



BAY AREA
 AIR QUALITY
 MANAGEMENT
 DISTRICT

December 1, 2014

Request for Proposals # 2014-014

Website Content Language Translation

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SECTION I – SUMMARY

The Bay Area Air Quality Management District (hereinafter referred to as the “Air District”) is requesting proposals to translate content for its new website (My Air Online) from English into four languages: Spanish, Vietnamese, Chinese and Tagalong. The resulting website content must provide vital technical information and be accessible for members of the public, oversight and partner governmental agencies, media, industry, the scientific community and nongovernmental organizations (Air District stakeholders). Translated website content must be concise and easily understandable.

The ideal vendor for this contract would have language translation experience with scientific, technical or governmental websites where complex information needs to be communicated in simple and understandable language for the general public.

The contract for this project will be based on this RFP and the selected vendor will work closely with Air District management and staff to translate current website content. Proposals must address all information required in this RFP. Local businesses, minority-owned business enterprises, women-owned business enterprises, veteran-owned business enterprises, and Certified Green Businesses are encouraged to submit proposals.

To respond to this Request for Proposals (RFP), an interested company should submit 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 by 12:30 pm, December 19, 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 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. Website Content Translation

The Air District website, www.baaqmd.gov, is currently being redesigned and modernized to be more accessible to Air District stakeholders. As part of this effort, the Air District is re-envisioning its content and has planned to reduce the number of webpages on the site from over 400 to less than 200. This reduction will necessitate content clean up and consolidation, and is coupled with additional efforts to expose more data to Air District stakeholders via visual mapping tools. The overall goal of the redesign project is to increase interaction with the Air District website and to provide information in a more usable format for the general public and other Air District stakeholders.

In order to accomplish this goal, the Air District is seeking assistance with translation of the content for the pages that will be posted to the new website and to meet usability and accessibility goals. The successful vendor will produce the best translated content possible for the Air District's new website.

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 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 \$200,000.
8. All questions must be in written form and emailed directly to Tina Landis, Administrative Analyst, and arrive no later than **4:00 pm, December 10, 2014**. All questions will be answered in writing and posted on the BAAQMD RFP webpage on December, 15, 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 12:30 pm, December 19, 2014, and should be directed to:

Mailing Address:
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 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. 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. 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.
8. Exceptions/Deviations - Submittal of a proposal shall be deemed acceptance of all the terms set forth in this RFP and the sample Agreement for Services unless the vendor includes with its proposal, in writing, any exceptions or modifications requested by the vendor to the RFP and sample Agreement. The District will not consider exceptions received after the deadline for the submittal of proposals.

The vendor must have the sample agreement (Section VIII) reviewed by their counsel prior to submitting a proposal, and redline of any changes must be submitted with the proposal. Any Contractual redlines must be accompanied by a reason as to why the change needs to be made.

SECTION IV – SCOPE OF WORK

The Air District has identified the following basic requirements for the successful vendor as part of this RFP:

A. Content Translation

The selected Vendor will need to:

- Work with Information Technology Officer and the Webmaster to understand the structure and requirements (ADA, content tagging, etc.) of the Air District's new website and translating web tags to additional languages as necessary.
- Work with the Air District's Communications and Outreach groups to understand the needs of the public relative to the edited content.
- Translate selected Air District web content (approximately 200 web pages containing an average of 400 words per page) into the following languages:
 - Spanish
 - Vietnamese
 - Chinese
 - Tagalog
- Import content for translation from and export translated content to the Air District using Clay Tablet software.

B. Timeline

In order to meet the Air District's goals for the re-launch of its website, the translation work as part of this project needs to be completed in the period between the end of January 2015 and the beginning of March 2015.

C. Costs

The total cost of services as part of this contract cannot exceed \$200,000.

D. Ongoing Translation Services

Based on the Vendor's success in translating the initial content of its website the Air District may choose to contract with that Vendor under a separate task order for ongoing translation services. As part of the RFP, Vendors should provide cost quotes for continued translation service based on industry standards such as cost per word translated.

