



BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Request for Proposals 2025-015
for
Federal Advocacy Assistance

RFP Posted
June 20, 2025

Proposals Due
Before 4:00 pm on July 21, 2025

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SECTION I - SUMMARY

The Bay Area Air Quality Management District ("Air District") seeks to qualified firms to provide assistance for the Air District's federal advocacy efforts in Washington, D.C., to include funding opportunities, educating the California delegation about the Air District, and advocacy on regulatory issues of importance. Prospective firm(s) must be registered to lobby the United States House of Representatives and the United States Senate. Through this Request for Proposal ("RFP"), the Air District anticipates entering into a professional services agreement with one (1) firm. The Air District anticipates the contract to tentatively begin in October or November 2025 and continue for a period of up to five (5) years. At its sole discretion, the Air District will determine the initial term of the contract and any extensions (if applicable).

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

**Proposals must be received before 4:00 pm on Monday, July 21, 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 - FEDERAL ADVOCACY ASSISTANCE

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

The Air District seeks assistance with federal advocacy efforts in the areas of appropriations, transportation, energy and environmental issues to advance the Air District's clean air programs in the San Francisco Bay Area region. Advocacy efforts would include funding for clean air programs such as the Diesel Emissions Reductions Act and other mobile source incentives, Targeted Airshed Grants, 103/105 funding, clean energy initiatives, and wildfire smoke response. In addition to advocacy in the appropriations process, the Air District also seeks assistance to engage the California delegation about other regulatory issues of importance to the San Francisco Bay Area region, as well as educating the delegation about the Air District's leadership in advancing public health-based policies and programs.

Successful advocacy will include understanding the Air District's clean air priorities and needs, acknowledging the political realities in Washington, D.C., and adjusting advocacy activities accordingly. The key to this would be to align the Air District's priorities with the priorities and interests of key members of Congress and the California delegation. Knowledge of Air District programs and needs are important, as well as being able to modify advocacy plans to fit changing federal legislative schedules.

Proposals should contemplate potential Air District staff travel to participate in advocacy when conditions allow.

SECTION III - SCOPE OF WORK**A. Federal Advocacy Assistance**

The selected firm will assist with the Air District's federal advocacy efforts in Washington, D.C. Federal advocacy efforts include, but are not limited to:

1. Work with the Air District to develop and execute a results-oriented federal advocacy and funding agenda;
2. Align Air District priorities with the priorities and interests of key members of Congress;
3. Ensure the entire California Congressional delegation has an understanding of Air District needs and priorities, and develop champions among the Bay Area delegation;
4. Determine the best way to frame Air District actions and proposals to achieve the most promising strategy for the Air District's desired policy and funding goals;
5. Assist Air District in obtaining federal funding to support Air District efforts related to the reduction of, and exposure to ozone, particulate matter, toxic air contaminants, and other emissions;
6. Work with Congress, particularly California delegation, to secure funding for clean technology development and deployment to address mobile source emissions; and

7. Work with Congressional staff to expand and increase funding to the Environmental Protection Agency, United States Department of Energy, and other agencies to support Air District goals and efforts regarding policy and funding.

Proposers must be registered to lobby the United States House of Representatives and United States Senate.

The Air District anticipates the selected firm to provide federal advocacy assistance under a fixed monthly retainer, starting in the October/November time period, and continue for a period of up to five (5) years. At its sole discretion, the Air District will determine the initial term of the contract and any extensions (if applicable).

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. All questions must be in written form and submitted through the Portal **before 4:00 pm on Friday, July 11, 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 Friday, July 18, 2025**.
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 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, Monday, July 21, 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 Federal Advocacy Assistance, 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.

- Recent relevant experience including the organization names, methodologies utilized, and the deliverables that the firm has helped to create;
- Recent experience contracting/ collaborating and coordinating with government agencies;
- Describe the proposed approach to delivering the project services or deliverables in the scope of work, including the types of projected milestones or benchmarks that will be used.

*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. 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

| Line Item | Description | Quantity | Unit of Measure | Unit Cost | Total |
|--------------|---|----------|-----------------|-----------|-------|
| 1 | Fixed Monthly Retainer Fee Oct 1, 2025 - September 30, 2026 | 12 | Per Month | | |
| 2 | Fixed Monthly Retainer Fee Oct 1, 2026 - September 30, 2027 | 12 | Per Month | | |
| 3 | Fixed Monthly Retainer Fee Oct 1, 2027 - September 30, 2028 | 12 | Per Month | | |
| 4 | Fixed Monthly Retainer Fee Oct 1, 2028 - September 30, 2029 | 12 | Per Month | | |
| 5 | Fixed Monthly Retainer Fee Oct 1, 2029 - September 30, 2030 | 12 | Per Month | | |
| TOTAL | | | | | |

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 Advocacy expertise and personnel assigned to RFP tasks; firm's ability to perform and complete the work in a professional and timely manner. Expertise in providing access to California delegation. | Points Based | 25 (25% of Total) |

| | | | |
|----|---|--------------|----------------------|
| 2. | Skill Past experience of the firm and, in particular, experience and knowledge of the team working on projects of similar scope for other governmental agencies, including air quality regulatory agencies. | Points Based | 25 (25% of Total) |
| 3. | Approach Responsiveness of the proposal, based upon a clear understanding of the work to be performed. | Points Based | 20 (20% of Total) |
| 4. | Cost Cost or cost effectiveness and resource allocation strategy. | Points Based | 20 (20% of Total) |
| 5. | References Quality and applicability of references. | Points Based | 10 (10% of Total) |

SECTION VIII - RFP SCHEDULE

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|-------------------------------------|-----------------------|
| RFP Release Date: | June 20, 2025 |
| Written Questions Due: | July 11, 2025, 4:00pm |
| Answers to Questions Posted: | July 18, 2025, 6:00pm |
| Proposal Deadline: | July 21, 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.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)