



BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Request for Proposals 2025-013

for

Electric Vehicle Program Printing and Direct Mail Services

RFP Posted

June 30, 2025

Proposals Due

Before 4:00 pm on August 13, 2025

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SECTION I - SUMMARY

The Bay Area Air Quality Management District ("Air District") seeks proposals from qualified firms to provide direct mail services to distribute notices for the Air District's Electric Vehicle ("EV") Program, such as Clean Cars for All ("CCFA"), and for related general printing services. The Air District's CCFA program is supported by the California Climate Investments program, a statewide initiative that addresses climate change by reducing greenhouse gases and improving air quality and the Transportation Fund for Clean Air. CCFA provides grants to income-eligible Bay Area residents who can receive up to \$12,000 to trade in their old vehicle and purchase or lease an electric vehicle, or get a prepaid card for public transit or an e-bike.

To respond to this Request for Proposals ("RFP"), an interested firm should submit its proposal using the [Air District's OpenGov Procurement portal](#) ("Portal").

**Proposals must be received before 4:00 pm on Wednesday, August 13, 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 Question & Answer section of this RFP on the Air District's OpenGov Procurement Portal.**

SECTION II - AIR DISTRICT'S CLEAN CARS FOR ALL (CCFA) PROGRAM

A. Air District Overview

The Air 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. Project

<https://www.baaqmd.gov/funding-and-incentives/residents/clean-cars-for-all>

Wide-scale adoption of zero-emission vehicles and equipment and electrification of all types of transportation are essential to achieving local, state, and federal emission reduction targets for greenhouse gases and criteria pollutants. The Air District has administered the CCFA Program since 2019. The program has been supported by a variety of state and local funds and continues to be a popular and beneficial program. Through the CCFA, the Air District provides incentives for low-income households (up to 300% of the Federal Poverty Level) to retire older, high-polluting vehicles, and replace them by purchasing or leasing a new or used plug-in hybrid electric vehicle, battery electric vehicle or fuel cell electric vehicle. Alternatively, participants may opt to retire their vehicle in exchange for funding for public transit or an electric bike. The CCFA Program reduces criteria pollutants and greenhouse gas emissions throughout the Bay Area and supports the goal of equitable access to electric vehicles and clean transportation.

To advertise the program, the Air District seeks printing and direct mail services to inform potentially eligible vehicle owners about the CCFA program. The Air District uses the California Department of Motor Vehicles' (DMV) database to contact, by mail, the owners of older light-duty vehicles that may be eligible for the program. Mailings are conducted at least annually with potentially eligible vehicle owners receiving notice of the program around the start of an application period.

SECTION III - SCOPE OF WORK

The selected firm ("Contractor") will provide printing and mailing services for various Air District documents. Printing and mailing services may include, but is not limited to, the following:

A. Data Management for mailings:

1. Contractor shall securely receive the data from the Air District and shall limit the number of staff working directly with this data to the minimum.
2. Contractor shall maintain the security and integrity of the information received. This includes, but is not limited to, the following:
 - a. Not leaving access terminals and modems unattended while in active session, unless these devices are secured by a locking device that prevents entry or receipt of information or are placed in a locked room that is not accessible to unauthorized persons.
 - b. Not selling, retaining, distributing, providing, or transferring any record information or portion of the record information acquired, except as authorized by the Air District.
3. Contractor shall suppress or otherwise modify the database to invalid or duplicate addresses. The Air District shall provide Contractor with a Microsoft Excel

spreadsheet of the names and addresses of these individuals.

4. Contractor shall destroy all information received from the Air District's files once its legitimate use has ended. The method of destruction must be effective for the type of record requested and done in a manner so that the record cannot be reproduced or identified in any physical or electronic form.