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) – Proposals must include a cover letter signed by an official authorized to solicit business and enter into contracts for the firm with the name, address, and telephone number of the contact person, if different from the signatory.
- b. Title Page - Proposals must include a title page that includes the RFP subject, the name of the firm, address, telephone number, name of the contact person, and the date.
- c. Table of Contents – Proposals must include a table of contents that clearly identifies the material contained in the proposal by section and page number.
- d. Summary (Section II) – State overall approach to Website Content Language Translation, 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.

Provide, at a minimum, three (3) references for the projects cited as related experience; references shall include the name, title, address and telephone number of the person(s) at the client organization who is most knowledgeable about the work performed. The vendor may also supply references for other work not cited in this section as related experience.

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. Additional vendors added during the course of the contract require approval by the Air District.

Provide a general description of the firm’s financial condition; identify any conditions (e.g., bankruptcy, pending litigation, planned office closures, impending merger) that may impede the vendor’s ability to complete the project. At the District’s discretion, proposers who are involved in current or pending bankruptcy proceedings may be rejected. Previous or current Air District vendors may alternatively state that the Air District already has this information.

Describe any administrative proceedings, claims, lawsuits, settlements, or other liability exposures pending against your firm. Previous or current Air District vendors may alternatively state that the Air District already has this information.

- g. Project Approach and Organization (Section V) – Provide a statement

detailing your approach to the project, specifically addressing the project objectives stated previously in this document, the Scope of Services, and any other information deemed relevant to the successful conclusion the project within the proposed schedule. The proposed schedule should include project milestones and benchmarks for completing the project.

- 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 Executive 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. Translation Samples (Section IX) - Attached to this RFP you will find text samples from two typical Air District Web pages. Please translate this content to meet the goals of the Air District’s new website content and submit it as part of your proposal.
- j. Cost Proposal (Section VIII) - 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 elements identified in the Scope of Services.
- k. Retention of Working Papers (Section IX) – 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. Previous or current Air District vendors may alternatively state that the Air District already has this information.
- l. Conflict of Interest (Section X) – 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 prospective vendors 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. Previous or current Air District vendors may alternatively state that the Air District already has this information.

- m. Evidence of Ability to Provide Insurance (Section XI) - Proposers must demonstrate their ability to obtain required insurance with coverage values that meet minimum requirements evidenced by a letter from an underwriter or broker confirming that the Proposer can be insured for the required amounts. This proof shall take the form of the current Certificate of Liability Insurance (COLI) or a letter from Proposer's insurance agent or broker certifying that such insurance requirements can be obtained. If the certificate does not cover the requirements as specified in the Sample Agreement for Services (Section VIII), verification of availability of required insurance must otherwise be provided. Previous or current Air District vendors may alternatively state that the Air District already has this information.

- n. Additional Data (Section XII) – Provide other essential data that may assist in the evaluation of the proposal (e.g. green business certification, etc).

SECTION VI – PROPOSAL SCHEDULE

RFP RELEASE DATE	December 1, 2014
QUESTIONS DUE	December 10, 2014
ANSWERS PROVIDED VIA WEBSITE	December 15, 2014
PROPOSAL SUBMISSION DUE DATE	December 19, 2014
SELECTION OF FINALIST	December 22, 2014
CONTRACT SUBMISSION FOR BOARD CONSIDERATION	January 8, 2015
COMMENCEMENT OF CONTRACT	January 2015

SECTION VII – 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 VIII.

Proposals will be evaluated on the following criteria:

Organization	Organization background, financial size and stability*.	5%
Expertise	Organization and its proposed resources have proven success in translating content for: websites of similar size and scope and	20%

	agencies/businesses similar to the Air District.	
Approach	Proposal addresses project requirements, reflects a clear understanding of meeting the project and agency objectives	30%
Sample Translations	Translation submittals demonstrate vendors understanding and skill in creating the new content required by the Air District.	30%
Cost	Cost Proposal optimizes personnel cost effectiveness, expertise and allocation.	10%
Firm's Specialty Focus Area	Minority-owned, veteran-owned, women-owned, Certified Green, or local business designations. Experience working with government agencies.	5%
Total		100%

- * "Size and stability" 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 VIII – 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>

SECTION IX – TRANSLATION SAMPLES

Translation Sample 1

Air Quality Permits

Air quality permits ensure healthy air for all Bay Area residents. Permits are issued by the Air District and explain the conditions under which a person, business, or agency may operate and remain in compliance with air pollution laws and regulations. The Air District issues and renews [Title V](#) and [New Source Review](#) permits.

