



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

April 2, 2009

Request for Proposals No. 2009-020

Community Outreach

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### **SECTION I – SUMMARY**

This Request for Proposals (RFP) solicits formal proposals from companies to provide Community Outreach services under contract. The District, through its Community Outreach contract, seeks to continue to manage nine resource teams. Resource teams are working groups comprised of businesses, public agencies, environmental and health organizations, bicycle coalitions and other parties interested in participating in voluntary collaborative efforts to reduce air pollution. The District’s budget for Community Outreach contracts in fiscal year (FY) 2009/2010 is estimated at \$200,000.

To respond to this RFP, an interested company should submit two (2) copies of its proposal to:

Rebekah Davies, Purchasing Agent  
Bay Area Air Quality Management District  
939 Ellis Street San Francisco, CA 94109

**Proposals must be received at the Air District offices at  
939 Ellis Street, San Francisco, California, 94109 by 4:30 PM on April 23.  
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, and Certified Green Businesses are encouraged to submit proposals. **Any questions regarding this RFP should be directed to Jim Smith at voice: (415) 749-4631 or email: [jsmith@baaqmd.gov](mailto:jsmith@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-three 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), currently held by Jack Broadbent.

### **B. Community Outreach**

Reaching out to the Bay Area's many diverse communities is one of the Air District's primary goals. The District seeks to form and maintain "grassroots teams" consisting of environmental groups, employers, public agencies and other interested parties. These teams meet periodically to achieve specific goals such as, but not limited to: disseminating air quality-related information to local residents, providing feedback and input on Air District strategies and programs, and facilitating and implementing projects that will reduce air pollution locally or regionally within the community. Resource team projects have historically focused on traffic-reduction at schools (i.e. sponsorship of Walk and Roll to School Day) and businesses (i.e. installation of Wi-Fi on vans in order to attract greater employer-based vanpool formation); promotion of non-car use by tourists (i.e. establishment of a car free tourism website); pollution reduction aimed at off-road sources of pollution (i.e. a lawn mower buy back and exchange program).

#### **Community Outreach Resource Teams**

The Contractor will provide services for the recruitment, facilitation and retention of nine community-based resource teams spread throughout the Bay Area. Resource teams are working groups comprised of businesses, public agencies, environmental and health organizations, bicycle coalitions and other parties interested in participating in voluntary collaborative efforts to reduce air pollution (project examples above). Currently resource teams exist in Alameda County (one in the Tri-Valley area and one in Southern Alameda County); the City of San Jose; Napa County; San Francisco County; San Mateo County; Santa Clara County; and Sonoma County. Resource team members with the assistance of the contractor identify and implement projects that promote and/or achieve emissions reductions either locally or throughout the region. The contractor must demonstrate capability, experience and innovative ideas for engaging members of the public in voluntary collaborative action.

#### **Environmental Justice Resource Teams**

The Air District is committed to environmental policymaking and enforcement practices that are fair and equitable to all residents regardless of age, culture, ethnicity, gender, race, socioeconomic status, or geographic location in order to protect against the health effects of air pollution. The contractor will provide services for the recruitment, facilitation and retention of the Contra Costa County Environmental Justice resource team located in North Richmond. The Contractor must demonstrate capability and experience with environmental justice issues and communities.

### **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 District may modify the RFP or issue supplementary information or guidelines during the proposal preparation period prior to April 23, 2009.
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 two hundred thousand dollars (\$200,000).
8. All questions must be in written form and directed to Jim Smith and arrive no later than one week prior to RFP due date. All questions will be answered in writing and posted on the BAAQMD RFP webpage one week prior to the due date.
9. The cost for developing the proposal is the responsibility of the bidder, and shall not be chargeable to the Air District.

#### **B. Submittal of Proposals**

1. Two copies of the proposals must arrive at the address specified in Section I by 4:30 p.m. on April 23, 2009.
2. Proposals received after the time and date provided previously specified will not be considered.

