



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

Updated: April 27, 2017

Request for Proposals# 2017-005

Socioeconomic Analyses for
Rule Development Projects

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SECTION I – SUMMARY

This Request for Proposals (RFP) solicits proposals from qualified economic consultants that would, under contract to the Bay Area Air Quality Management District (Air District), conduct socioeconomic analyses and reports for Air District regulatory projects as specified by Air District staff and required by Health & Safety Code Section 40728.5.

This contract will include services for developing and preparing reports analyzing the socioeconomic impacts of a proposed rule or rule amendment. The reports will include evaluation of impacts on small businesses, estimation of cumulative regional economic impacts, identification of direct or regional economic impacts to affected industries from a proposed rule and project alternatives, identification of rule modifications that could reduce socioeconomic impacts, and discussions about incremental cost-effectiveness of potential control options. The Air District is seeking bids from consultants that can demonstrate extensive experience with socioeconomic analysis as related to air quality planning or the development of air quality regulations.

To respond to this Request for Proposals (RFP), an interested company should submit four (4) hard copies in a sealed envelope of its proposal and one (1) electronic copy (in Microsoft Office or Adobe Acrobat PDF file format) of its proposal to:

Cynthia Zhang, Purchasing Agent
Bay Area Air Quality Management District
375 Beale Street, Suite 600; San Francisco, CA 94105

czhang@baaqmd.gov

**Proposals must be received at the Air District offices at
375 Beale Street, Suite 600, San Francisco, California, 94105 by
4:00 p.m. Thursday, **May 18, 2017**.
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 Cynthia Zhang at: czhang@baaqmd.gov.**

SECTION II – BACKGROUND

A. Air District Overview

The Air District was created by the California Legislature in 1955 as the first regional agency to deal with 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 certain transportation and mobile source measures.

The Air District is governed by a twenty-four-member Board of Directors, consisting of elected officials, including county supervisors, mayors, and city council members. The Executive Officer / Air Pollution Control Officer for the Air District is Jack Broadbent.

B. Socioeconomic Analyses

Health and Safety Code section 40728.5 requires the District to perform a socioeconomic impact analysis for each rule brought before the Board of Directors for adoption. The Board is required to actively consider the socioeconomic impact of these regulations and to make a good faith effort to minimize the socioeconomic impacts.

Socioeconomic impacts for this analysis mean the following:

1. The type of industries or business, including small business, affected by the rule or regulation.
2. The impact of the rule or regulation on employment and the economy of the region affected by the adoption of the rule or regulation.
3. The range of probable costs, including costs to industry or business, including small business, of the rule or regulation.
4. The availability and cost-effectiveness of alternatives to the rule or regulation being proposed or amended.
5. The emission reduction potential of the rule or regulation.
6. The necessity of adopting, amending, or repealing the rule or regulation to attain state and federal ambient air standards

The contractor(s) hired under this RFP will need to work with the Air District to determine the socioeconomic impacts of rule development projects. Work for each rule development project is expected to take approximately a month, but can vary depending on the complexity of the project.

SECTION III – INSTRUCTIONS TO BIDDERS

A. General

1. 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.
2. All information should be complete, specific, and as concise as possible.
3. Proposals should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
4. 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 prior to the due date.
5. Proposals shall constitute firm offers. Once submitted, proposals cannot be altered without the written consent of the Air District, but proposals may be withdrawn.
6. The Air District reserves the right to reject any and all proposals.
7. Quotations for this project should be based on time and materials, and should include an estimate of total costs anticipated per rule development project.
8. The Air District may revise the scope of work for the project at any time.
9. The Air District may select multiple contractors to perform socioeconomic analyses of projects based on bidders' unique abilities. The Air District may also ask respondents to form collaborative teams (combine proposals) in order to leverage the greatest knowledge base and expertise to complete the required tasks.
10. All questions must be in written form or emailed directly to Cynthia Zhang, Purchasing Agent, and arrive no later than **4:00 p.m. on April 13, 2017**. All questions will be answered in writing and posted on the [BAAQMD RFP webpage](#) by **6:00 p.m. on April 20, 2017**.
11. The cost for developing the proposal is the responsibility of the bidder, and shall not be chargeable to the Air District.
12. A firm's selection and the execution of a contract with the Air District does not guarantee any particular amount of work.

B. Submittal of Proposals

All proposals 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.

1. Due Date – All proposals are due no later than 4:00 p.m., **May 18, 2017** and should be directed to:

Cynthia Zhang, Purchasing Agent
Bay Area Air Quality Management District
375 Beale Street, Suite 600; San Francisco, CA 94105
czhang@baaqmd.gov

2. Proposals received after the time and date provided previously specified will not be considered.
3. Signature – All proposals should be signed by an authorized representative of the bidder.
4. Submittal – Submit four (4) hard copies of the proposal in a sealed envelope to the mailing address above, plus one (1) electronic copy (in Microsoft Office or Adobe Acrobat PDF file format). Electronic submissions submitted via email will be acknowledged with a return email. Hard copies of the proposal shall plainly mark the upper, left-hand corner of the submission with the name and address of the bidder and the RFP number. Submittals shall acknowledge receipt of the last RFP modification or RFP supplemental information. 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, or is not in the prescribed format, or is not signed by an individual authorized to represent the firm.
6. Disposition of the Submissions – 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. The Air District will withhold or disclose documents, including portions of proposals marked confidential, as required under the California Public Records Act, as determined by the Air District in its sole discretion.

