



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

March 26, 2013  
Request for Proposal  
RFP # 2013-005

Bay Area Vehicle Buy-Back Program  
Direct Mail Services

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#### **SECTION I – SUMMARY**

This Request for Proposals (RFP) solicits proposals from companies that would, under contract with the Bay Area Air Quality Management District (Air District), provide direct mail services to attract voluntary sellers to the Air District’s Vehicle Buy Back Program. The Air District’s Vehicle Buy Back Program seeks to encourage the voluntary scrapping of eligible model year 1994 and older motor vehicles because of their higher emission rates of pollutants that lead to the formation of smog.

**To respond to this RFP, an interested company should submit two hard (2) copies and one (1) electronic copy via email (in Microsoft Office or Adobe PDF format) of its proposal to:**

**Tom Flannigan, Administrative Analyst  
Bay Area Air Quality Management District  
939 Ellis Street San Francisco, CA 94109**

**E-mail Address: [tflannigan@baaqmd.gov](mailto:tflannigan@baaqmd.gov)**

**Proposals must be received at the Air District offices at  
939 Ellis Street, San Francisco, California, 94109 by 4:00 p.m. April 12, 2013.  
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, and Certified Green Businesses are encouraged to submit proposals. **Any questions regarding this RFP should be directed to Tom Flannigan at: [tflannigan@baaqmd.gov](mailto:tflannigan@baaqmd.gov).**

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## SECTION II – BACKGROUND

### A. Air District Overview

The Bay Area Air Quality Management District (Air District) was created by the California Legislature in 1955 as the first regional agency to combat air pollution in California. The Air District jurisdiction includes Alameda, Contra Costa, Marin, Napa, Santa Clara, San Francisco, San Mateo, southwestern Solano, and southern Sonoma counties.

The State Legislature originally gave the Air District the authority to regulate stationary sources of air pollution, such as factories, oil refineries, chemical plants, gasoline stations, and agricultural burning. With more recent legislation, the Air District was granted authority to enact transportation and mobile source measures.

The Air District is governed by a twenty-three member Board of Directors, consisting of elected officials, including county supervisors, mayors, and city council members. The Chief Executive Officer of the Air District is the Air Pollution Control Officer (APCO), a position currently held by Jack P. Broadbent.

### B. Air District's Vehicle Buy Back Program

Research shows that motor vehicles are responsible for a large share of urban air pollution. Consequently, many smog control efforts concentrate on reducing emissions from motor vehicles. One approach involves encouraging the voluntary "retirement" of older motor vehicles, which lack modern emission controls and produce more air pollution than newer motor vehicles. A financial incentive is offered to encourage owners to scrap their light-duty motor vehicles voluntarily. Since beginning operation in 1996, the Air District's VBB program has retired over 55,000 vehicles and reduced over 4,600 tons of ROG, over 2,500 tons of NO<sub>x</sub>, and over 32 tons of PM.

**With this RFP, the Air District seeks a contractor to provide direct mail service to attract voluntary sellers of eligible model year 1994 and older motor vehicles.**

This RFP sets minimum standards for a proposal. The Air District staff will evaluate all the qualified proposals and may recommend one company as the selected contractor. The Air District Board of Directors must approve staff's selection of any company before the Air District can execute a contract with the selected company.

## SECTION III – INSTRUCTIONS TO BIDDERS

### A. General

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 this proposal.

- All information should be complete, specific, and as concise as possible.
- Proposals should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
- The Air District may modify the RFP or issue supplementary information or guidelines during the proposal preparation period prior to the due date. Please check our website

for updates.

- Proposals shall constitute firm offers. Once submitted, proposals cannot be altered without the written consent of the Air District, but proposals may be withdrawn.
- The Air District reserves the right to reject any and all proposals.
- All questions must be in written form and directed to Tom Flannigan and arrive no later than one week prior to RFP due date. All questions will be answered in writing and posted on the Air District RFP webpage at least one week prior to the due date.
- The cost for developing the proposal is the responsibility of the bidder, and shall not be chargeable to the Air District.
- The Air District reserves the right to select more than one contractor and have vehicles scrapped by each contractor.
- Using the Bid Summary Table provided below, proposals must establish the cost for data management, letter and envelope production, and standard mail bulk rate postage and delivery for up to 403,000 pieces of mail. Provide a detailed description of what the data management cost will entail. Provide a detailed description of what the letter and envelope production cost will entail. Bid summary shall include price per piece as well as price for the entire 403,000 pieces. 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 2013 and 2014.