B. Mailings:

1. The Air District shall provide Contractor the draft mailing list, mailer file, and proposed drop date. All addresses are expected to be in the nine county San Francisco Bay Area the Air District serves.
2. Contractor shall review (for quality control) the file to be printed, then print the Air District's flyer in a manner that is sharp, clear, and without smears, and which consists of the Air District logo and contact information. The medium shall be on 60 to 70-pound card stock (or paper), white, glossy, recycled paper. The recycled paper shall contain at least 30% post-consumer material. The finished flyer will be self-addressed, double-sided, bi-folded and sealed using United States Postal Service (USPS) compliant wafer seals to secure the bi-folded mailers. A sample sheet of the flyer is attached as Attachment A, Sample CCFA Notice Bi-Fold.
3. Contractor shall merge text of one-page letter with addresses of vehicle owners and vehicle model year from the DMV database provided by the Air District. The Air District shall provide the flyer file for review and printing.
4. Contractor shall bi-fold the flyer, provide tabbing services using USPS-compliant wafer seals to secure the self-mailers, and provide postage (use the lowest postage rate /standard mail bulk rate), and deliver to the United States Post Office for mailing.
5. The Air District may request additional flyers be printed without mailing addresses and sent to the Air District.
6. Maintain 100 percent compliance with all applicable USPS policies and standards related to barcoding, presort services, and delivery to the USPS.

C. Printing services:

1. The Air District may request additional flyers (from Section B, Mailings, above) be printed without mailing addresses, without postage, and sent to the Air District.

2. The Air District may request additional materials (beyond the mailer from Section B above) be printed – See example in Attachment B, Sample CCFA Flyer. These will typically be 1 page flyers, either 1-sided or double-sided, printed in color on 20-pound, 8.5" x 11", white, 30% post-consumer recycled paper. Quantities can be in the hundreds and the frequency of printing could be several times per year depending on Air District program needs. These materials would not be sent out through direct mail, but will be sent to the Air District office or other specified location.
3. Contractor will:
 - a. Retrieve electronic data files or information for mail jobs;
 - b. Print from electronic files via a digital interface;
 - c. Print materials that is sharp, clear, and without smears;
 - d. Develop and modify templates or custom form overlays to meet specific requirements for each form or bill type;
 - e. Populate templates or custom forms with supplied data from electronic data files;
 - f. Provide pre-printed forms or print each item without using a pre-printed form;
 - g. Print in black and white, color and in various fonts and sizes;
 - h. Print on various paper stock, including letterhead, perforated, and custom paper; and
 - i. Provide proofs to the Air District for review and approval prior to printing.

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 for this project.
9. All questions must be in written form and submitted through the [Portal](#) **before 4:00 pm on Wednesday, July 30, 2025**. Bidders will not be able to submit questions after the deadline occurs. All questions will be answered in writing and posted on the [Portal](#) **before 6:00 pm on Wednesday, August 6, 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 this Request. Failure to adhere to these specifications may be cause for the rejection of the proposal.

1. Deadline – All proposals are due **before 4:00 pm, Wednesday, August 13, 2025**, and must be submitted via the Portal.
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. Submittal – Proposals will be accepted electronically through the Air District's OpenGov Procurement Portal. Electronic submissions submitted via the Portal will be acknowledged with a confirmation email receipt. Proposers will also see the status of their Proposal showing as "Submitted" within OpenGov Procurement upon successfully submitting. Late proposals will not be accepted. Any correction or re-submission of proposals will not extend the submittal deadline and after "unsubmitting" a proposal it must be re-submitted after making desired changes or it will not be considered.
4. 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.
5. 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.

6. Modification – Once submitted, proposals, including the composition of the contracting team, may be altered up until the deadline by "unsubmitting" from OpenGov and modifying and re-submitting prior to the due date and time for submittals. 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

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.

A. Technical Proposal

Cover Letter*

Include the name, address, and telephone number of the firm, and signed by the person(s) authorized to represent the firm.

*Response required

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

*Response required

Summary*

State overall approach to Electric Vehicle Program Printing and Direct Mail Services, including the objectives and scope of work.

*Response required

Experience and Qualifications*

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 exposure with working with environmental regulations, if any.

*Response required

References*

Provide a minimum of three (3) references of other, similar projects including company 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.

*Response required

Project Approach and Methodology*

Provide a detailed description of the approach and methodology to be used to accomplish the scope of work. In addition, the proposal must contain the following:

1. A description/plan of the procedures to be followed to securely receive data from the Air District and to limit the number of staff working on this data to the minimum.
2. A description/plan of the procedures to be followed to maintain the security and integrity of the information received.
3. A description/plan of the procedures to be followed to destroy all information received from the Air District.

