

May 19, 2025



Request for Proposals# 2025-012

Electric Vehicle Incentives Outreach Services

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SECTION I – SUMMARY

The Bay Area Air District (“Air District”) seeks proposals from qualified firms to help accelerate equitable electric vehicle (“EV”) adoption in the Bay Area’s disadvantaged and underserved communities through capacity building, EV education, and outreach to promote Air District EV grant programs and other EV incentive programs and initiatives.

Through this Request for Proposal (“RFP”), the Air District anticipates entering into a professional services agreement with one or more firms to reach broad, diverse communities. The Air District anticipates the contract to tentatively begin Summer 2025 and continue through June 2026. At the Air District’s sole discretion, the term of the agreement may be extended for additional years and funding. The total maximum anticipated budget for these services, across all selected firms, is \$200,000 for the initial term. The maximum proposed budget should not exceed \$99,000 per submittal.

Work performed under the contract may be funded from by local, state and federal funding sources. Selected firms will be expected to comply with all local, state, and federal requirements.

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

Michael Chao, 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 received by 4:00 p.m. Pacific Time on Friday, June 20, 2025 (“deadline”).

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, local businesses, 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 is the government agency responsible for protecting air quality in the San Francisco Bay Area. The Air District is tasked with regulating stationary sources of air pollution in the nine counties that surround San Francisco Bay: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, southwestern Solano, and southern Sonoma counties. It is governed by a 24-member Board of Directors composed of locally elected officials from each of the nine counties. The Air District’s mission is to improve air quality to protect public health, reduce historical and current environmental inequities, and mitigate climate change and its impacts.

The Air District aims to achieve its mission through many strategic goals, including: reducing and eliminating health problems caused by air pollution, achieving and maintaining air quality standards, leading the Bay Area’s efforts to fight global climate change, creating high-quality regulatory programs, and applying environmental best practices in all operations. To do so, the Air District regulates air pollution emissions from stationary emission sources such as factories, refineries, and power plants, and from smaller facilities like gas stations and dry cleaners. The Air District ensures that such facilities comply with air pollution laws and regulations, provides incentives to replace older, higher-emitting vehicles and equipment with cleaner alternatives, and gives grants and provides outreach to encourage healthy clean air choices by businesses and consumers. The Air District implements these efforts with an equity focus, aiming to reduce air quality disparities and promote environmental justice by targeting local air pollution in overburdened communities.

B. Accelerating Equitable Electric Vehicle Adoption through Capacity Building, Education and Outreach

The Bay Area’s nine counties are home to over 7 million residents and 5.3 million light-duty vehicles. Tailpipe emissions from these light-duty vehicles account for approximately 28% of the region’s greenhouse gas emissions (CO₂e) and a significant portion of other pollutants (31% of carbon monoxide and 12% of nitrogen oxide) in the Bay Area. These

types of air pollutants increase respiratory ailments such as asthma and bronchitis and heightens the risk of life-threatening conditions, such as cancer. Accelerating EV adoption is critical to reducing emissions and improving public health in the Bay Area.

The Air District doesn't have regulatory authority over mobile sources of pollution so incentive programs are used to help reduce emissions from light duty vehicles. Through the Clean Cars for All (CCFA) (www.baaqmd.gov/cleancarsforall) the Air District provides income qualified residents in the Bay Area up to \$12,000 in funding to scrap an older vehicle and replace it with a battery electric vehicle (BEV), plug-in hybrid electric vehicle (PHEV), fuel cell electric vehicle (FCEV). If the CCFA Participant doesn't want a replacement vehicle, they have the option to select a mobility option which provides \$7,500 towards public transit and/or an electric bicycle. Participants that purchase a BEV or PHEV can get up to \$2,000 towards a home charger, or up to \$1,000 for a portable charger or a prepaid charge card for public EV charging.

The Air District seeks to accelerate equitable EV adoption in the Bay Area and has identified several priority areas. The selected firm(s) will conduct capacity building, EV education, and outreach to promote the Air District's EV grant programs and other EV incentive programs and initiatives in the following areas.