Bid Summary Table	403,000 Pieces of Mail	Per piece of Mail
Data Management Cost		
Letter and Envelope Production Cost		
Standard Mail Bulk Rate Postage and Delivery Cost		
Total Cost		

**B. Submittal of Proposals**

All proposals must be submitted according to the specifications set forth in Section V – Proposal Format, Content, and Submittal and this section. Failure to adhere to these specifications may be cause for the rejection of the proposal.

1. Due Date – All proposals are due no later than 4:00 p.m., April 12, 2013, and should be directed to:

**Tom Flannigan, Administrative Analyst  
 Bay Area Air Quality Management District  
 939 Ellis Street  
 San Francisco, CA 94109**

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**Email address: [tflannigan@baaqmd.gov](mailto:tflannigan@baaqmd.gov)**

2. Proposals received after the time and date previously specified will not be considered.
3. Signature – All proposals must be signed by an authorized representative of the bidder.
4. Submittal – Submit two hard (2) copies and one (1) electronic copy (in Microsoft Office or Adobe format) of the proposal. The hard copies must be sent in a sealed envelope. Plainly mark the upper, left-hand corner of the envelope with the name and address of the bidder and the RFP number.

The electronic copy may either be sent on a disk with the hard copies in an envelope or may be submitted electronically at the e-mail address above. Electronic submission of the electronic copy will be acknowledged with a return email. Late proposals will not be accepted. Any correction or re-submission of proposals will not extend the submittal due date.

5. Grounds for Rejection – A proposal may be immediately rejected at any time if it arrives after the deadline; is not in the prescribed format; or is not signed by an individual not 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 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 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 District for, and to indemnify, defend, and hold harmless the 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, cannot be altered without prior written consent of the Air District. All proposals shall constitute firm offers valid for ninety (90) days from the due date.

### **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 or a question-and-answer format or any combination of these.

## **SECTION IV – SCOPE OF WORK**

Proposals will be evaluated against each element of the Scope of Work below.

The contractor selected under this RFP will conduct a direct mail campaign in compliance with the following requirements and procedures:

### **A. Data Management:**

1. Contractor shall convert a flat file database provided on compact disc (CD-ROM) to the Microsoft Access database format. The database file on the CD-ROM consists of approximately 20 columns and 411,300 rows. The only information that needs formatting will be vehicle owner name, owner address, city, state, zip code, vehicle model year and vehicle registration due date.
2. Contractor shall suppress or otherwise modify database to eliminate mailings to vehicle owners with 1970 and older model year vehicles and up to 8,000 individuals that have either requested to be removed from the mailing list or previously participated in the Vehicle Buy Back program. The Air District shall provide contractor with a Microsoft Excel spreadsheet of the names and addresses of these individuals. The Air District shall provide to the selected contractor, on a monthly basis, additions to this list. Monthly name suppression is estimated to be approximately 700 names.
3. Contractor will be required to send the database to the National Change of Addresses every six months to update the database. Address changes that are no longer in the Air District will be added to the suppress mail list.
4. Contractor shall provide the Air District with one (1) compact disc (CD-ROM) copy of the Microsoft Access database once items A.1 and A.2 have been completed initially. Each month thereafter, the contractor shall suppress from the database additional names provided by the Air District and the National Change of Addresses. The contractor shall provide the Air District with one (1) compact disc which reflects the new database with the most recent suppressed names removed.

### **B. Mailings:**

1. The Air District shall provide contractor with twenty-four (24) mail drop dates at approximately two-week intervals to coincide with the vehicle owner's receipt of registration renewal notices from the California Department of Motor Vehicles (DMV). The Air District shall provide contractor, using the DMV database, the date range of names and addresses of vehicle owners in the Bay Area to receive letters on the specific mail drop dates.
2. The contractor shall print the Air District's letterhead, which consists of the Air District logo and contact information, on 20-pound, 8.5" x 11", white, recycled paper. The recycled paper shall contain at least 30% post-consumer material. The text of the letter will be black and printed on one side. The Air District's logo shall be black and one color (blue in two shades). The Air District shall provide logo artwork in electronic format (jpeg). A sample sheet of letterhead is available upon request.
3. The contractor shall print the Air District's return address and logo on #10 standard left window envelope, 24-pound, white recycled stock. The Air District's logo shall be black and one color (blue in two shades). The recycled envelope paper shall contain