*Response required

Project Schedule*

Provide projected milestones or benchmarks for completing the project within the total time allowed.

*Response required

Project Organization*

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.

*Response required

Assigned Personnel*

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.

*Response required

Retention of Working Papers*

All working papers are the property of the Air District. Proposer hereby acknowledges that if Proposer's firm is awarded the contract, firm will retain project related papers and related reports for a minimum of five (5) years.

☐ Please confirm

*Response required

Subcontractors*

List any subcontractors that will be used and be sure to provide the following for each subcontractor:

- Subcontractor Name
- Work to be performed by Subcontractor
- Total number of hours or percentage of time subcontractor will spend on the contract.

*Response required

Conflict of Interest*

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.

*Response required

B. Cost Proposal

Cost Proposal and Fees*

Upload your cost proposal and list of fees here. Be sure to include the following:

Mailing and Printing Services

- A. Cost Proposal – Using the Bid Summary Table provided, proposals must establish the cost for data management, letter and envelope production, and standard mail bulk rate postage and delivery for (a) 100,000 pieces of mail, (b) 175,000 pieces of mail, and (c) 250,000 pieces of mail. For each of the 3 quantities of mail, provide a detailed description of what the data management cost will entail. Provide a detailed description of what the letter production cost will entail. Bid summary shall include price per piece as well as the total prices for each of the (a) 100,000 pieces of mail, (b) 175,000 pieces of mail, and (c) 250,000 pieces of mail. If the price per piece is dependent upon the number of pieces mailed in each mailing, this should be stated clearly in the price per piece section. Provide any details of what the postage and delivery cost is based on and if the cost per piece will change or if it is a set price. Indicate if the postage rate is based upon the number of pieces mailed in each bi-monthly mailing. The proposal should include any potential postage increases planned by the United States Postal Service in calendar year 2025 and 2026. **All submittals should include a second quote for producing the flyer and printing on 100% post-consumer recycled paper (in addition to the quote for 30% post-consumer recycled paper as described in Section III.B).**
- B. For Printing Only Services - Paper specifications: 20 to 22-pound, 8.5" x 11", white, 30% post-consumer recycled paper, and a second quote for printing on 100% post-consumer recycled paper.
- C. Include any applicable taxes as a separate line item.

*Response required

C. Submittal Confirmation**Additional Information (if needed)**

For any additional information requested or required by any of your previously provided answers or as stated within this RFP please upload the additional documentation here.

This includes any other essential data that may assist in the evaluation of your proposal.

NOTE: DO NOT INCLUDE ANY COST INFORMATION HERE

Submittal Confirmation*

Proposer hereby certifies that all information provided within this proposal is accurate to the best of their knowledge. Proposer acknowledges that they have examined and carefully studied all Contract Documents and any Addenda and that they have provided any necessary proof of their authority to submit a proposal on behalf of the Company Name stated on the proposal thereby committing the Company to the information contained within.

☐ Please confirm

*Response required

SECTION VI - COST PROPOSAL**TOTAL PRICES FOR BULK MAIL AND PRICE PER PIECE OF MAIL - 30% POST
CONSUMER RECYCLED PAPER**

The medium shall be on 60 to 70-pound card stock (or paper), white, glossy, recycled paper. The recycled paper shall contain at least 30% post-consumer material. The finished flyer will be self-addressed, double-sided, bi-folded and sealed using United States Postal Service (USPS) compliant wafer seals to secure the bi-folded mailers.

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total	Taxable? (Yes/No)
1	Data Management Cost	100,000	Pieces of Mail			
2	Printing, preparation, and Production Cost	100,000	Pieces of Mail			
3	Standard Mail Bulk Rate, Postage and Delivery Cost	100,000	Pieces of Mail			
TOTAL						

**TOTAL PRICES FOR BULK MAIL AND PRICE PER PIECE OF MAIL - 100% POST
CONSUMER RECYCLED PAPER**

The medium shall be on 60 to 70-pound card stock (or paper), white, glossy, recycled paper. The recycled paper shall contain at least 100% post-consumer material. The finished flyer will be self-addressed, double-sided, bi-folded and sealed using United States Postal Service (USPS) compliant wafer seals to secure the bi-folded mailers.

