



# 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

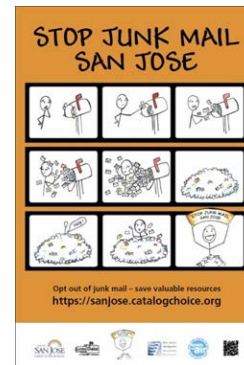
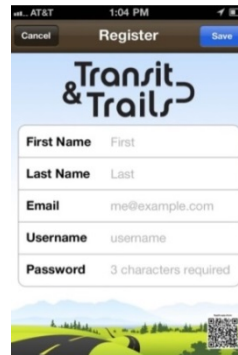
- The Spare the Air Resource Teams began in 1991
- 9 Bay Area teams

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

