



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

February 25, 2016

**Request for Proposals# 2016-003**

Bay Area Vehicle Buy-Back Program  
Direct Mail Services

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**SECTION I – SUMMARY**

This Request for Proposals (RFP) solicits proposals from companies that would, under contract with the Bay Area Air Quality Management District (Air District), provide direct mail services to attract voluntary sellers to the Air District’s Vehicle Buy Back Program. The Air District’s Vehicle Buy Back Program seeks to encourage the voluntary scrapping of eligible model year 1994 and older motor vehicles because of their higher emission rates of pollutants that lead to the formation of smog.

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:  
Cynthia Zhang, Purchasing Agent  
Bay Area Air Quality Management District  
939 Ellis Street, San Francisco, CA 94109

E-mail Address: czhang@baaqmd.gov

**Proposals must be received at the Air District office at  
939 Ellis Street, San Francisco, California, 94109 by 4:00 p.m. on March 24, 2016.  
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 Cynthia Zhang at: [czhang@baaqmd.gov](mailto:czhang@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. Air District's Vehicle Buy Back Program**

Research shows that motor vehicles are responsible for a large share of urban air pollution. Consequently, many smog control efforts concentrate on reducing emissions from motor vehicles. One approach involves encouraging the voluntary "retirement" of older motor vehicles, which lack modern emission controls and produce more air pollution than newer motor vehicles. A financial incentive is offered to encourage owners to scrap their light-duty motor vehicles voluntarily. Since beginning operation in 1996, the Air District's VBB program has retired over 55,000 vehicles and reduced over 4,600 tons of ROG, over 2,500 tons of NOx, and over 32 tons of PM.

**With this RFP, the Air District seeks a contractor to provide direct mail service to attract voluntary sellers of eligible model year 1994 and older motor vehicles.**

This RFP sets minimum standards for a proposal. The Air District staff will evaluate all the qualified proposals and may recommend one company as the selected contractor. The Air District Board of Directors must approve staff's selection of any company before the Air District can execute a contract with the selected company.

### 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. All questions must be in written form or emailed directly to Cynthia Zhang, Purchasing Agent, and arrive no later than **4:00 p.m. on March 10, 2016**. All questions will be answered in writing and posted on the BAAQMD RFP webpage by **6:00 p.m. on March 17, 2016**.
8. The cost for developing the proposal is the responsibility of the bidder, and shall not be chargeable to the Air District.
9. Using the Bid Summary Table provided below, proposals must establish the cost for data management, letter and envelope production, and standard mail bulk rate postage and delivery for up to 375,000 pieces of mail. Provide a detailed description of what the data management cost will entail. Provide a detailed description of what the letter and envelope production cost will entail. Bid summary shall include price per piece as well as price for the entire 375,000 pieces. If the price per piece is dependent upon the number of pieces mailed in each mailing, this should be stated clearly in the price per piece section. Provide any details of what the postage and delivery cost is based on and if the cost per piece will change or if it is a set price. Indicate if the postage rate is based upon the number of pieces mailed in each bi-monthly mailing. The proposal should include any potential postage increases planned by the United States Postal Service in calendar year 2016 and 2017.

<b>Bid Summary Table</b>	<b>375,000 Pieces of Mail</b>	<b>Per piece of Mail</b>
Data Management Cost		
Letter and Envelope Production Cost		
Standard Mail Bulk Rate Postage and Delivery Cost		

Total Cost		
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**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., March 24, 2016 and should be directed to:

Mailing Address:  
Cynthia Zhang, Purchasing Agent  
Bay Area Air Quality Management District  
939 Ellis Street; San Francisco, CA 94109

Email Address:  
czhang@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**

Proposals will be evaluated against each element of the Scope of Work below. The contractor selected under this RFP will conduct a direct mail campaign in compliance with the following requirements and procedures:

**A. Data Management:**

1. Contractor shall convert a flat file database provided on compact disc (CD-ROM) to the Microsoft Access database format. The database file on the CD-ROM consists of approximately 20 columns and 375,000 rows. The only information that needs formatting will be vehicle owner address, city, state, zip code, vehicle model year, and vehicle registration due date.
2. Contractor shall suppress or otherwise modify database to eliminate mailings to vehicle owners with 1970 and older model year vehicles and up to 150 individuals that have either requested to be removed from the mailing list or previously participated in the Vehicle Buy Back program. The Air District shall provide contractor with a Microsoft Excel spreadsheet of the names and addresses of these individuals. The Air District shall provide to the selected contractor, on a monthly basis, additions to this list. Monthly name suppression is estimated to be approximately 10 names.
3. Contractor will be required to send the database to the National Change of Addresses every six months to update the database. Address changes that are no longer in the Air District will be added to the suppress mail list.
4. Contractor shall provide the Air District with one (1) compact disc (CD-ROM) copy of the Microsoft Access database once items A.1 and A.2 have been

completed initially. Each month thereafter, the contractor shall suppress from the database additional names provided by the Air District and the National Change of Addresses. The contractor shall provide the Air District with one (1) compact disc which reflects the new database with the most recent suppressed names removed.

**B. Mailings:**

1. The Air District shall provide contractor with twenty-four (24) mail drop dates at approximately two-week intervals to coincide with the vehicle owner's receipt of registration renewal notices from the California Department of Motor Vehicles (DMV). The Air District shall provide contractor, using the DMV database, the date range of addresses of vehicle owners in the Bay Area to receive letters on the specific mail drop dates.
2. The contractor shall print the Air District's letterhead, which consists of the Air District logo and contact information, on 20-pound, 8.5" x 11", white, recycled paper. The recycled paper shall contain at least 30% post-consumer material. The text of the letter will be black and printed on one side. The Air District's logo shall be black and one color (blue in two shades). The Air District shall provide logo artwork in electronic format (jpeg). A sample sheet of letterhead is available upon request.
3. The contractor shall print the Air District's return address and logo on #10 standard left window envelope, 24-pound, white recycled stock. The Air District's logo shall be black and one color (blue in two shades). The recycled envelope paper shall contain at least 30% post-consumer material. The Air District shall provide logo artwork in electronic format (jpeg).
4. Contractor shall merge text of one-page letter with addresses of vehicle owners and vehicle model year from the DMV database provided by the Air District. The Air District shall provide the text of the letter.
5. Contractor shall fold letters to fit window envelopes and insert a one-page letter into each envelope.
6. Contractor shall seal each envelope, provide postage (standard mail bulk rate), and deliver to the United States Post Office for mailing on the specified drop dates provided by the Air District.

**SECTION V – PROPOSAL FORMAT, CONTENT, AND SUBMITTAL**

**A. Contents of Proposal**

Submitted proposals must follow the format outlined below and include all requested information. Failure to submit proposals in the required format can result in the proposal being eliminated from evaluation and consideration.

1. Technical Proposal
  - a. Cover Letter (Section I) – Must include the name, address, and telephone number of the company, and must be signed by the person(s) authorized to represent the firm.

- b. Firm Contact Information – Provide the following information about the firm:
  - Address and telephone number of office nearest to San Francisco, California and the address and phone number of the office that each 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 providing direct mail services for the Air District, 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. 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.
- h. 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.
- i. 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.
- j. Additional Data (Section X) – Provide other essential data that may assist in the evaluation of the proposal (e.g. green business certification, etc).

## SECTION VI – 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 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.	30%
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.	10%
Approach	Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	10%
Cost	Cost or cost effectiveness and resource allocation strategy	40%
Firm's Specialty Focus Area	Local business/Green Business*	10%
	Total	100%

- \* The District supports green operating practices and local businesses and gives a preference to local businesses engaged in green business practices.

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>