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total	Taxable? (Yes/No)
1	Data Management Cost	100,000	Pieces of Mail			
2	Printing, preparation, and Production Cost	100,000	Pieces of Mail			
3	Standard Mail Bulk Rate, Postage and Delivery Cost	100,000	Pieces of Mail			
TOTAL						

**TOTAL PRICES FOR BULK MAIL AND PRICE PER PIECE OF MAIL - 30% POST
CONSUMER RECYCLED PAPER**

The medium shall be on 60 to 70-pound card stock (or paper), white, glossy, recycled paper. The recycled paper shall contain at least 30% post-consumer material. The finished flyer will be self-addressed, double-sided, bi-folded and sealed using United States Postal Service (USPS) compliant wafer seals to secure the bi-folded mailers.

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total	Taxable? (Yes/No)
1	Data Management Cost	175,000	Pieces of Mail			
2	Printing, preparation, and Production Cost	175,000	Pieces of Mail			
3	Standard Mail Bulk Rate, Postage and Delivery Cost	175,000	Pieces of Mail			
TOTAL						

TOTAL PRICES FOR BULK MAIL AND PRICE PER PIECE OF MAIL - 100% POST CONSUMER RECYCLED PAPER

The medium shall be on 60 to 70-pound card stock (or paper), white, glossy, recycled paper. The recycled paper shall contain at least 100% post-consumer material. The finished flyer will be self-addressed, double-sided, bi-folded and sealed using United States Postal Service (USPS) compliant wafer seals to secure the bi-folded mailers.

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total	Taxable? (Yes/No)
1	Data Management Cost	175,000	Pieces of Mail			
2	Printing, preparation, and Production Cost	175,000	Pieces of Mail			
3	Standard Mail Bulk Rate, Postage and Delivery Cost	175,000	Pieces of Mail			
TOTAL						

TOTAL PRICES FOR BULK MAIL AND PRICE PER PIECE OF MAIL - 30% POST CONSUMER RECYCLED PAPER

The medium shall be on 60 to 70-pound card stock (or paper), white, glossy, recycled paper. The recycled paper shall contain at least 30% post-consumer material. The finished flyer will be

self-addressed, double-sided, bi-folded and sealed using United States Postal Service (USPS) compliant wafer seals to secure the bi-folded mailers.

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total	Taxable? (Yes/No)
1	Data Management Cost	250,000	Pieces of Mail			
2	Printing, preparation, and Production Cost	250,000	Pieces of Mail			
3	Standard Mail Bulk Rate, Postage and Delivery Cost	250,000	Pieces of Mail			
TOTAL						

TOTAL PRICES FOR BULK MAIL AND PRICE PER PIECE OF MAIL - 100% POST CONSUMER RECYCLED PAPER

The medium shall be on 60 to 70-pound card stock (or paper), white, glossy, recycled paper. The recycled paper shall contain at least 100% post-consumer material. The finished flyer will be self-addressed, double-sided, bi-folded and sealed using United States Postal Service (USPS) compliant wafer seals to secure the bi-folded mailers.

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total	Taxable? (Yes/No)
1	Data Management Cost	250,000	Pieces of Mail			
2	Printing, preparation, and Production Cost	250,000	Pieces of Mail			
3	Standard Mail Bulk Rate, Postage and Delivery Cost	250,000	each			
TOTAL						

PRINTING SERVICES - 20 TO 22-POUND, 8.5" X 11", WHITE, 30% POST-CONSUMER RECYCLED PAPER.

The Air District may request additional materials (beyond the mailer from Section B above) be printed – See example in Attachment B, Sample CCFA Flyer. These will typically be 1 page flyers, either 1-sided or double-sided, printed in color on 20 to 22-pound, 8.5" x 11", white, 30% post-consumer recycled paper. Quantities can be in the hundreds and the frequency of printing could be several times per year depending on Air District program needs. These materials

would not be sent out through direct mail, but will be sent to the Air District office or other specified location.

