



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

May 6, 2014

**Request for Proposals
2014-003**

Air Quality Video Production

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SECTION I – SUMMARY

E4 Strategic Solutions, Inc. (E4) has been retained by the Bay Area Air Quality Management District to serve as the lead for developing a video and coordinating the involvement of the California Air Pollution Control Officers Association (CAPCOA) members via the Ad Hoc Video Production Committee. The purpose of the video is to illustrate some of the air quality challenges and accomplishments across the state of California and the efforts by the local air districts to further improve air quality and achieve air quality standards.

To respond to this Request for Proposals (RFP), an interested company should submit two hard (2) copies and one (1) electronic copy (in Microsoft Office or Adobe Acrobat PDF file format) of its proposal to:

Tina Landis, Administrative Analyst
Bay Area Air Quality Management District
tlandis@baaqmd.gov

**Proposals must be received at the Air District offices at
939 Ellis Street; San Francisco, California, 94109 by 4:00 p.m. May 29, 2014.
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, and Certified Green Businesses are encouraged to submit proposals. **Any questions regarding this RFP should be directed to Tina Landis at: tlandis@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. With more recent legislation, the Air District was granted authority to enact certain transportation and mobile source measures.

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.

The Air District is one of 35 regional air quality management agencies in California. The scope of the Air Quality Video is statewide, representing all air quality management agencies across the state.

B. Air Quality Video Production

This purpose of this RFP is to identify a company to help develop a video that explains the air quality challenges and accomplishments across the state and highlights the efforts to further improve air quality. The video should provide historical context along with modern accomplishments and future work necessary to achieve ever-tightening air quality standards (e.g., "The job isn't done..."). The video is intended to educate the public about the state's 35 regional air quality management agencies and the challenges these agencies face with respect to achieving air quality standards.

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 may be cause for the rejection of the 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 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 prior to the due date.
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 fifty thousand dollars (\$50,000).
8. All questions must be in written form or emailed directly to Tina Landis, Administrative Analyst, and arrive no later than one week prior to RFP due date. All questions will be answered in writing and posted on the BAAQMD RFP webpage at least one week 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

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. Due Date – All proposals are due no later than 4:00 p.m., May 29, 2014 and should be directed to:

Tina Landis, Administrative Analyst
Bay Area Air Quality Management District
tlandis@baaqmd.gov
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 hard (2) copies of the proposal in a sealed envelope to the mailing address above, plus one (1) electronic copy (in Microsoft Office or Adobe Acrobat PDF file format). Electronic submissions submitted via email will be acknowledged with a return email. Hard copies of the proposal shall plainly marked on the upper, left-hand corner of the submission 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, or 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 and will be kept confidential until a recommendation for award of a contract has been announced. However, the Air District may share responses to the RFP with members of the CAPCOA Ad Hoc Video Production Committee without waiving this confidentiality. After the contract award announcement, 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 their 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 and/or a question-and-answer session.

SECTION IV – SCOPE OF WORK

The video, which will be solely owned by CAPCOA and its member agencies, would be available for the public to access from the California Air Pollution Control Officer Association (CAPCOA) website and the 35 air districts’ websites, and encompass the vast scope of air quality accomplishments, issues and approaches to these challenges.

- The duration of video should last approximately 5 to 7 minutes.
- The final video must be in high definition (at least 720p).
- The video must include interviews of the air district staff in the field and/or office setting as appropriate and possibly external representatives supporting air quality improvements such as a public health officer or physician along with a voice-over narration.
- A script must be created for the entire video that includes both interviews and narration.
- B-roll and stock photography may exist that maybe included in production. However, additional, original footage and photography is needed.
- The video should highlight the various geographical settings statewide (coast, mountains, desert, urban, rural) and climatology (coastal, transitional, mountain, desert) throughout the state and their impacts on air pollution problems.

The video could highlight sources of pollution such as (but not limited to):

Industrial/Commercial
Transportation/Ports
Electricity/Co-Generation
Residential Fuel/Gasoline Dispensing Facilities
Off Road Equipment
Agriculture/Farming
Woodsmoke
Consumer Products
Mexico-domiciled trucks and other vehicles
Transport of pollutants (inter-district, interstate, international)

As well as approaches to improving air quality such as (but not limited to):

Air pollution control laws
Air quality management plans
Permitting facilities
Rules
Monitoring
Enforcement/Inspectors
Public Outreach/PSAs - Spare the Air, Check Before you Burn, Don't Light Tonight, Buying Green
Grants - School Bus, Diesel Engine Retrofits, Clean Vehicle Rebates, EV Infrastructure
Smog Check/Report Smoking Vehicles/Vehicle Buy-Back/Tune-in Tune-up
Smart Growth policies/plans/development

- The video could delve deeper into the technical aspects such as terminology and explain the meaning of particulate matter, ozone, NOx, toxic air contaminants, climate change, the nexus between efforts to reduce air pollution and climate change, and other air quality complexities. The video could include the concept of non-attainment and explain that districts are vulnerable to sanctions – losing federal transportation dollars and restricting economic development – if they are out of attainment and what this means for the average person on the street.
- The video could also touch upon the governance structure (Air District Staff, Air District Boards of Directors, Air District Hearing Boards, California Air Resources

Board, U.S. EPA).

SECTION V – 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

- 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 office nearest to San Francisco, California and the address and phone number of the office that each proposed staff member is based out of if different.
 - Name and email address of the firm’s representative designated as the contact
 - Name of project manager, if different from the individual designated as the contact
- c. Table of Contents – Clearly identify material contained in the proposal by section
- d. Summary (Section II) – State overall approach to the Air Quality Video Production, including the objectives and scope of work.
- e. Program 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, if any. 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 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:
 - List all key personnel assigned to the project by level and name. 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. Background descriptions can be a resume, CV, or summary sheet. 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 any 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 five (5) years.
 - 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) –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).
2. Cost Proposal
- a. Name and Address – The Cost Proposal must have the name and complete address of the bidder in the 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 Scope of Work.

- c. The Cost Proposal does not need to be a separate, sealed document.

SECTION VI – PROPOSAL EVALUATION

The Air District will evaluate all proposals in consultation with the CAPCOA Ad Hoc Video Production Committee. An example of a typical contract for professional services used by the Air District is included in Section VII.

Proposals will be evaluated on the following criteria:

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| 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% |
| Past experience of the firm and, in particular, 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 | 20% |
| References of the firm, California business/Green Business | 10% |

- * "Size and structure of firm" refers to the ability of a firm's size to meet the needs of the District. It does not give absolute preference to larger or smaller firms.

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 and/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 VII – 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>