



August 25, 2014

Request for Proposals #2014-009

BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

**Website Content Editor**

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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 edit content for its new website (My Air Online) and for the training of Air District staff to edit and maintain that content. Resulting Website content must be in a form that provides vital technical information; is accessible for members of the public, oversight and partner governmental agencies, media, industry, the scientific community and nongovernmental organizations (Air District stakeholders); and is styled to give the Air District website an open and user-friendly feel. Website content must be concise and easily understandable, with key content being translated into multiple languages.

The ideal vendor for this contract would have technical writing and editing experience with scientific, technical or governmental websites where complex information needs to be communicated in simple and understandable language for the general public. Experience in the training, mentoring and coaching of staff is also strongly desired.

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 edit current website content and to train staff to assume that function in the future. 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 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 12:30pm on September 18, 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 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 22-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, a position currently held by Jack P. Broadbent.

Air quality in the Bay Area has improved dramatically since the late 1960s, due in large part to the success of the Air District's industrial program and California's strict tail-pipe emission standards. However, the region still experiences

excesses of the federal ozone (smog) and particulate standards, and continues to exceed the more stringent health-based California air quality standards.

## **B. Website Content Editor**

### *Current Rebuild and Redesign of the Air District website*

The Air District website, [www.baaqmd.gov](http://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 the editing of the content for the pages that will be posted to the new website and training for Air District staff to maintain that content in the long term to meet usability and accessibility goals. To assist in this process, the Air District is currently developing (in consultation with its website design contractor) content, style and editorial guidelines and best practices for its website. The successful vendor will marry these tools with its experience to produce the best 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 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 September 18, 2014. 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. All questions must be in written form and directed to Tina Landis and arrive no later than September 18, 2014. All questions will be answered in writing and posted on the Air District RFP webpage four days prior to the due date.
8. The cost for developing the proposal is the responsibility of the vendor, 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 p.m., September 18, 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 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 mark 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. 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. 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 Air District has identified the following basic requirements for the successful vendor as part of this RFP:

**A. Content Editing**

The selected Vendor will need to:

- Examine the content and structure of the Air District's current web content.
- Work with Information Technology and the webmaster to understand the structure and requirements (ADA, content tagging, etc.) of the Air District's new website.
- Work with the Air District's Communications and Outreach groups to understand the needs of the public relative to the edited content.
- In concert with Air District staff, edit, revise and reduce current content from approximately 400 webpages to maintain technical information while simplifying language to make webpages more accessible to Air District stakeholders.
- Enhance and revise, as necessary, any guidance documents on content and style provided by the Air District.

**B. Timeline**

In order to meet the Air District's goals for the re-launch of its website, the editing work as part of this project needs to be completed in the period between November 2014 and beginning of January 2015.

**C. Training**

In addition to providing editing services, the successful vendor will be required to:

- Provide training to Air District staff for the ongoing maintenance and upkeep of edited content.
- Provide training on the methods, style and requirements for the drafting of new content.
- Work with Air District staff on redrafting current website content as part of training exercises and to accelerate the editing of the Air District's overall web content.
- Provide periodic on-site support and refreshers for staff throughout 2015.

**D. Auditing**

The selected vendor for this project will also be tasked with periodically auditing the Air District web pages to assess how the staff is performing editing and maintenance functions relative to the standard established for

web content. The output from these audits will be used as the basis for the periodic training refreshers listed above.

**E. Costs**

The total cost of services as part of this contract cannot exceed \$100,000.

**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. Cover Letter**

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.

**2. 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.

**3. Table of Contents**

Proposals must include a table of contents that clearly identifies the material contained in the proposal by section and page number.

**4. Executive Summary**

Provide a summary of the overall approach to the project, including the objectives and scope of work.

**5. Company/Firm Information (Section I)**

- a. Provide a statement of your firm's background and related experience in providing similar services to governmental organizations. Describe the technical capabilities of the firm.
- b. 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.

- c. List any sub-vendors 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.
- d. 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.
- e. 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.

## **6. Project Approach & Organization (Section II)**

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.

