



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

March 19, 2020

**Request for Proposals# 2020-003**

Annual Report Design and Production

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**SECTION I – SUMMARY**

The Bay Area Air Quality Management District (Air District) seeks proposals for the graphic design and production of web-based and print versions of its 2020 Annual Report.

To respond to this Request for Proposals (RFP), an interested company should submit its proposal electronically (in Adobe Acrobat PDF file format) 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 April 9, 2020.  
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 Air District was created by the California Legislature in 1955 as the first regional agency to address 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 measures related to transportation and mobile sources.

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 (APCO) for the Air District is Jack P. Broadbent.

### **B. Annual Report Design and Production**

The Air District prepares an Annual Report publication that contains a year-end review of the past year's projects, highlights of projects in the coming year, a map of the Air District's jurisdiction and a summary of annual statistics. It also includes an overview by the Executive Officer; a description of the types of air pollution the Air District monitors and regulates; an explanation of the various initiatives by the Air District; information about grants and incentive programs; an update of progress made on clean air plans, rules and actions; and a financial summary of the Air District. This document is typically 12 to 24 pages in length and may include photographs, maps, charts, graphs and graphics that help tell the Air District's story for the preceding year. The publication is technical in nature so strong visual elements are important to best convey the Air District story. The web-based version additionally includes animation and video elements.

Samples of past annual reports can be viewed at the following web address:  
<http://www.baaqmd.gov/publications/annual-reports>.

The Air District is interested in exploring new approaches to presenting the annual summary information. The Air District's goal is that the Annual Report be accessible not only to the regulated community, but also to the general public, local governments and elected officials. The document shall be developed so that it can be presented in hardcopy format as well as a web-based version accessible on desktop and mobile devices. The Air District strives to have its Annual Report stand out from traditional reports through creative design elements and storytelling. The project requires innovative design that is professional, readable and aesthetically pleasing.

## **SECTION III – SCOPE OF WORK**

The selected firm will provide the graphic design and production of the printed and digital (desktop and mobile) versions of the Air District's 2020 Annual Report. The selected firm will be responsible for the discovery, creative design, development and delivery of the

Annual Report. Bidders should include their process for discovery and concept development in their proposals.

**Artwork and Production:**

In addition to the text, the Annual Report may include maps, charts, graphs, tables or other recommended visual displays of information. It may require design of artwork and photo manipulation. The content shall be provided by the Air District and artwork will be produced by the firm.

**Photography and Video:**

Firms will be responsible for providing any stock photographs. Photographs and videos unique to the Air District's work will be provided by the Air District.

**Print and Distribution:**

The Annual Report will be printed in professional 4-color printing and approximately 2,400 hard copies of the final publication will be distributed.

**Timeline:**

The Annual Report shall be completed, printed and delivered to Air District headquarters on or before April 30, 2021. The web-based version, to be hosted on the Air District's website at [www.BAAQMD.gov](http://www.BAAQMD.gov), shall be delivered to the Air District web team at least 2 weeks in advance of the launch date of April 30, 2021.

## **SECTION IV – INSTRUCTIONS TO BIDDERS**

### **A. General**

1. Interested firms 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 Air District may modify the RFP or issue supplementary information or guidelines during the proposal preparation period prior to the due date. Please check our [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 April 9, 2020 due date.
7. The Air District reserves the right to reject any and all proposals.

8. The Air District's budget for this project is not to exceed \$72,000.
9. All questions must be in written form and submitted through the Portal no later than **4:00 p.m. on Monday, March 30, 2020**. Firms will not be able to submit questions after this time. All questions will be answered in writing and posted on the [Portal](#) by **6:00 p.m. on Thursday, April 2, 2020**.
10. 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., **April 9, 2020**, and should be submitted via the Portal to:

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 finalize their submission and to complete the uploading process. Bidders will not be able to submit documents after the due date. Proposals received after the date and time 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 rejected at any time if it arrives after the deadline, 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 Air 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 Air 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 Air District for, and to indemnify, defend, and hold harmless the Air 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 Air 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 April 9, 2020 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.

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 the Annual Report Design and Production, 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. Include a timeline that demonstrates the firm’s ability to meet the April 30, 2021 completion deadline.
- 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 experience 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 addressing 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. Background descriptions can be a resume, CV, or summary sheet. 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 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.
- l. Additional Data (Section X) – Provide other essential data that may assist in the evaluation of the proposal (e.g. green business certification, etc).
- m. Work Samples (Section XI) – Include 3 samples of print and 3 samples of web-based annual report projects designed and completed by the firm. Include the client, the name of a contact person who is able to provide a reference, a description of the nature of the work, and the size and complexity of the project.

## 2. Cost Proposal

- a. Name and Address – The Cost Proposal must have the name and complete address of the bidder in the 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, Cost Proposals should include the cost of professional printing and distribution of the final publication.
- c. 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 APCO, who will, in turn, make a recommendation to the Air District Board of Directors. The Air District Board of Directors may be required to approve the contract to carry out the work described in this RFP. A link to a typical contract for professional services used by the Air District is included in Section VIII.

Proposals will be evaluated on the following criteria:

<b>Criteria</b>	<b>Description</b>	<b>Weight</b>
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.*	25%
Skill	Past experience of the firm and, in particular, experience of the team working on projects of similar scope for other governmental agencies.	25%
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	30%
References	References of the firm	5%
Firm's Specialty Focus Area	Local business/Green Business**/Women- or Minority-Owned	5%
<b>Total</b>		<b>100%</b>

\* "Size and structure of firm" refers to the ability of a firm's size to meet the needs of the Air District. It does not give absolute preference to larger or smaller firms.

\*\* The Air District gives preferences to local business and those that are certified as green businesses by a government agency or independent private rating organization. "Local business" means that a firm's headquarters is located within the nine 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.

## SECTION VII – SCHEDULE

<b>Milestone</b>	<b>Date</b>
RFP Release Date	March 19, 2020
Questions Due Date	March 30, 2020
Answers Provided via Website	April 2, 2020
Proposal Submission Due Date	April 9, 2020
Selection of Finalist	May 1, 2020*
Commencement of Contract	September 1, 2020*
Project Deadline	April 30, 2021

\*Dates are tentative and subject to change.



## **SECTION VIII – SAMPLE CONTRACT**

A sample contract to carry out the work described in this RFP is available on the Air District's website at <http://www.baaqmd.gov/about-the-air-district/request-for-proposals-rfp-rfg/samples-previous>. (Click the + to the left of Sample Contracts, and then click on the Professional Services Contract link)