Line Item	Specifications	Unit of Measure	Unit Cost	Taxable? (Yes/No)
Color printing/ Single-sided 20 to 22-pound, 8.5" x 11", white, 30% post-consumer recycled paper				
1	Color printing/ Single-sided (1-199 pieces)	\$ / Piece		
2	Color printing/ Single-sided (200-499 pieces)	\$ / Piece		
3	Color printing/ Single-sided (500-999 pieces)	\$ / Piece		
4	Color printing/ Single-sided (999-1499 pieces)	\$ / Piece		
5	Color printing/ Single-sided (1500-2000 pieces)	\$ / Piece		
Color printing/ Double-sided 20 to 22-pound, 8.5" x 11", white, 30% post-consumer recycled paper				
6	Color printing/ Double-sided (1-199 pieces)	\$ / Piece		
7	Color printing/ Double-sided (200-499 pieces)	\$ / Piece		
8	Color printing/ Double-sided (500-999 pieces)	\$ / Piece		
9	Color printing/ Double-sided (999-1499 pieces)	\$ / Piece		
10	Color printing/ Double-sided (1500-2000 pieces)	\$ / Piece		
[*] Denotes item is taxable Sales Tax (@ 8.625%)				

PRINTING SERVICES - 20 TO 22-POUND, 8.5" X 11", WHITE, 100% POST-CONSUMER RECYCLED PAPER.

The Air District may request additional materials (beyond the mailer from Section B above) be printed – See example in Attachment B, Sample CCFA Flyer. These will typically be 1 page

flyers, either 1-sided or double-sided, printed in color on 20 to 22-pound, 8.5" x 11", white, 100% post-consumer recycled paper. Quantities can be in the hundreds and the frequency of printing could be several times per year depending on Air District program needs. These materials would not be sent out through direct mail, but will be sent to the Air District office or other specified location.

Line Item	Specifications	Unit of Measure	Unit Cost	Taxable? (Yes/No)
Color printing/ Single-sided 20 to 22-pound, 8.5" x 11", white, 100% post-consumer recycled paper				
1	Color printing/ Single-sided (1-199 pieces)	\$ / Piece		
2	Color printing/ Single-sided (200-499 pieces)	\$ / Piece		
3	Color printing/ Single-sided (500-999 pieces)	\$ / Piece		
4	Color printing/ Single-sided (999-1499 pieces)	\$ / Piece		
5	Color printing/ Single-sided (1500-2000 pieces)	\$ / Piece		
Color printing/ Double-sided 20 to 22-pound, 8.5" x 11", white, 100% post-consumer recycled paper				
6	Color printing/ Double-sided (1-199 pieces)	\$ / Piece		
7	Color printing/ Double-sided (200-499 pieces)	\$ / Piece		
8	Color printing/ Double-sided (500-999 pieces)	\$ / Piece		
9	Color printing/ Double-sided (999-1499 pieces)	\$ / Piece		
10	Color printing/ Double-sided (1500-2000 pieces)	\$ / Piece		

SECTION VII - 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 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 this Request.

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

In evaluating Proposals submitted pursuant to this RFP, the Air District places high value on the following factors, not necessarily in order of importance:

No.	Evaluation Criteria	Scoring Method	Weight (Points)
1.	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. "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.	Points Based	30 (30% of Total)
2.	Skill Past experience of the firm and, in particular, experience of the team working on projects of similar scope for other governmental agencies. References of the firm.	Points Based	15 (15% of Total)
3.	Approach Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	Points Based	15 (15% of Total)
4.	Cost Cost or cost effectiveness and resource allocation strategy.	Points Based	40 (40% of Total)

SECTION VIII - RFP SCHEDULE

RFP Release Date:	June 30, 2025
Written Questions Due:	July 30, 2025, 4:00pm
Answers to Questions Posted:	August 6, 2025, 6:00pm
Proposal Deadline:	August 13, 2025, 4:00pm

Selection of Finalist(s):	TBD
Commencement of Contract:	TBD

*Dates are tentative and subject to change.

SECTION IX - 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.baagmd.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)