## **7. Assigned Personnel (Section III)**

Provide the following information about the staff to be assigned to the project:

- a. List all key personnel assigned to the project by level, name and location. 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. Substitution of project manager or staff will not be permitted without prior written approval of the Air District's Executive Project Manager.



- b. Provide a statement of the availability of staff in any local office with requisite qualifications and experience to conduct the requested project.
- c. Provide a statement of education and training programs provided to, or required of, the staff identified for participation in the project. Make particular reference to experience dealing with governmental agencies.

## **8. Editing Samples (Section IV)**

Attached to this RFP you will find text samples from four typical Air District Web pages, you may also download these samples from the following web address:  
<http://www.baaqmd.gov/Divisions/Administration/RFP-RFQ/Open-RFP-RFQ.aspx>

Please edit this content: for grammar and punctuation; so that it provides the vital technical information; is accessible for members of the public (information is concise and easily understandable); and, so that it is styled to give the Air District website an open and user-friendly feel. Submit the edited content as part of your proposal.

## **9. Cost Proposal (Section V)**

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.

## **10. Retention of Working Papers (Section VI)**

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.

## **11. Conflict of Interest (Section VII)**

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.

### **12. Evidence of Ability to Provide Insurance (Section VIII)**

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 (Appendix A), 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.

### **13. Additional Data (Section IX)**

Provide other essential data that may assist in the evaluation of the proposal (e.g., green business certification, etc.).

## **SECTION VI - PROPOSAL SCHEDULE & SUBMISSION GUIDELINES**

### **A. Proposal Schedule**

RFP Release Date	Aug. 25, 2014
Questions Due	Sept. 5, 2014
Answers Provided Via Website	Sept. 12, 2014
Proposal Submission Due Date	Sept. 18, 2014
Selection of Finalist	Sept. 26, 2014
Contract Submission for Board Consideration	Oct. 1, 2014
Commencement of Contract	Oct. 2014

### **B. Exceptions/Deviations**

Submittal of a proposal shall be deemed to be 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.

## SECTION VII – PROPOSAL EVALUATION

A panel of Air District staff will evaluate all proposals. The panel will recommend the selection of the vendor to the Air Pollution Control Officer, 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:

Category	Description	Percent
Organization Background	Financial size and stability.	5%
Expertise	Organization and its proposed resources have proven success in editing content for: websites of similar size and scope and agencies/businesses similar to the Air District; and providing training to agencies/businesses similar to the Air District to maintain and edit web content.	20%
Approach	Proposal addresses project requirements, reflects a clear understanding of meeting the project and agency objectives	30%
Skill	Editing submittals demonstrate vendors understanding and skill in creating the new content required by the Air District.	30%
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%
		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.

## **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>

## **SECTION VIII – CONTENT SAMPLES**

### **Content Sample 1** **Engineering**

#### **About Engineering and Permits**

The Air District's Engineering Division issues and annually renews air quality permits for equipment that emits air pollutants in Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara and the southern portions of Solano and Sonoma counties.

#### **What is a permit?**

An air quality permit is a document that states the requirements for equipment to comply with air pollution laws and regulations. Air quality permits, like city and county building permits, are required by state and federal law and are required for any entity that may emit air pollution to ensure healthy air for Bay Area residents. These permits are issued by the Air District.

The Air District issues and reviews federal Title V Major Facility and Synthetic Minor operating permits.

In addition, the Air District reviews New Source Review (NSR) permits, which are needed for:

Any equipment that may emit air pollution

- Modifications of existing permitted equipment
- Existing permitted equipment at a facility with a new owner
- Permitted equipment that is transferred from one location to another
- Installation of abatement equipment used to control emissions

The NSR permit system requires an engineering review of the equipment design and may require an inspection of the installed equipment to ensure compliance with Air District regulations. Two types of NSR permits may be required:

- An Authority to Construct, issued after Air District engineers review a proposed project and determine if it is capable of complying with air quality laws; and
- A Permit to Operate, issued after the project is built and compliance is demonstrated.

