



April 3, 2018

Request for Proposals# 2018-004

BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

**Applicant Education and Support for Clean
Transportation Incentives in Bay Area Disadvantaged
Communities**

SECTION I – SUMMARY 1
SECTION II – BACKGROUND 2
SECTION III – SCOPE OF WORK 3
SECTION IV – INSTRUCTIONS TO BIDDERS 4
SECTION V – PROPOSAL FORMAT, CONTENT, AND SUBMITTAL 7
SECTION VI – PROPOSAL EVALUATION 8
SECTION VII – SAMPLE CONTRACT 9
SECTION VIII – ATTACHMENTS 9

SECTION I – SUMMARY

The Bay Area Air Quality Management District (Air District or District) is requesting proposals from experienced and qualified organizations to support a new Air District program to provide incentives to low-income consumers in the Bay Area to provide incentives to low-income consumers in the Bay Area to replace their older vehicles with new, lower-emitting vehicles (including hybrid, plug-in hybrid, and electric vehicles) or transit passes. The selected organization will provide support services for applicants to this incentive program, including recruitment; evaluating eligibility of vehicles and consumers; and assisting applicants through the application and vehicle replacement process, while maintaining a strong focus on consumer protection.

To respond to this Request for Proposals (RFP), an interested organization should submit one (1) electronic copy (in Adobe Acrobat PDF file format) of its proposal to the Air District’s Procurement Portal (Portal):

Cynthia Zhang, Staff Specialist
Bay Area Air Quality Management District
375 Beale Street, Suite 600; San Francisco, CA 94105
Portal link: <https://baaqmd.bonfirehub.com/>

**Proposals must be submitted and received by 4:00 p.m. on May 17, 2018.
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 submitted through the Portal.**

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. In 2017, the Air District adopted a Clean Air Plan, a multi-pollutant strategy to reduce ozone, particulate matter, toxic air contaminants, and greenhouse gases. The strategy includes proposed regulations, grant and incentive programs, public education and outreach, and partnerships with other agencies and stakeholders.

The Air District is governed by a twenty-four member Board of Directors, consisting of elected officials, including county supervisors, mayors, and city council members. The Executive Officer / Air Pollution Control Officer for the Air District is Jack P. Broadbent.

B. Enhanced Fleet Mobilization Program Plus-Up Program

The Enhanced Fleet Modernization Program Plus-Up (EFMP Plus-Up) is a program in which eligible lower-income consumers living in disadvantaged communities can receive an incentive (up to \$9,500) to scrap an old vehicle (EFMP portion) and buy a cleaner and more fuel-efficient replacement vehicle (Plus-Up portion). Eligible vehicles include cleaner conventional vehicles, hybrid vehicles, plug-in hybrid vehicles (PHEVs), and electric vehicles (EVs). Consumers may also select an incentive for alternative transportation options. This incentive program may be paired with other California and Federal programs, for example the California Clean Vehicle Rebate Project or the Federal tax credit for purchasing an EV.

By replacing older, high-emitting vehicles and replacing them with newer, cleaner and more fuel-efficient cars or other transportation options, this program can reduce smog-forming pollutants (NOx and ROG) to help meet State and Federal air quality standards. EFMP Plus-Up also supports the Bay Area and California's goals for reductions in greenhouse gas emissions (80% below 1990 levels by 2050), and zero-and near-zero emission vehicle deployment (90% of the Bay Area passenger vehicles by 2050 and 5 million vehicles statewide by 2030). More information about this program, including incentive amounts, income and geographical eligibility criteria, is available at:

<https://www.arb.ca.gov/msprog/aqip/efmp/efmp.htm>

This program is funded by proceeds from the state's Cap-and-Trade program, and overseen by the California Air Resources Board. This program is currently available in the San Joaquin Valley Pollution Control District and the South Coast Air Quality Management District. This program will be expanded to the Bay Area in 2018, administered by the Air District.

SECTION III – SCOPE OF WORK

Scope of EFMP Plus-Up Program:

A total of \$4,250,000 in incentive funding is available for consumers. Depending on the applicants' income levels, vehicle and transportation choices, the program may support 450 – 1700 consumers. Based on the programs in other areas, case managers can spend up to 6 hours with each applicant. The program will be launched as a small pilot in one community before the full launch for the Bay Area.

