



Selection of a Contractor to Facilitate the Spare the Air Resource Teams

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Public Engagement Committee Meeting

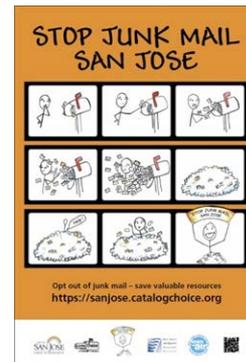
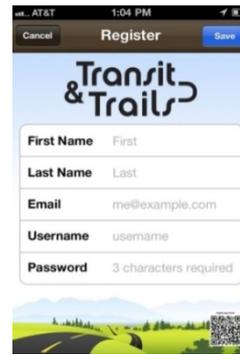
Spare the Air Resource Teams

- The Spare the Air Resource Teams began in 1991
- 9 Bay Area teams
 - Contra Costa
 - San Mateo County
 - Santa Clara County
 - Napa
 - San Jose
 - Sonoma County
 - San Francisco
 - Southern Alameda County
 - Tri-Valley
- Composed of business, civic and environmental groups
- Mission to improve local air quality
- Create and implement projects that reduce air pollution
- Contractor facilitates meetings, coordinates projects, and recruits members



Resource Team Projects at a Glance

- Be Idle Free
- Transit & Trails
- BikeFest & Kidical Mass
- Stop Junk Mail San Jose
- Commute Champions
- Go Sonoma Website
- Bike to Work Day Incentives



Request for Proposals

- Request for Proposals (RFP) issued on December 12, 2017
- RFP closed on January 31, 2018
- Contractor to assist with administration, coordination, recruitment, retention and facilitation of the Spare the Air Resource Teams
- One-year contract with potential for two one-year extensions
- RFP distributed to over 30 civic engagement firms and approximately 85 stakeholders



Proposal Evaluation

- Proposals received from Civic Edge Consulting, Community Focus, Hughes Collaboration and Kearns & West
- Staff evaluated bids based on:
 - Expertise of the firm
 - Experience on similar projects
 - Approach to the Resource Team program
 - Cost effectiveness
 - Outreach plan to attract diverse team members
 - Firm's specialty and focus area



Overview of Final Scores

| Evaluative Criteria | Maximum Points Possible | Civic Edge Consulting | Community Focus | Hughes Collaboration | Kearns & West |
|---------------------|-------------------------|-----------------------|-----------------|----------------------|---------------|
| Expertise | 25 | 0 | 22 | 19.3 | 22.6 |
| Skill | 25 | 0 | 22 | 21 | 21 |
| Approach | 25 | 0 | 22 | 10 | 21.6 |
| Cost | 10 | 7 | 7.3 | 6 | 8 |
| Outreach | 10 | 0 | 6 | 4.3 | 6.6 |
| Firm's Specialty | 5 | 0 | 3.6 | 1.3 | 2.8 |
| Total | 100 | 7.3 | 83 | 62 | 82.8 |



Staff Recommendations

Recommend Board of Directors:

- Approve the selection of Community Focus to facilitate the Spare the Air Resource Teams;
- Approve the selection of Kearns and West to establish a Spare the Air Resource Team in Marin County;
- Authorize the Executive Officer/APCO to execute a contract with Community Focus for facilitation services in an amount not to exceed \$222,000 per contract year for up to three years; and
- Authorize the Executive Officer/APCO to execute a contract with Kearns and West to create a new Spare the Air Resource Team in Marin County in an amount not to exceed \$38,000 per contract year for up to three years