Both the Authority to Construct and the Permit to Operate are issued under the same permit application. By granting a permit, the Air District indicates that permitted equipment should be able to comply with all air quality rules and regulations.

#### **Who needs a permit?**

Any person, business, or agency that puts in place, builds, erects, installs, modifies, modernizes, alters or replaces any equipment or anything that may cause, reduce or control the emission of air pollution.

Typical large businesses that need permits include bulk petroleum operations, chemical plants, refineries and power plants. Typical small businesses include dry cleaners, gasoline service stations, auto body shops, coating operations and printers.

### **Permits Ombudsman**

The Air District has a Permits Ombudsman who acts as a liaison with regulated businesses, trade associations, other regulatory agencies, environmental organizations and community members in order to promote and direct permit and compliance assistance activities. The Permits Ombudsman works with businesses and community groups in resolving issues related to permit/compliance assistance and regulatory requirements. For assistance in these matters, contact the Permit Ombudsman, [Joe Slamovich](#), at (415) 749-4681.

### **New Permit Applications Received**

The Air District posts information on new permit applications on a weekly basis. A full listing is available on the [New Permit Applications webpage](#).

The Permit Ombudsman is Joe Slamovich and can be reached at (415) 749-4681 or [JSlamovich@baaqmd.gov](mailto:JSlamovich@baaqmd.gov).

## **Content Sample 2** **Planning Healthy Places**

### **Smart Growth and Air Quality**

#### **The Land Use, Transportation, and Air Quality Connection**

Motor vehicles are the major source of air pollution in the Bay Area. The amount we drive (expressed by transportation planners as vehicle miles of travel or VMT) is a function of the number of vehicle trips we make and the distance of those trips. Well-integrated land use and transportation planning can decrease VMT and motor vehicle emissions by helping to reduce the number of motor vehicle trips and the average length of vehicle trips.

The way we build our communities strongly influences how we travel from home to work, to school, to shops and services, and to other destinations. If the location, mix, density, and design of development support transit, walking and cycling, then Bay Area residents will have more choices in how to travel. Reducing dependence on automobiles and encouraging walking, biking, and transit use can result in less driving and less pollution from automobiles. Air quality will benefit if we build our communities in ways that encourage alternatives to the automobile. And the public will experience better health, thanks to increased physical activity and cleaner air.

Local governments make the land-use decisions that would allow for a mix of uses, greater densities and infill development near transit centers and other optimal locations. These developments, in turn, need supporting long-term transportation investments, such as regional transit and capital funds for bike lanes, sidewalks and other pedestrian amenities. The accessibility of jobs, housing and services and the viable transportation options for getting to and from those places directly affect driving and tailpipe-related emissions. For example, when jobs, homes, and services are accessible by multiple options, and not just driving, such as sidewalks, bike paths, and train routes, people can choose to drive, walk, bike, or take the train. This is the land use, transportation, air quality connection.

Development patterns can support transit, walking and bicycling in many ways:

- Focusing higher density development near transit stations and corridors
- Encouraging compact development with a mix of uses that locates housing near jobs, shops and services, schools and other community facilities
- Locating shops and services near employment centers
- Encouraging infill development of underutilized land

- Designing streets, sidewalks and bicycle routes to ensure safe and convenient access for pedestrians and bicyclists
- Designing individual development projects to provide safe, convenient pedestrian and bicycle access to transit stops and nearby services

### **Smart Growth Benefits**

Smart growth land use planning creates many benefits for a community:

- Reduces air pollution and greenhouse gases
- Preserves open space and agricultural lands
- Provides more housing for all income levels
- Reduces congestion and long distance commuting (less vehicle miles of travel)
- Reduces water pollution from urban runoff
- Reduces energy consumption
- Reduces emissions of greenhouse gases that contribute to global warming
- Creates vibrant and livable communities
- Improves health through increased physical activity

### **Realizing Air Quality Benefits**

To support and better understand the benefits of smart growth land use planning to air quality, the District contracted with Fehr & Peers, Transportation Consultants to develop an excel-based tool that quantifies VMT (vehicle miles traveled) reductions from transportation demand measures (TDM). The resulting reductions in VMT can then be translated into reductions in air pollution and greenhouse gas emissions. The tool provides reliable quantification of TDMs that can be used in CEQA analysis for projects and inform smart growth planning strategies related to density, transit accessibility, transit service, and parking policies. In total, 25 individual TDM measures across five categories are included:

- Land Use and Project Location
- Neighborhood Enhancements
- Parking Policies and Pricing
- Transit System Improvements
- Commute Trip Reduction Programs

The tool is designed to quantify VMT reductions from measures that are implemented at a project-level. All necessary calculations are fully automated by inputting project details. Separate tabs provide individual measure formulas, input requirements, assumptions, and variables that are used to calculate VMT reductions. The user is able to select individual measures as well as multifaceted TDM programs which can be evaluated simultaneously.

The tool and its user's guide can be downloaded below. For more information about the tool or questions please contact Ian Peterson, Environmental Planner at [ipeterson@baaqmd.gov](mailto:ipeterson@baaqmd.gov) or (415) 749-4783.

[BAAQMD Transportation Demand Management Tool](#)

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

### **Regional Efforts**

Linking air quality and land use planning enables regional and local planners to meet several essential, and sometimes perceived as conflicting, policy objectives: regional sustainability, local infill development and public health protection.

The [2010 Clean Air Plan](#) (2010 CAP) 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. See [Volume II](#) of the 2010 CAP for additional information.

In 2008, [Senate Bill 375](#) (SB 375) was enacted, which requires that the Bay Area's Regional Transportation Plan (RTP) contain a Sustainable Communities Strategy (SCS) integrating land-use and transportation planning. The purpose of SB 375 is to coordinate land-use patterns with transportation networks to reduce per capita greenhouse-gas (GHG) emissions from motor vehicles. The SCS, also known as [Plan Bay Area](#), will promote compact, mixed-used commercial and residential development that is walkable, bikable, and close to mass transit, jobs, schools, shopping, parks, recreation and other amenities. If successful, Plan Bay Area will provide people with more transportation choices aside from the personal motor vehicle, create more livable and healthy communities, and reduce the air pollution which contributes to climate change. While SB 375 seeks to reduce per-capita GHG emissions, the outcome of Plan Bay Area will include numerous other public health, community and environmental co-benefits such as: reduced air and water pollution, congestion and energy consumption; conservation of open space and agricultural lands; additional transportation options and access to community amenities; and improved public health through increased physical activity (such as walking/biking) and from cleaner air and water.

Plan Bay Area is being carried out as a joint effort by the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC) in partnership with the Air District, the Bay Conservation and Development Commission (BCDC), and the nine counties and 101 cities and towns in the Bay Area.

MTC's [Transportation 2035 Regional Transportation Plan](#) specifies how federal, state and local transportation funds will be spent throughout the Bay Area during the next 25 years. Transportation 2035 seeks to provide for a healthy and safe environment, and promote equitable transportation options for all residents. The plan includes a number of programs to achieve these goals as well as to promote compact, smart growth and development, including: creation of a Regional Express Lane Network; a Freeway Performance Initiative to improve the efficiency, reliability and safety of major Bay Area freeways; and the implementation of major transit projects including a BART extension, electrification of CalTrain and the SMART rail in Marin and Sonoma counties.

[New Places, New Choices: Transit-Oriented Development in the San Francisco Bay Area](#) illustrates ten outstanding examples of recent transit-oriented development in the Bay Area.

ABAG's [FOCUS](#) is a regional planning initiative that promotes a more compact land use pattern for the Bay Area by identifying Priority Development Areas (PDAs) – infill development opportunity areas in existing communities – and directs financial assistance and planning resources to these areas. There are over 100 identified PDA's in the Bay Area.

The [San Francisco Bay Conservation and Development Commission](#) (BCDC) is helping the region understand and consider adaptation planning for climate change.

