptions of Spare the Air Resource Team projects are provided on page 2 of this RFP.

- b. Timeline – Provide projected milestones or benchmarks for completing the work plan from July 1, 2012 through June 30, 2015.
- c. Describe the proposed management structure, program monitoring procedures, and organization of your firm's team for your proposal. Specify which team members will carry out specific tasks listed in the

proposal.

- d. 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 reports for a minimum of five (5) years.

4. Cost Proposal

- a. 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 your firm's proposal. In addition, costs should be estimated for each of the components of the work plan, including non-personnel costs such as team project budgets.

5. Additional Information

- a. Statement of Environmental Stewardship and/or green business certification.
- b. Statement of membership in the Spare the Air Employer Program.
- c. Description of commuter benefits provided to employees: free transit, commuter check, bicycle stipends, etc.
- d. Conflict of Interest– Address possible conflicts of interest with other work performed by the firm on behalf of the Air District or similar agencies. Address possible conflicts of interest with other work performed for firms whose interests may be impacted by the Air District's rules and regulations. The Air District reserves the right to consider the nature and extent of such work in evaluating the proposal.

B. Proposal Submission Instructions

All proposals must be submitted according to the specifications set forth in Section IV (A) – Format and Content 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., May 18, 2012 and should be directed as described in Section I.
3. Submittal of Hard Copies and electronic copy – Submit proposals in a sealed envelope/package. Plainly mark the upper, left-hand corner of the front page of the proposal with the name and address of the bidder and the RFP number. Late proposals will not be accepted, nor will any corrections or re-submissions of proposals be accepted after the 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. These shall be posted at:
<http://www.baaqmd.gov/Divisions/Administration/RFP-RFQ/Open-RFP-RFQ.aspx>
5. Grounds for Rejection – A proposal may be immediately rejected at any time after the deadline; if it is not in the prescribed format; or is not signed by an individual 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 May 18, 2012.

SECTION V – PROPOSAL EVALUATION

A panel of Air District 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. An example of a typical contract for professional services used by the Air District is included in Section VI.

A. RFP Evaluation Timeline

RFP Release date	5/01/12
Questions due	5/10/12
Answers provided on website	5/15/12
Proposals due	5/18/12
Interviews (if necessary)	5/24/12
Staff selection of consultant	5/25/12
Board of Directors Public Outreach Committee consideration of consultant	5/31/12
Board of Directors consideration of consultant	6/06/12
Commencement of contracts	7/01/12

B. Evaluation Criteria

Expertise of the firm and personnel assigned to proposal tasks; firm's ability to perform and complete the work in a professional and timely manner.	20%
Past experience of the firm and personnel on similar projects for other governmental or non-profit agencies.	20%
Responsiveness of the proposal, based upon a clear understanding of the work to be performed in the proposal.	30%
Cost Proposal	20%
Statement of environmental stewardship.	10%

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 VI – SAMPLE CONTRACT

A sample contract to carry out the work described in this RFP is available on the District's website at <http://www.baaqmd.gov/Divisions/Administration/RFP-RFQ/Sample-Documents.aspx>.