Do I need an air quality permit?

Air quality permits are required by law for any person, business, or agency that may emit air pollution [above specific limits](#) within the [Air District's region](#).

Permits are needed for any equipment that could cause, reduce, or control the emission of pollutants into the air. Typical businesses with such equipment include bulk petroleum operations, chemical plants, refineries, power plants, dry cleaners, gas stations, auto body shops, printers, and coating operations.

[A list of new permit applications received](#) by the Air District is published each week.

How do I get an air quality permit?

Visit the [Apply for Permits](#) page to learn more about permit application requirements and to apply.

Who do I contact with questions or concerns?

The [Permits Ombudsman](#) is available to assist businesses, agencies, organizations, and community members with all questions, issues, and requirements related to compliance and permitting.

Translation Sample 2

Smart Growth

Motor vehicles are a major source of air pollution in the Bay Area. Well-integrated land use and transportation planning can offer residents more travel choices and reduce the need to drive between home, work, school, and services. Reducing dependence on vehicles has many benefits, including better health and cleaner air.

How does smart growth help communities?

Smart growth strategies benefit communities in several ways, including:

- Reducing vehicle and greenhouse gas emissions that contribute to global warming
- Preserving open space and agricultural lands
- Providing more affordable housing
- Reducing traffic congestion and long-distance commuting
- Reducing water pollution from urban runoff
- Reducing energy consumption
- Improving health through increased physical activity
- Improving local air quality
- Creating vibrant and livable communities

How can smart growth reduce vehicle dependence?

Well-planned communities decrease the need for frequent driving and encourage walking, biking, and transit use by:

- Locating housing, jobs, schools, shops, and services close to one another
- Locating high-density development near transit stations and corridors
- Providing safe and convenient pedestrian and bicyclist access to streets, sidewalks, paths, transit stops, and local services
- Developing underused land

What regional efforts are supporting smart growth?

[Senate Bill 375](#) – Requires that the Bay Area’s Regional Transportation Plan contains a Sustainable Communities Strategy to integrate land use and transportation planning.

[Plan Bay Area](#) – Promotes smart growth strategies including compact, mixed-used commercial and residential development that is walkable, bikeable, and close to mass transit, jobs, schools, shopping, recreation, and other amenities.

[FOCUS](#) – Promotes a more compact land use pattern for the Bay Area by identifying 100 “priority development areas” and directing financial assistance and planning resources to these areas.

[Transportation 2035 Regional Transportation Plan](#) – Identifies how federal, state, and local transportation funds will be spent throughout the Bay Area during the next 25 years to create a healthy and safe environment and promote equitable transportation options for all residents.

[2010 Clean Air Plan](#) – This is the Air District’s most recent ozone plan for reducing emissions in the region. Many of the control measures, particularly in the areas of transportation and land use, incorporate smart growth principles.

Are there tools available that can measure the benefits of smart growth?

The Air District worked with Fehr & Peers Transportation Consultants to develop an Excel-based tool that calculates the impacts of project-level transportation demand measures on vehicle miles traveled and air pollution.

The tool and user’s guide are available at:

[BAAQMD Transportation Demand Management Tool](#)

[BAAQMD Transportation Demand Management Tool - User's Guide](#)

For more information or questions about the tool, please contact the Air District’s [Environmental Planner](#).

Where can I learn more about smart growth?

Additional resources are available at:

- [New Places, New Choices: Transit-Oriented Development in the San Francisco Bay Area](#) – A publication that illustrates 10 outstanding examples of recent transit-oriented development in the Bay Area.
- [U.S. EPA Smart Growth Grants](#) – Federal funding for smart growth activities that support integrated land use and transportation planning and protect public health and the environment.