### **Smart Growth Resources**

Comment letters submitted by District staff on various smart growth policies and strategies at the local, state and federal level:

- [U.S. EPA, "Creating Equitable, Healthy and Sustainable Communities: Strategies for Advancing Smart Growth, Environmental Justice, and Equitable Development" \(draft\)](#) - comments on the EPA's draft environmental justice and equitable development report which is intended to promote the integration of smart growth and environmental justice to achieve healthy, sustainable and equitable communities.
- [Governor's Office of Planning and Research, Senate Bill 226](#) - comments on the OPR's proposed additions to the CEQA Guidelines to implement SB 226, which is intended to support infill projects by establishing environmental performance standards to streamline CEQA review for eligible infill projects.

Grants: The Air District's [Transportation Fund for Clean Air](#) (TFCA) ; MTC's [Smart Growth/Transportation for Livable Communities/Housing Incentive Program](#); [U.S. EPA Smart Growth Grants](#)

### **Content Sample 3**

#### **Off Road Vehicles**

The Carl Moyer Memorial Air Quality Standards Attainment Program (Carl Moyer Program) is a state funded program that offers grants to owners of heavy-duty vehicles and equipment in order to reduce air pollution emissions from heavy-duty engines.

**Air District will start accepting project applications for the Carl Moyer Program Year 16 funding cycle on July 14, 2014.**

What types of off-road diesel projects are eligible for grants?

Grants are available to help off-road diesel engine owners to: 1) install verified diesel emission control systems (VDECS) on existing engines, 2) replace older engines with newer and emission-certified engines in existing equipment (with VDECS, where possible), and 3) replace an entire piece of old equipment with newer equipment with a cleanest available engine (with VDECS, where possible).

Who can apply?

Owners of off-road equipment that 1) is at least 3 years from regulation compliance (small fleets for construction/industrial) OR 2) is exempt from regulation (diesel agricultural) are eligible to apply. Equipment must have a motive engine of at least 25 hp. Common equipment to off-road funding includes loaders, tractors, dozers, excavators, scrapers and forklifts. Older and higher usage (as recorded by an hour meter or other reliable records) equipment are more likely to yield a cost-effective and fundable project. Funding opportunities are very unlikely for equipment that has fewer than 3 years until a first compliance date or is already under regulation (such off-road medium and large fleets, large-spark ignition equipment and cargo handling equipment) unless the equipment owner can demonstrate emission reductions that are **surplus** to any regulatory requirement.

All vehicles and equipment funded with a grant must operate within the Air District's boundaries. The Air District is accepting applications for projects throughout its jurisdiction, but will prioritize projects that reduce emissions in the following nine impacted communities::

1. Concord
2. Richmond/San Pablo
3. Western Alameda County
4. San Jose
5. Livermore
6. Eastern San Francisco
7. San Rafael
8. Vallejo
9. Antioch/ Pittsburg

See [Priority Community Map](#) for highly impacted communities in the Bay Area. The following counties are part of the Air District's jurisdiction: Alameda, Contra Costa, Marin, San Mateo, San Francisco, Santa



Clara, and Napa counties. The southern portions of Solano and Sonoma counties are also part of the Air District.

How do I find out more about what regulation my equipment is subject to and what my first compliance date is?

If you are unsure what regulation your equipment falls under and therefore cannot determine whether or not you are eligible to apply for grant funding, please call the ARB regulatory hotline at 866-6-DIESEL or visit the following ARB webpages:

- [Off-Road Diesel Vehicle Rule](#) (includes diesel airport equipment)
- [Mobile Cargo Handling Equipment at Ports and Intermodal Rail Yards](#) (includes equipment such as yard trucks, hostlers, cranes, top handlers, side handlers, forklifts, and loaders)
- [Off-Road Large Spark-Ignition \(LSI\) Gasoline and LPG Equipment Rule](#). Includes forklifts, specialty vehicles, airport service equipment, large turf care equipment, portable generators, and a wide array of other agricultural, construction, and general industrial equipment powered by gasoline, liquefied petroleum gas (LPG), and other alternate fuels.

What other information should I know about the grants for off-road engines?

