



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

Release Date:  
September 12, 2014

Request for Proposals # 2014-012

**Facilitation & Meeting Coordination  
for the  
Bay Area Plug-in Electric Vehicle  
Coordinating Council**

**SECTION I – SUMMARY..... 1**  
**SECTION II – BACKGROUND..... 2**  
**SECTION III – INSTRUCTIONS TO BIDDERS ..... 3**  
**SECTION IV – SCOPE OF WORK..... 5**  
**SECTION V – PROPOSAL FORMAT, CONTENT AND SUBMITTAL ..... 9**  
**SECTION VI – PROPOSAL EVALUATION ..... 11**  
**SECTION VII – SAMPLE CONTRACT..... 12**

**SECTION I – SUMMARY**

The Bay Area Air Quality Management District (“Air District”), in partnership with the Metropolitan Transportation Commission (“MTC”), is seeking proposals from bidders with experience in stakeholder meeting facilitation and coordination to organize meetings, convene stakeholders, facilitate discussions, and disseminate information for the Bay Area Plug-in Electric Vehicle Coordinating Council (“Coordinating Council”), a multi-stakeholder partnership working to accelerate the adoption of plug-in electric vehicles (“PEVs”) in the Bay Area.

The Air District envisions that the successful bidder (“Contractor”) will provide professional facilitation and meeting coordination services to enable members of the Coordinating Council (“Members”) to convene, to share experiences, and to discuss PEV topics—such as emerging trends in PEV technology and markets, legislative and policy updates, and new industry developments—in order to help accelerate PEV adoption and PEV readiness actions in the region. Bidders need not be experts in the PEV field, but rather be capable of undertaking all of the tasks described in the Scope of Work section below. This contract will be for one (1) year with an option to extend for two (2) additional years at the Air District’s sole discretion. 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:

Mailing Address:  
Tina Landis, Administrative Analyst  
Bay Area Air Quality Management District

939 Ellis Street; San Francisco, CA 94109

Email Address:  
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. October 14, 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.

### **B. Bay Area PEV Coordinating Council Overview**

The purpose of this RFP is to identify one Contractor to facilitate and convene the Bay Area PEV Coordinating Council. The Coordinating Council is an executive level forum with Members currently representing 27 organizations from PEV industries; state, regional, and local government agencies; research institutions; and nonprofits throughout the Bay Area. Members bring specific PEV expertise—including information regarding infrastructure, technology, policy, funding, finance, and planning—to the table while convening, collaborating, and communicating on emerging PEV trends to advance the PEV market in the region.

The Coordinating Council was created in 2011, during the development of the [Bay Area PEV Readiness Plan](#) ("Plan"), to help accelerate PEV adoption in the Bay Area. The

Plan lays out strategies and guidance to achieve PEV adoption targets of 110,000 by 2020 and 247,000 by 2025 in the Bay Area.

The Coordinating Council is not a formal group and therefore, does not report directly to any person or entity. Given the diversity of the Members, the Coordinating Council does not take positions on policy or on legislative issues, nor does it have any decision-making authority. The purpose of the Coordinating Council is solely to serve as a clearinghouse of ideas and a forum in which Members may engage in discussion and share information.

### **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 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 Tasks 1-3 in Section IV (B) (Work Statement) shall not exceed \$40,000. The budget for Task 4 (Optional) shall be \$10,000.
8. All questions must be in written form and sent or emailed directly to Tina Landis, Administrative Analyst, **and be received no later than 4:00 pm on October 6, 2014**. All questions will be answered in writing and posted on the BAAQMD RFP webpage on October 7, 2014.
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., October 14, 2014, and should be directed to:

Mailing Address:  
Tina Landis, Administrative Analyst  
Bay Area Air Quality Management District  
939 Ellis Street; San Francisco, CA 94109

Email Address:  
tlandis@baaqmd.gov

2. Proposals received after the time and date provided previously specified will not be considered.
3. Signature – All proposals must 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) to the email address above. Electronic submissions submitted via email will be acknowledged with a return email. Hard copies of the proposal shall be plainly marked in 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 or considered. 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. 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 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. Pre-Bidders Conference**

A pre-bidders conference will be held on **Friday, September 26, 2014, from 11:00 a.m. to 12:00 p.m.** for the purpose of providing an outline of the RFP requirements and an opportunity for Q&A. The conference will be hosted at the Air District's office located at 939 Ellis Street, San Francisco, CA. Attendance is encouraged, but not mandatory.