Priority Areas:

- Bay Area AB617 communities: West Oakland, Richmond-North Richmond-San Pablo, Bayview Hunter Point/ SE SF, East Oakland - <https://www.baaqmd.gov/community-health/community-health-protection-program>
- Households living in disadvantaged community census tracts (CalEnviroScreen 4.0). https://gis.carb.arb.ca.gov/portal/apps/experiencebuilder/experience/?id=5dc1218631fa46bc8d340b8e82548a6a&page=Priority-Populations-4_0
- Households making less than 225% of the federal poverty level <https://aspe.hhs.gov/poverty-guidelines>
- Households that are primarily non-English speaking.
- Populations that are eligible for, but are underserved by CCFA.

Qualifications of Bidder**

- Experience developing and implementing programs with government agencies and Community Based Organizations (CBOs) is required.
- Experience co-creating in-person meetings and focus groups with government agencies and CBOs is required.
- Experience working on environmental justice projects and/or capacity-building projects in environmental justice communities is strongly desired.
- Experience with, or knowledge of, electric vehicles and incentive programs is desired.
- Demonstrate knowledge and understanding of Air District's EV grant programs and other EV incentive programs and initiatives is desired.

**Interested CBOs may submit a proposal directly for the work set forth below within a Priority Area and are subject to the same qualifications. In lieu of any collaboration tasks described in the Scope of Work, an interested CBO should propose its direct outreach plan within its community, educational material development experiences, training

resources, capacity building strategy, and performance metrics for the work. The proposal should demonstrate a CBOs qualification through its place in the community, and its experience with program development, governmental organizations, environmental justice projects and any prior electric vehicle or incentive type program experience.

SECTION III – SCOPE OF WORK

An interested firm **must** propose a location(s) within a Priority Area and identify CBOs for capacity building, EV education, and outreach to promote Air District EV grant programs and other EV incentive programs and initiatives with its proposal. The selected firm will develop and implement a comprehensive outreach strategy that educates the public about the program, facilitates participation, and builds partnerships to help the Air District accelerate equitable EV adoption in the Bay Area.

- Community-Based Organizations must be a public or private nonprofit organization that represents a community or a specific part of a larger community, with a focus on addressing key needs in Priority Areas such as improving air quality, enhancing public health, reducing environmental inequities, or advancing social welfare.

Task 1: Outreach Strategy

In collaboration with the identified CBOs, the selected firm(s) will create a strategic outreach plan to promote the Air District's Clean Cars for All Program and other EV related programs and initiatives. The plan should be designed to disseminate information and actively engage community members and stakeholders. Outreach strategies may include, but are not limited to: webinars, community events, social media campaigns, EV expos, and EV ride-and-drive events. The selected firm(s) will work closely with CBOs to tailor the outreach strategy to address the specific needs, barriers, and concerns of different Priority Areas. The plan should apply proven outreach methodologies to effectively reach and engage target communities and include clearly defined milestones, timelines, and deliverables to track progress and ensure success.

Deliverables

- Collaborate with identified CBOs to identify and implement EV engagement opportunities in Priority Areas.
- Attend, coordinate, and facilitate planning meetings with CBOs and other stakeholders; provide meeting notes and action items.
- Develop a comprehensive project workplan outlining outreach activities, milestones, and timelines; revise as requested by Air District staff.
- Participate in and/or facilitate in-person meetings with CBOs and community members in Priority Areas to inform and support outreach efforts.

Task 2: Educational Materials

In collaboration with CBOs, the selected firm(s) will develop and ensure materials accuracy and cultural appropriateness for up to four (4) multilingual and multicultural presentations and educational materials to educate Bay Area residents about the benefits of EVs and Air District EV incentive programs. Educational information must include, but are not limited to:

- EV technology types
- EV charging options, including Level 1, Level 2, and Direct Current Fast Charging

- (L1, L2, and DCFC, respectively)
- EV market (e.g., available models, driving range, etc.)
- EV costs and benefits, including total cost of ownership (e.g., fuel, maintenance, and potential savings over time).
- Potential increases in costs associated with newer vehicles, such as registration fees and insurance premiums
- EV incentives (including Air District programs, federal tax credit, and utility programs if applicable)

The education materials may include brochures, flyers, and digital content that clearly explains the programs in an accessible and engaging way.

Deliverables

- Conduct at least two (2) meetings with identified CBO(s)/ Community members to discuss and develop educational materials targeting Priority Areas.
- Provide and maintain an online repository for coordination documents and educational materials, and track both digital and physical distribution efforts.
- Translation of materials into up to four (4) other languages, as identified by Air District.
- Submit finalized educational material for review and approval by Air District.
- Prepare a summary report detailing meeting dates, attendance, key discussion points, and progress on the development and distribution of educational materials.