- at least 30% post-consumer material. The Air District shall provide logo artwork in electronic format (jpeg).
4. Contractor shall merge text of one page letter with names and addresses of vehicle owners and vehicle model year from the DMV database provided by the Air District. The Air District shall provide the text of the letter.
  5. Contractor shall fold letters to fit window envelopes and insert a one-page letter into each envelope.
  6. Contractor shall seal each envelope, provide postage (standard mail bulk rate), and deliver to the United States Post Office for mailing on the specified drop dates provided by the Air District.

## **SECTION V – PROPOSAL FORMAT, CONTENT AND SUBMITTAL**

### **Format**

#### **1. Technical Proposal**

- (A) Cover Letter – Must include the name, address, and telephone number of the company, and must be signed by the person(s) authorized to represent the firm.
- (B) Table of Contents – Clearly identify material contained in the proposal by section
- (C) Summary (Section I) – State overall approach to providing direct mail services for the Air District, including the objectives and scope of work.
- (D) Firm Contact Information (Section II) – Provide the following information about the firm:
  - (1) Address and telephone number of office nearest to San Francisco, California.
  - (2) Name of firm's representative designated as the contact.
  - (3) Name of project manager, if different from the individual designated as the contact.
- (E) Program Schedule (Section III) – Provide projected time frames from compiling the mailings and delivery to the post office for mailing.
- (F) Firm Organization (Section III) – Provide a statement of your firm's background and experience in providing direct mail services for governmental organizations. Describe the technical capabilities. Provide references of other, similar projects including contact name, title, and telephone number for all references listed.

#### **1. Proposal Submission**

- (A) All Proposal 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.
- (B) Signature – All proposal should be signed by an authorized representative of the bidder.
- (C) Due Date – All proposals are due no later than 4:00 p.m., April 12, 2013 and should be directed to:

**Tom Flannigan, Administrative Analyst  
 Bay Area Air Quality Management District  
 939 Ellis Street San Francisco, CA 94109**

- (D) Submittal – Submit two (2) complete copies of the proposal in a sealed envelope. Plainly mark the upper, left-hand corner with the name and address of the bidder and the RFP number. Late proposals will not be accepted. Any correction or re-submission of proposals will not extended the submittal due date.
- (E) Addenda – The Air District may modify this RFP and/or issue supplementary information or guidelines relating to the RFP during the proposal preparation period.
- (F) Grounds for Rejection – A proposal may be immediately rejected at any time after the deadline; is not in the prescribed format; or is not signed by an individual not authorized to represent the firm.
- (G) Disposition of the Proposals – All responses to this RFP become property of the Air District.
- (H) Modification – Once submitted, proposals, including the composition of the contracting team, cannot be altered without prior written consent of the Air District. All proposals shall constitute firm offers valid for ninety (90) days from April 12, 2013

**SECTION VI – PROPOSAL EVALUATION**

**A. Evaluation Criteria**

Each proposal will be evaluated and point totals will be awarded in each of the categories listed below. If a tie-breaker is necessary, the Air District will first consider the lower cost responsive proposal.

40 pts	Cost
30 pts	Technical expertise, size and structure of the firm and personnel assigned to RFP tasks; firms ability to perform and complete the work in a professional and timely manner.
10 pts	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.
10 pts	Responsiveness of the proposal, based upon a clear understanding of the work to be performed.
10 pts	Local business/Green Business*
<b>100 pts Total</b>	

\*The District supports green operating practices and local businesses and gives a preference to local businesses engaged in green business practices.

**B Evaluation Panel**

An evaluation panel of Air District staff will evaluate all proposals. The panel will recommend the selection of a contractor or contractors to the Air Pollution Control Officer who will, in turn, make a recommendation to the Air District Board of Directors. The Air

District Board of Directors must approve the selection of the contractor(s), and must approve the contract to carry out the work described in this RFP.

## **SECTION VII – SAMPLE CONTRACT**

A sample contract to carry out the work described in this RFP is available on the District's website at <http://www.baaqmd.gov/Divisions/Administration/RFP-RFQ/Sample-Documents.aspx>