#### **D. 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**

Proposals will be evaluated against each element of the Scope of Work below:

#### **A. Objectives**

Contractor, with direction from the Air District, will organize high-level executive and staff level meetings, provide professional and impartial facilitation services, ensure open dialogue among Members, and track and prepare reports on the region's progress in achieving PEV adoption targets and local government readiness actions. This includes the following:

- Plan and convene Member meetings;
- Create meeting agendas for Coordinating Council meetings and ensure that Members address all matters on the meeting agenda;
- Facilitate the meeting process;
- Engage Members and provide opportunities for input;
- Monitor and compile Member information; and
- Prepare reports and content for updates to Website (hosted and administered by the Air District) and for distribution to Members via email regarding the following topics:
  - Status of the region's progress in achieving PEV adoption targets, including regional PEV sales numbers;

- Status of the region's local government readiness actions;
- Availability of new vehicles and charging equipment;
- Advances in PEV related technology; and
- Emerging trends and policies that support or pose a challenge to PEV adoption.

The contract duration is for **one (1) year, starting January 1, 2015**, with an option to extend the term up to two (2) additional years at the Air District's sole discretion.

Proposals that do not address the objectives listed above will be deemed nonresponsive and will not be reviewed or considered.

Additionally, the following are examples of activities that fall outside of the objectives and are not part of this RFP (there may be potential funding to work on these or similar specific PEV-related opportunities that result from the Coordinating Council; however, that work would be separate from this RFP):

- Deployment of PEVs or PEV infrastructure (i.e. involvement in on-site evaluations/inspections, sales transactions, and grant development and/or administration);
- PEV-related outreach projects other than the Experience Electric Campaign ride-and-drive events discussed in Task 4 of Section IV (B) below;
- Negotiations of bulk pricing for PEV-related infrastructure or vehicles; and
- Lobbying, work associated with developing public policy, or any action taken on behalf of the Coordinating Council

## **B. Work Statement**

To achieve the objectives listed in Section IV (A), the following tasks must be met. The proposal must describe how Contractor would implement each task. Contractor must have specific expertise in performing the following tasks:

### **Task 1: Convene Three (3) Members Meetings**

Contractor will coordinate, develop materials for, and facilitate three (3) in-person meetings of Coordinating Council Members (Members Meetings) over the course of a year. Members Meetings shall be approximately 3 hours long, be attended by Members and their staff (~50 people), and cover a range of PEV topics, such as Member updates, new PEV developments, availability of grants, and policy updates. Contractor shall work with the Air District and MTC to develop agendas, to invite and schedule speakers, and to develop outreach content to be hosted on the Air District's website. The Members Meetings shall be hosted in Bay Area location(s) convenient for Members and shall take place at regular intervals of approximately once every four (4) months. Content developed for and documentation developed from meetings shall be made available by Contractor to the Air District, MTC, and the Coordinating Council in a timely manner.

Activities for Task 1 include, but are not limited to, the following:

- Provide logistical support for meetings, which includes organizing meeting space and times, contacting meeting participants and guest speakers, developing meeting agendas, distributing documents, and coordinating AV

- equipment;
- Provide event registration and on-site logistics on meeting days;
- Facilitate and moderate meetings based on agenda approved by the Air District and MTC;
- Develop event content to be hosted on the Air District website, including agendas, PowerPoint presentations, web presentations, and meeting minutes;
- Develop and provide a comprehensive record of each facilitated meeting including, but not limited to, names of all attendees, groups represented, meeting minutes (topic discussion outcomes, issues, clearinghouse of materials that were shared by Members), and new content for website on an as-needed basis. Note that meeting records shall be sufficient to be included into reports to the Air District Board of Directors;
- Extend invitation, schedule meetings, and confirm speakers identified by the Air District, MTC, and Members for meetings (speakers may include Members or guests from outside the region, including State or Federal entities);
- Communicate with Members, send event notices, send registration information, confirm meeting participation, respond to requests for information from Members, post meeting follow-ups; and
- Procure and provide refreshments.

### **Task 2: Convene Six (6) Subcommittee Meetings**

To ensure seamless dialogue and discussions throughout the year, the Contractor shall organize and moderate six (6) subcommittee conference calls (Subcommittee Meetings) over the course of a year. Subcommittee Meetings (e.g., steering committee, executive committee) shall be approximately 1 to 2 hours long, attended by Members of that particular committee (~10 people), and should guide the Contractor's development of the agenda for the Members Meetings. These calls shall be via teleconference and/or web-based and shall take place approximately once every two (2) months.

Activities for Task 2 include, but are not limited to, the following:

- Provide logistical support for meetings, including coordinating conference/web platform and times, contacting meeting participants, developing meeting agendas, and distributing of documents;
- Facilitate and moderate conference/web-based discussions based on agenda approved by the Air District and MTC; and
- Develop and provide a comprehensive record of each facilitated meeting including, but not limited to, names of all attendees, groups represented, meeting minutes (topic discussion outcomes, issues, clearinghouse of materials that were shared by Members), and new content for website on an as-needed basis. Note that meeting records shall be sufficient to be included into reports to the Air District Board of Directors.