Task 3 – Capacity building

The selected firm(s) will develop a training curriculum to educate local CBOs and community members about the benefits of EVs, as well as EV related grant and incentive programs. This includes the Air District's EV and charging programs, federal tax credits, utility incentives, and other relevant incentive programs that may benefit the Priority Areas.

The training curriculum should be culturally relevant and address common community concerns related to air quality, public health, socioeconomic barriers, and environmental justice. Training activities may include workshops, presentations, and community informational events. The goal is to empower local CBOs to serve as trusted messengers and to equip community members with the knowledge needed to make informed decisions about EV adoption and participation in available incentive programs.

Deliverables

- Collaborate with identified CBOs to develop and implement EV engagement opportunities in Priority Areas.
- Attend, coordinate, and facilitate planning meetings with CBOs and stakeholders; provide meeting notes and action items.
- Participate in and/or facilitate in-person meetings with CBOs and community members in Priority Areas.
- Provide technical support related to EV and charging incentive programs to CBOs and community participants.
- Submit engagement summaries documenting training activities, participant interactions, and key outcomes to the Air District.
- Collect and document participant feedback and/or survey responses related to training sessions and materials.

Task 4 – Performance Metrics

The selected firm(s) will develop performance indicators to measure the success of its outreach efforts and community engagement and provide the Air District as requested updates and reports on outreach activities and capacity building progress. Performance indicators may include an assessment of the effectiveness of the outreach strategies and suggestions for improvement.

Deliverables

- Written report and/or slide deck of findings and recommendations
- Summary of findings, recommendations on incentive program(s), barriers and engagement opportunities

Task 5 – As Needed Outreach Coordination

As needed, the selected firm(s) will coordinate and conduct meeting attendance, planning, coordination and venue rental. The selected firm will schedule and help facilitate meetings and/or trainings with CBOs and target community members. The selected firm will schedule and facilitate as-needed meetings to complete the education, outreach, and capacity building goals of this RFP. The selected firm(s) responsibilities will include, but are not limited to:

1. Identifying and booking a venue
2. Coordinating meeting logistics
3. Procuring as needed audio and visual equipment
4. Procuring, as needed and pre-approved, refreshments

Deliverables:

- Planning Meeting Attendance, Coordination, Facilitation, & Notes
- Meeting Technical Support

SECTION IV – INSTRUCTIONS TO BIDDERS

A. General

1. Interested firms must create an account through the Portal described in this RFP to view RFP documents and addenda, and to submit questions and proposal 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 the proposal.
3. All information should be complete, specific, and as concise as possible.
4. Proposals should include any additional information that the bidder deems pertinent to the understanding and evaluation of the proposal.
5. The Air District may modify the RFP or issue supplementary information or guidelines during the proposal preparation period prior to the deadline. Please check the [Portal](#) for updates prior to the deadline.
6. All proposals shall constitute firm offers valid for ninety (90) days from the

deadline. Once submitted, proposals may be withdrawn, modified and resubmitted through the Portal up until the deadline.

7. The Air District reserves the right to reject any and all proposals.
8. The Air District has established a budget of \$99,000 per proposal for this project.
9. All questions must be in written form and submitted through the Portal no later than **4:00 p.m. Pacific Time on Thursday, June 5, 2025**. Bidders 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. Pacific Time on Thursday, June 12, 2025**.
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. **Deadline** – All proposals are due no later than **4:00 p.m. Pacific Time on June 20, 2025**, and must be submitted via the Portal to:

Michael Chao, 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 deadline to finalize their submissions and complete the uploading process. Bidders will not be able to submit documents after the deadline. Proposals received after the deadline will not be considered.
3. **Signature** – All proposals must be signed by an authorized representative of the bidder.
4. **Submittal** – Submit one (1) electronic copy (in Adobe Acrobat PDF file format) to the Portal. 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 deadline.
5. **Grounds for Rejection** – A proposal may be 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 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 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 deadline. Proposals may not be modified after the deadline.

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.
4. Interview teams should be representative of the project team.

