



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

April 20, 2009

Request for Proposals No. 2009-022

Public Opinion Research

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SECTION I – SUMMARY

The Bay Area Air Quality Management District (Air District) requests proposals (RFP) from companies in the field of Public Opinion Research to assist the Air District with measurement of its Spare the Air Alert programs. The District’s budget for the measurement contract in fiscal year (FY) 2009/2010 is not to exceed \$100,000. It must include the following programs:

- Summer Spare the Air Media/Public Relations campaign
- Winter Spare the Air Media/Public Relations campaign

The Contractor will measure the effectiveness of District outreach programs and to assess public behavior patterns. The Contractor should conduct surveys strategically year-round, in both high-pollution episodic periods and on “normal days” - when air quality is good – for both the summertime Spare the Air and wintertime Spare the Air campaigns.

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 May 11, 2009.
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 Kristine Roselius in writing at: kroselius@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), a position currently held by Jack Broadbent.

B. Air Quality in the Bay Area

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 exceedances of the federal ozone and particulate standards, and continues to exceed the more stringent California air quality standards. The Air District's outreach programs include elements to communicate the health implications of ozone, particulates and toxic air contaminants to the public and to motivate Bay Area residents to change their behavior to benefit air quality by limiting driving; purchasing consumer products that contain lower levels of smog forming compounds; and reducing or eliminating wood burning in fireplaces and

woodstoves.

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 May 11, 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 amount for this project is up to one hundred thousand dollars (\$100,000).
8. All questions must be in written form and directed to Kristine Roselius 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 May 11, 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

A. Goals

The goal of the public opinion research program is to use statistically reliable public opinion surveys and emissions modeling to measure and quantify the effectiveness of the District's episodic and ongoing public outreach programs including the Summertime and Wintertime Spare the Air Alert programs.

B. PROGRAM DESCRIPTIONS

Summer Spare the Air Campaign

The Air District's campaign is dynamic and flexible; thus Contractor services and deliverables will vary as priorities and needs are reassessed and directed by the Director of Communications or designee.

Summertime "Spare the Air" Alerts

During the summer season, which runs from June through October, high concentrations of ozone or "smog" can form. Ground-level ozone irritates the lungs and is unhealthy to breathe, especially for people with respiratory problems, children, the elderly, and anyone who exercises outdoors. The summertime Spare the Air Alert program notifies residents when air quality is forecast to be unhealthy, and urges residents to drive less and reduce their emissions of ozone-forming pollutants from the use of oil-based paints, gasoline-powered lawn mowers, or household aerosol products like hair sprays.

Previous surveys have provided information regarding the public's transportation and consumer product use, recognition and support of the program, and participation in emissions-reduction strategies.

Wintertime "Spare the Air" Alerts

During the winter season which runs from November through February, fine particulate matter (PM2.5) becomes the pollutant with the greatest impact on air quality. Fine particulates can bypass the body's natural defenses, penetrating deeply into the lungs and even passing into the bloodstream. Prolonged exposure to the fine particulates in wood smoke have been linked with aggravated asthma, lung and heart disease, and increased mortality rates. Wood burning in fireplaces and woodstoves creates about one-third of the winter particulate matter air pollution in the Bay Area. Since 2008, Air District regulations have made it illegal for Bay Area residents to burn wood, pellets, or manufactured fire logs when a Wintertime Spare the Air Alert is issued.

Previous surveys have provided information regarding the public's wood-burning habits, recognition and support of the program, messaging, and participation in emissions reduction strategies.

Scope of Work

- Work with District staff to develop and refine questionnaires, as appropriate.
- Coordinate data collection to follow Spare the Air days, collect interviews, process data on episode basis, produce topline results for each episode.
- Process and weigh data, analyze results, calculate emission reductions, prepare a draft report for District review, prepare a final report based on review comments.
- Design survey methodology. Contractor will attend kickoff meeting, design questionnaire, design and produce sample, CATI (computer assisted telephone interviewing) and web program survey instrument, pre-test, prepare web interface for real-time data review, discuss data needs for emissions modeling with the District.
- Collect (1,500) interviews for Summertime Spare the Air, and (1,300) interviews for Wintertime Spare the Air Alerts. Collect data and process interviews, produce topline results.

Contract amount not to exceed: \$100,000

Proposals need not assume that all program elements or methods outlined above must continue as before. The Air District encourages the development of innovative approaches toward meeting the goals of its education and outreach program, including the realignment of the various elements of the campaigns currently in place.

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 the project, 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 proposals should be signed by an authorized representative of the bidder.
2. Due Date – All proposals are due no later that 4:30 p.m., May 11, 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 May 11, 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>