Maximum budget for contract: \$250,000

Project timeline: 20 months from when the contract is signed

Deliverables:

- Kick-off planning meeting with Air District staff
- Develop an Operations Manual to be used by all case managers to ensure a consistent process for assisting and advocating for consumers
- Establish procedures and processes to protect personally identifiable data, including but not limited to all project records and supporting documentation that personally identifies an individual or individuals in accordance with California Civil Code sections 1798, et seq. and other relevant State or Federal statutes and regulations.
- Set up and manage participant hotline
- Recruit and train up to 10 case managers and support staff with experience in working with low-income consumers, that include individuals with fluency in languages spoken in the Bay Area (e.g. Spanish, Mandarin and Cantonese, Tagalog, and Vietnamese)
- Supervise case managers to assist applicants with the following responsibilities:
 1. Be trained on EFMP Plus-Up requirements, eligibilities, and incentive levels and the Operations Manual
 2. Conduct preliminary evaluation of eligibility of consumers (based on household income level and place of residence) and their current vehicles
 3. Provide one-on-one assistance to EFMP Plus-Up eligible consumers (applicants) by phone, e-mail, or in-person at recruitment events
 4. Help applicants to fill in online application and upload all supporting documents
 5. Educate applicant on vehicle and transportation options to help them make informed decisions, including about estimated costs of ownership, warranties, refueling procedures, and the incentive amounts that are

available to the consumer (from the Air District and other sources). Air District staff will provide education materials to help case managers.

6. Check for vehicle safety recalls
7. Assist the applicant to identify source of financing, if needed
8. Answer all applicant questions about the program and application status
9. Submit information to Air District staff for final approval of incentive, which will initiate Air District payment to either the car dealership or financial institution
10. Maintain all information about successful and unsuccessful applications in a database, including the customer's information and supporting documentation along with the resulting outcome (successful program participation, which includes existing vehicle scrapped, acquisition of replacement vehicle or alternative mobility choice, and financing information).
11. Provide instructions to approved program applicants on steps for scrapping the existing vehicle, purchasing the new vehicle, or setting up the transportation card
12. Direct consumers to California's Low-Cost Auto Insurance Program, where they will receive assistance
13. Protect consumers and their information, including from predatory loans by explaining benefits and drawbacks of warranty and insurance options and ensuring dealers use best fair-trade practices (see California Vehicle Code Section 11713 and DMV Guide for Licensed Vehicle Dealers and Lessor-Retailers Section X)

Proposals may also recommend **additional tasks** that would enhance the case management, including but not limited to:

- Organizing events to conduct marketing and recruitment for the program
- Conduct testing or remote sensing of existing vehicles to determine program eligibility
- Organizing partnerships with community development financial institutions to streamline incentive and financing process

The selected organization will work closely with Air District staff to implement this program. **Air District staff responsibilities** will include:

- Providing input and review of operations manuals, guidelines, and marketing materials
- Conducting outreach about the program and recruiting eligible participants, through events, mailing, and online outreach
- Maintaining website and database to support application process
- Establishing and managing relationships with dealers, scrappers, and financing institutions and advisors
- Managing activities of contractors
- Final verification and approval of applicants
- Releasing incentive funding

SECTION IV – INSTRUCTIONS TO BIDDERS

A. General

1. Interested organizations must create an account through the Portal described on p. 1 of this RFP to view RFP documents and addenda, and to submit questions and bid documents.
2. 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.
3. All information should be complete, specific, and as concise as possible.
4. Proposals should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
5. The District may modify the RFP or issue supplementary information or guidelines during the proposal preparation period prior to the due date. Please check the [Portal](#) for updates prior to the due date.
6. Proposals shall constitute firm offers. Once submitted, proposals may be withdrawn, modified and resubmitted through the Portal up until the May 17, 2018, due date.
7. The District reserves the right to reject any and all proposals.
8. All questions must be in written form and submitted through the Portal no later than **4:00 p.m. on Monday, April 30, 2018**. All questions will be answered in writing and posted on the [Portal](#) by **6:00 p.m. on Tuesday, May 8, 2018**.
9. The cost for developing the proposal is the responsibility of the bidder, and shall not be chargeable to the Air District.

B. Submittal of Proposals

All proposals must be submitted according to the specifications set forth in Section V (A) – Contents of Proposal, and this section. Failure to adhere to these specifications may be cause for the rejection of the proposal.