**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.

**SECTION IV – SCOPE OF WORK**

**Work Plan with Description of Specific Activities and Deliverables** – Develop and present a work plan to carry out the activities described below. Include the objectives and scope of work to be performed for each program, the sequence of activities, and a description of methodology or techniques to be used. The work plan should be prepared in such a manner as to separately distinguish work associated with each task. This work plan will be evaluated for responsiveness, comprehensiveness, and demonstration of a clear understanding of the work to be performed as well as an ability to meet all of the objectives, weighted as noted in Section VI, below. Descriptions of programs are provided on pages 2-3 of this RFP.

1. Present a work plan to carry out the organization and facilitation of existing Community Outreach Resource Teams in order that they continue developing and implementing clean air strategies in their geographic areas.
2. Present a work plan to *expand* public/organization(s) participation in the existing Community Outreach Resource Teams.

**Work Plan Deliverables** - Submit a sample format for progress reports and provide projected milestones or benchmarks for achieving deliverables.

**Project Organization** - Describe the proposed management structure and organization of the contract team. Specifically address your firm's ability and willingness to commit and maintain staffing, both number and level, to successfully perform all duties within this contract.

**Qualifications** - Demonstrate experience in formulating and implementing community outreach or similar programs for non-profit, government or private entities especially projects with social marketing objectives. Provide a case study of one completed project; state the project challenges, the objectives and targets, the rationale for the strategies implemented and the outcome. Include contact name, title, and telephone number for any references listed.

**Assigned Personnel** - Provide the following information on the staff to be assigned to the Community Outreach contract:

1. List all key personnel assigned to the project by level and name. Provide a resume or similar statement of the qualifications of the lead person and all persons assigned to the project. Substitution of project manager or lead personnel will not be permitted without prior written approval of the District. The contractor will be entitled to make use of its own staff and subcontractors as is mutually acceptable to the contractor and the District.

Any change in contractors or subcontractors must be mutually acceptable to the parties. Immediately upon termination of any such contract or subcontract, the contractor shall notify the District contract manager.

2. Provide a statement of ability to staff the project locally, i.e., the availability of staff in a local office with requisite qualifications and experience.
3. Provide a summary demonstrating the bidder's ability to meet required qualifications and fulfill the statement of work, including additional bidder's personnel and resources beyond those who may be assigned to the project.

**Project examples** - Submit examples of two community outreach projects that members of your team have completed.

## **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 – 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. Table of Contents – Clearly identify material contained in the proposal by section
- c. Summary (Section I) – State overall approach to Community Outreach, including the objectives and scope of work.
- d. Firm Contact Information (Section II) – Provide the following information about the firm:
  - Address and telephone number of office nearest to San Francisco, California
  - Name of firm's representative designated as the contact
  - Name of project manager, if different from the individual designated as the contact
- 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. 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 address 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. 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 clients 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

- a. Name and Address – The Cost Proposal must the name and complete address of the bidder in 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 work plan.

**B. Proposal Submission**

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. Signature – All proposal should be signed by an authorized representative of the bidder.
2. Due Date – All proposals are due no later that 4:30 p.m., April 23, 2009 and should be directed to:

Rebekah Davies, Purchasing Agent  
Bay Area Air Quality Management District  
939 Ellis Street  
San Francisco, CA 94109

3. Submittal – Submit two (2) complete copies of the proposal in a sealed envelope. Plainly mark the upper, left-hand corner 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 extended the submittal due date.
4. Addenda – The Air District may modify this RFP and/or issue supplementary information or guidelines relating to the RFP during the proposal preparation period.
5. Grounds for Rejection – A proposal may be immediately rejected at any time after the deadline; is not in the prescribed format; or is not signed by an individual not authorized to represent the firm.
6. Disposition of the Proposals – All responses to this RFP become property of the Air District.
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 April 23, 2009.

**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:

Technical expertise, size and structure of the firm and personnel assigned to RFP tasks; firm's ability to perform and complete the work in a professional and timely manner.	30%
Past experience of the firm and, in particular, experience of the team working on projects of similar scope for other governmental agencies.	20%
Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	20%
Cost	20%
References of the firm, local business/Green Business*	10%

- \* The District gives preferences to local businesses and those that are certified as green businesses by a government agency or independent private rating organization.

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.

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/adm/requests/index.htm>