SECTION V – PROPOSAL FORMAT, CONTENT, AND SUBMITTAL

A. Contents of Proposal

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

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

- b. 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 Accelerating Equitable Electric Vehicle Adoption through Capacity Building, Education and Outreach, including the objectives and scope of work.
- e. Experience and Qualifications (Section III) – 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 working on issues related to electric vehicles, grant or incentive programs, environmental justice, air quality, and public health.
- f. References (Section IV) - Provide a minimum of three (3) references of other, similar projects including organization name or government entity, contact name, title, phone number and e-mail address for all references listed. For each reference, include a description of services provided and dates the services were provided.
- g. Project Approach and Methodology (Section V) – Provide a detailed description of the approach and methodology to be used to accomplish the scope of work.
- Recent relevant experience including the organization names, methodologies utilized, and the deliverables that the firm has helped to create;
 - Recent experience contracting/ collaborating with government agencies as the lead agency and coordinating with community groups to plan and convene meetings and coalition-like group meetings;
 - Recent experience providing tailored, 1:1 supports to community-based organizations and community members.
 - Identification of priority focus area for this proposal, including a map of the boundaries of the focus community; and
 - Identification of CBOs to be engaged for this proposal, including a brief description of the organization, size of the organization, the CBO's mission and how it relates to the proposed work, and the community they serve;
 - Describe the proposed approach to delivering the project deliverables for each task in the scope of work, including the

types of projected milestones or benchmarks that will be used for completing the project within the total time allowed.

- h. Project Schedule (Section VI) – Provide projected milestones or benchmarks for completing the project within the total time allowed.
- i. Project Organization (Section VII) – Describe the proposed management structure, program monitoring procedures, and organization of the proposed team. Provide a statement addressing your firm's ability and willingness to commit and maintain staffing to successfully conclude the project on the proposed project schedule.
- j. Assigned Personnel (Section VIII) – 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, curriculum vitae, 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.
- k. Retention of Working Papers (Section IX) – 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.
- l. Subcontractors (Section X) – 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.
- m. Conflict of Interest (Section XI) – 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.
- n. Additional Data (Section XII) – Provide other essential data that may assist

in the evaluation of the proposal.

2. Cost Proposal

- a. The Air District anticipates work to be provided on a time and materials basis. The total maximum amount available, across all selected contractors, for this work is \$200,000. Total cost may include various budget tiers; however, the total proposed budget should not exceed \$99,000 per submittal.
 - i. 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 Scope of Work.
 - ii. In addition, costs should be estimated for each Task of the Scope of Work.
 - iii. Cost proposal should include costs for the firm and all partner CBOs, if applicable.
- b. Include a list of anticipated reimbursable expenses, such as expenses for travel, presentation materials, supplies, deliveries, black/white and color printouts and copies, faxes, photo scans, copywriting and copyediting services and the rate charged for each.
- c. Any other fees or charges.

SECTION VI – PROPOSAL EVALUATION

A panel of Air District staff will evaluate all proposals. The panel will recommend the selection of the contractor(s) 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 may be required to approve the contract to carry out the work described in this RFP. Unless otherwise indicated, contract award will be made to the firm(s) that demonstrate the ability to perform the required service in an acceptable manner. The Air District will use the following criteria to review proposals. 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	Points
Expertise and Skill	Past experience of the firm and, in particular, experience of the team working on projects of similar scope for other governmental agencies, and experience working with community-based organizations serving low-income residents in environmental justice communities as well as technical expertise related to electric vehicles, community knowledge &	35

Criteria	Description	Points
	relationships, 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.*	
Approach	Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	15
Cost	Cost or cost effectiveness and resource allocation strategy.	15
References	Quality, relevance, and applicability of references.	10
Available Resources/Customer Relations and Advertising and engagement	Speed and thoroughness of responding to inquiries, requests and number of days. Ability to provide foreign language assistance to prospective participants, as well as, proposed plan to target customers and work with community groups. The advertising and engagement plan will be evaluated for effectiveness and the ability to reach as many prospective customers in the Bay Area as possible with an emphasis on serving low-income residents in environmental justice communities.	25
	Total	100

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

If two or more proposals receive the same number of points, the Air District will accept the lower cost offer.

SECTION VII – RFP SCHEDULE

MILESTONE	DATE
RFP RELEASE DATE	May 19, 2025
WRITTEN QUESTIONS DUE	June 5, 2025
ANSWERS POSTED ON PORTAL	June 12, 2025
PROPOSAL DEADLINE	June 20, 2025
SELECTION OF FINALIST(S)*	July 20, 2025
COMMENCEMENT OF CONTRACT*	September 1, 2025

*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-rfq/samples-previous>. (Click the + to the left of Sample Contracts, and then click on the Professional Services Contract link)