- The application requires that you submit information about your existing engine and equipment (model year, serial number, engine tier, usage documentation) and information about the replacement engine or equipment (quotes from your engine dealer for prices, engine tier, and engine executive order).
- The equipment replacement project type (ERP) requires that grantees work with a District-approved dealership that has been trained to participate in ERP. The list of approved dealers can be found on the [Off-Road Equipment Replacement Program \(ERP\)](#) webpage.
- Funding is provided first-come, first-serve until the funds are depleted, based on a complete application (not just a submitted application) starting July 23, 2013.

What can I do now, before I start my application?

- Understand any applicable state fleet rules that may apply to your fleet. Assess your fleet to determine which equipment might be good candidates for which project type (retrofit filter only, engine replacement or equipment replacement).
- Contact your engine or equipment dealer to discuss possible projects for your equipment.
- Review the applicable application and start collecting required information and documentation.
- Contact the Air District with any additional questions; [Judy Williams](#) at 415-749-4738.

## **Content Sample 4**

### **Wood Smoke**

#### **New Wood Burning Regulation 6, Rule 3: Wood-Burning Devices**

On July 9, 2008, the Bay Area Air Quality Management District Board adopted Regulation 6, Rule 3: Wood-burning Devices to reduce the harmful emissions that come from wood smoke. The new rule will:

- Restrict wood burning when air quality is unhealthy and a Spare the Air Advisory is issued
- Place limits on excessive smoke (exceeding 20 percent opacity)

- Require only cleaner burning EPA certified stoves and inserts be sold
- Require only cleaner burning EPA certified stoves and inserts in new construction or remodels
- Prohibit the burning of garbage and other harmful materials
- Require labeling on firewood and solid fuels sold within the Bay Area

View a full copy of the new [Regulation 6, Rule 3](#): Wood-burning Devices

### **Woodsmoke Pollution and Health Effects**

To learn more about the wood smoke pollution and the associated health effects, please visit these sites

#### Health Effects Basics

- [EPA Health Effects Information](#)
- [Washington State Health Effects of Woodsmoke](#)

#### Research on Health Effects

- [California Air Resources Board PM Mortality Research](#)
- [Pyramid of Health Effects and Pertinent Health Studies](#)

#### Woodsmoke Basics

- [EPA Woodstoves Basics](#)

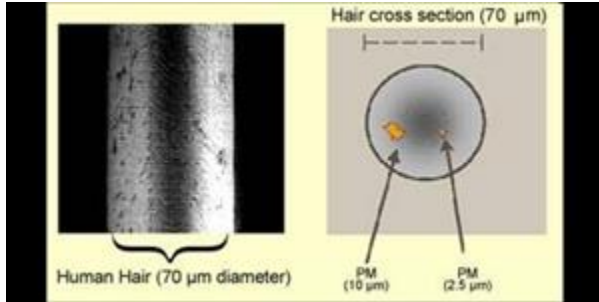
#### Can I burn?

- Check before you burn
- Call 1-877-4NO-BURN
- [www.sparetheair.org](http://www.sparetheair.org)
- [Sign up for e-mail air alerts](#)
- Check local radio, TV or newspapers

The San Francisco Bay Area is home to almost seven million residents and an estimated 1.2 million fireplaces and wood stoves. Wood smoke air pollution from these devices can be a significant air pollution and public health problem during the winter.

### **Wood Smoke is 80 - 90% Fine Particulate matter**

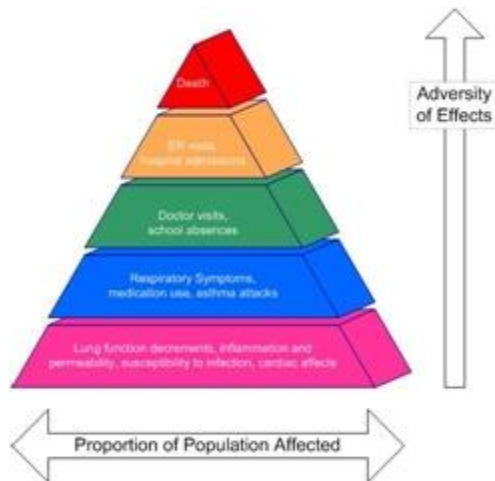
Wood smoke air pollution comes from the burning of wood both indoors (fireplaces, woodstove and other wood burning devices) and outdoors recreational firepits, Wood smoke contains approximately 80 -90 % fine particulate matter (PM 2.5) measuring 2.5 microns in size (one millionth of a meter or 1/70th of a human hair).