### **Task 3: Attend Monthly Check-in Meetings and Perform Administrative Duties**

Contractor shall handle a number of administrative tasks between and during meetings to ensure a seamless experience for Members. Contractor shall have **monthly check-in conference calls** with Air District and MTC staff that are about **30 minutes** long.

Activities for Task 3 include, but are not limited to, the following:

- Attend project kick-off conference call with Air District and MTC;
- Maintain an updated list of Members;
- Coordinate and develop agenda of upcoming Member and/or Subcommittee Meetings with the Air District and MTC, including steering committee topic discussions, updates, and speakers; and
- Manage prospective new member engagement.

**Task 4 (Optional): Assist with Experience Electric Campaign**

On an as-needed basis, MTC may request Contractor to provide assistance on the Experience Electric Campaign. This campaign aims to build awareness and demand for PEVs in the Bay Area through ride-and-drive events held in communities throughout the region's nine counties. The campaign's primary objective is to change the perception of electric vehicles through first-hand driving experience, and to provide the opportunity for interested individuals to ask questions about the vehicles in an environment free from sales pressure. MTC launched the campaign in May 2014 and is hosting 21 ride-and-drives through 2014.

Activities for Task 4 (Optional) include, but are not limited to, the following:

- Assist with the development and implementation of the Experience Electric Campaign, including participating in regular calls and meetings, assisting with program development and providing knowledge, expertise and contacts to the campaign planning effort; and
- Provide or coordinate an overview of Experience Electric Campaign activities to the Coordinating Council during Member Meetings.

**Timeline**

The tentative schedule for Member and Subcommittee Meetings (Tasks 1 & 2) is as follows and is open to revisions:

<b>2015 Schedule (Tentative)</b>	<b>Event</b>
January	Subcommittee Meeting #1
February	Members Meetings #1
March	Subcommittee Meeting #2
April	
May	Subcommittee Meeting #3
June	Members Meetings #2
July	Subcommittee Meeting #4
August	
September	Subcommittee Meeting #5
October	Members Meetings #3
November	Subcommittee Meeting #6
December	



### **C. Contractor Qualifications**

At a minimum, the Contractor must have the following skillsets:

- Experience in event organizing and planning;
- Extensive experience in convening and facilitating meetings;
- Experience working with Bay Area stakeholders;
- Possession of objectivity and neutrality as facilitators and moderators;
- Demonstrated understanding and experience of processes and group dynamics to help Members convene, collaborate, and communicate on ideas and trends that will help accelerate PEV adoption in the region;
- Demonstrated abilities and experience in active listening;
- Experience and training in collaborative problem solving, communication and conflict resolution;
- Demonstrated abilities to bring a spirit of cooperation, consensus, bridge-building to the meetings; and
- Experience in PEV-specific content is desirable, but is not required.

Using such skills, Contractor shall set a civil and productive tone for each meeting, manage incidences of conflict and/or confrontation, ensure participation and contribution to the dialogue by all Members, expand options, and facilitate the flow of discussion toward the goal(s) of each meeting.

## **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 may 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 of the proposed staff members are based out of if different.
  - Name of firm’s representative designated as the contact and email address
  - 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 Facilitation & Meeting Coordination for the Bay Area Plug-in Electric Vehicle Coordinating Council, 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 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) – 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 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 – The total quotation for Tasks 1-3 shall not exceed \$40,000. The budget for Task 4 (Optional) shall be \$10,000.
- 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**

A panel of Air District staff will evaluate all proposals. The panel will recommend the selection of a 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 VII.

Proposals will be evaluated on the following criteria:

Expertise	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.*	15%
-----------	--	-----

Skill	Past experience of the firm and, in particular, experience of the team working on projects of similar scope for other governmental agencies. References of the firm will be considered	20%
Approach	Responsiveness of the proposal, based upon a clear understanding of the work to be performed including other factors (e.g. customer relations, speed and thoroughness of responding to inquiries, requests and number of days.)	30%
Cost	Cost or cost effectiveness and resource allocation strategy	30%
Firm's Specialty Focus Area	Local business/and Green Business. The Air District gives preferences to local business and those that are certified as green businesses by a government agency or independent private rating organization	5%
Total		100%

- \* "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.

**Tentative Schedule of Contract Award**

RFP Release Date: September 12, 2014  
 Proposal Submittal Deadline: October 14, 2014  
 Award Date: November 7, 2014  
 Issue Contract: November 14, 2014  
 Contract Execution: December 15, 2014

**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>