1. Due Date – All proposals are due no later than 4:00 p.m., May 17, 2018, and should be submitted via the Portal:

Cynthia Zhang, Staff Specialist
Bay Area Air Quality Management District
375 Beale Street, Suite 600; San Francisco, CA 94105
Portal link: <https://baaqmd.bonfirehub.com/>

2. Uploading large documents may take significant time, depending on the size of the file(s) and Internet connection speed. Bidders should plan sufficient time before the due date to begin the uploading process and to finalize their submissions. Bidders will not be able to submit documents after the due date and time. Proposals received after the time and date provided previously

specified will not be considered.

3. Signature – All proposals should be signed by an authorized representative of the bidder.
4. Submittal – Submit one (1) electronic copy (in Adobe Acrobat PDF file format). Electronic submissions submitted via the Portal will be acknowledged with a confirmation email receipt. 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 organization.
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, may be altered up until the due date. Proposals may not be modified after the due date. All proposals shall constitute firm offers valid for ninety (90) days from the May 17, 2018, 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 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.

- I. Cover Page (Section I) –
 - Organization Contact Information – Provide the following information about the organization:
 - Address and telephone number of office nearest to San Francisco, California
 - Name and e-mail address of project manager and designated point of contact
 - Must be signed by the person(s) authorized to represent the organization
 - Table of Contents – Clearly identify material contained in the proposal by section
- II. Summary (Section II, maximum of 1 page) – State overall approach to case manager project, including the objectives and scope of work.
- III. Organization Background (Section III, maximum of 3 pages) – Provide a statement of organization(s)' capabilities, any green business certifications, and previous experience relating to this scope of work. Provide references of other, similar projects including references (contact name, title, and telephone number) and any resulting publications.
- IV. Assigned Personnel (Section IV, maximum of ½ page per person) – Provide the following information about the staff to be assigned to the project:
 - List all key personnel assigned to the project, including name, title, and geographical location (if different from one provided on the cover page). Provide a summary of their training and experience in providing similar services and any specialized expertise they may have.
 - Provide a statement specifically addressing the organizations' ability and willingness to commit and maintain staffing to successfully conclude the project on the proposed schedule.
- V. Case Management Approach (Section V, maximum of 4 pages) – Describe the approach proposed for this scope of work. Include plans for recruitment, training, and supervision of case managers, proposed

management and monitoring structure, data privacy, and communication with the Air District. Include a proposed timeline for milestones for completing deliverables. Describe anticipated challenges and how the proposed approach will address these challenges.

- VI. Retention of Working Papers (Section VI) – All working papers are the property of the Air District. Include a statement acknowledging that if your organization is awarded the contract, you will retain project related papers and related reports for a minimum of five (5) years.
- VII. Conflict of Interest (Section VII) – Address possible conflicts of interest with other clients affected by contractors’ actions performed by the organization 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.
- VIII. Cost Proposal (Section VIII) – 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. When relevant, list cost share being provided by the lead organization, including for overhead costs. In addition, costs should be estimated for each of the components of the Scope of Work. The cost proposal should be submitted in the format provided in **Attachment A, Cost Proposal**. The Cost Proposal does not need to be a separate, sealed document.

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). The project also may require approval from the Air District Board of Directors. A link to a typical contract for professional services used by the Air District is included in Section VII.

Proposals will be evaluated on the following criteria:

Criteria	Description	Weight
Expertise	Expertise and experience of the organization and personnel assigned to RFP tasks; organization’s ability to perform and complete the work in a professional and timely manner.	30%
Approach	Responsiveness of the proposal, based upon a clear understanding of the work to be performed, related challenges, and plans to mitigate those challenges.	30%

Cost	Cost or cost effectiveness and resource allocation strategy, including completeness and level of detail in budget, percent of administrative and overhead costs, and whether there is cost-share	30%
Conflicts of Interest	Conflicts of interest are addressed	5%
Organization's Specialty Focus Area	Local organization (2.5%)/Green Business (2.5%)*	5%
	Total	100%

*The Air District gives preference to local organizations and those that are certified as green businesses by a government agency or independent private rating organization. Local business refers to an organization's headquarters located in the 9 counties of the Air District's jurisdiction.

If two or more proposals receive the same number of points, the Air District will accept the lower cost offer. The Air District reserves the right to reject any and all proposals submitted and/or request additional information.

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/about-the-air-district/request-for-proposals-rfp-rfq/samples-previous>.

SECTION VIII – ATTACHMENTS

- Attachment A – Cost Proposal