### Fine Particulate Matter (PM2.5) Associated with Serious Health Effects

Fine particles can easily bypass the natural filters in the nose and throat and penetrate deep into the lungs. Health studies have linked long-term exposure to PM with serious health effects such as

People with heart or lung disease such as congestive heart failure, angina, chronic obstructive pulmonary diseases, emphysema or asthma may experience health effects earlier and at lower levels than healthy people. Older adults are more likely to be affected because they are more likely to have chronic heart or lung diseases than younger people. Children are most susceptible because their respiratory systems are still developing, they breathe more air (and air pollution) per pound of body weight than adults and they are more likely to be playing outdoors.



### Highest Fine Particulate Matter Air Pollution Occurs During the Winter

During the months of November through February, cold weather inversions can put a "lid" over the Bay Area allowing fine particulate matter levels to rise and cause serious health problems. Chemical analysis of filters from air monitoring instruments indicate that winter-time woodsmoke is a significant source of fine particulate matter on cold winter days. The picture below shows a comparison of a filter cartridge from an air monitoring station on a good air quality day (on the left) with a filter cartridge on a cold winter day with high PM levels (on the right).



### **Why a Wood Smoke Regulation?**

In order to protect public health, the U.S. Environmental Protection Agency lowered the air quality standard for fine PM to 35 micrograms per cubic meter. The Air District is required to establish regulations to meet the EPA standard and reduce fine PM in order to protect public health. Residential woodburning represents the largest primary source of PM 2.5 during winter months, contributing approximately 33% of fine PM on cold winter days. Similar rules have been successfully implemented in other areas throughout California and the nation resulting in significant improvements to air quality.

### **What you can do to help?**

Wood smoke is the biggest source of air pollution that individuals have the greatest power to control. Here are 10 things you can do to reduce wood smoke pollution:

To learn more about wood smoke pollution and what you can do, please visit these websites:

- Decreased lung function
- Aggravated asthma
- Nose and throat irritation
- Chronic bronchitis
- Lung damage
- Irregular heart beat
- Even premature death in people with lung and heart disease
- Give your fireplace or wood stove the night off.
- Replace your fireplace or wood stove with a clean burning natural gas device.
- Insulate your house to keep warmth in.
- Save energy and reduce pollution by wearing a sweater on chilly nights.
- Switch to an EPA-certified wood burning device or pellet stove, which emit up to 70% less PM.
- Burn clean, hotter fires with plenty of air, in order to prevent visible smoke from a chimney or flue; smoke which indicates poor combustion so adjust dampers or fuel accordingly.
- Never burn, painted wood, treated wood, particle board, plastics, wrapping paper or other garbage; burning them releases toxic chemicals.

- Burn only dry hardwood fuel such as oak or cherry, which produces less smoke and burns hotter; never burn wet wood.
- Store wood in a dry or covered area, off the ground to keep it from getting wet.
- Keep your fireplace and stove well maintained to improve air flow and reduce emissions.

To Learn More about wood smoke pollution and what you can do, please visit these websites:

#### Health Effects

- [www.epa.gov/woodstoves/healtheffects.html](http://www.epa.gov/woodstoves/healtheffects.html)

#### Spare the Air Tonight Advisories

- [www.sparetheair.org](http://www.sparetheair.org)

#### Rebates and Incentives

- <http://www.sparetheair.org/community/changeoutprogram.htm>

#### Wood Smoke Basics

- [www.epa.gov/woodstoves/index.html](http://www.epa.gov/woodstoves/index.html)

[View an Advisory](#) dated September 22, 2008, that was mailed to all Bay Area Planning and Building Departments alerting them to the Regulation 6, Rule 3 requirement that building permits shall not be issued to new construction or remodels with a conventional fireplace after January 1, 2009.