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 **May 18, 2017** 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 and/or a question-and-answer session.

SECTION IV – SCOPE OF WORK

Selected contractor(s) will develop and prepare socioeconomic analyses and reports for regulatory projects as specified by Air District staff. Regulatory projects may include proposed new rules and rule amendments scheduled for adoption by the District Board of Directors.

Payment for socioeconomic analysis and documents will be based on an hourly rate. The Air District expects that payment will be based on time and materials required.

The Air District shall provide an initial list of affected industries, estimated costs of compliance, a discussion of the air quality need for the regulatory project and anticipated emissions reductions, and a description of potential control options for analysis.

The following tasks shall be conducted for each regulatory project assigned to the contractor by Air District staff.

Task #1

Contractor shall perform an assessment of the socioeconomic impacts of the proposed rule or rule amendment to the extent data are available and identify any adverse socioeconomic impacts as defined by Health & Safety Code Section 40728.5 that need to be minimized.

Task #2

Contractor shall investigate and report on whether small businesses, as defined by the Small Business Administration (with the exception that no stationary source which is a

major source, as defined by the applicable provisions of the federal Clean Air Act [42 U.S.C. Sec 7661 (2)] is a small business), in affected industries would bear a disproportionate share of costs, or whether the magnitude or type of cost would have a detrimental impact on small businesses vs. larger businesses within each industry.

Task #3

Contractor shall estimate and report on the cumulative regional economic impacts of the rule including indirect expenditures and employment impacts, which shall include a thorough discussion of the regional significance of affected industries and the location and structure of markets that are or may be affected by the rule.

Task #4

Contractor shall identify and report on whether the direct or regional economic impacts to affected industries, or particular types of businesses within the affected industries, would be considered significant in relation to normal business indicators. This shall include a thorough discussion of socioeconomic effects of project alternatives, to be supplied by the Air District, to the rule as proposed.

Task #5

Contractor shall assist the Air District staff in identifying rule modifications that could reduce socioeconomic impacts (as defined in the Health and Safety Code, Section 40728.5), if any, below significant levels.

Task #6

Contractor shall estimate and report on the incremental cost-effectiveness of potential control options, if any, as identified by Air District staff, in accordance with California Health and Safety Code Section 40920.6.

Task #7

Contractor shall prepare a report, using graphic materials to illustrate conclusions whenever appropriate, describing the socioeconomic effects of the proposed rule. The report shall include the following elements:

1. Description of the industries affected by the rule;
2. Identification of costs of compliance;
3. Estimated employment impacts;
4. Discussion of the level of significance of socioeconomic impacts, including regional economic impacts and any special impacts to small businesses caused, directly or indirectly, by the rule;
5. availability and incremental cost-effectiveness of alternative potential control options;

Timeline

The contract may, at the discretion of the Air District and with the agreement of the contractor, be extended.

The Air District will work with the contractor to determine the project schedule(s). The Air District will review and, if necessary, revise the project schedule(s) to ensure work progresses in accordance with Air District priorities.

Reporting and Reimbursement

1. Reporting – The contractor will provide the analyses and other deliverables as specified for each project. Where possible, the contractor will provide draft deliverables to the Air District two weeks prior to the date specified. This will allow one week for air district review and one week for the contractor to incorporate any changes to the documents.
2. Reimbursement – The District will pay the contractor for services in accordance with the terms set forth in the contract between the District and the contractor.

Federal and State Requirements

The successful contractor under this solicitation will comply with all applicable federal and State requirements. Additionally, no persons or entities that are currently listed on the federal excluded parties list system (EPLS) will be considered for award as part of this RFP.

Additional Requirements

Compliance with the Air District's Conflict of Interest policy is required of any principals working for or associated with a contractor, as determined by the Air District.

SECTION V – PROPOSAL FORMAT, CONTENT, AND SUBMITTAL

A. Contents of Proposal

Submitted proposals must follow the format outlined below and include all requested information. Please number your responses exactly as the items are presented here, and limit to 10 one-sided pages, except work samples, which should be included in a separate appendix. Failure to submit proposals in the required format can result in the proposal being eliminated from evaluation and consideration.

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. Firm 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
 - c. Table of Contents – Clearly identify material contained in the proposal by

section

- d. Summary – State overall approach to a socioeconomic analysis for a rule development project, including the objectives and scope of work.
- e. Estimated Timelines and Costs – Provide an estimate of the time and costs required to conduct a socioeconomic analysis for a regulatory project. Provide a description of how you will manage timelines estimated (including allowing sufficient time for Air District review of draft documents). Provide projected milestones or benchmarks for completing a project.
- f. Firm History – Provide a history of your firm’s experience in providing services similar to those sought through this RFP, including any services provided to governmental organizations. Provide references for any similar projects listed, including contact name, title, telephone number, and email address. Describe the technical capabilities of the firm in all areas relevant to the services sought through this RFP.
- g. Project Organization – Describe the proposed management structure, program monitoring procedures, and organization of the team that will be providing input on analyses and document development/preparation. Provide a statement detailing your approach to a socioeconomic analysis, specifically addressing the firm’s ability and willingness to commit and maintain staffing to successfully conclude the project on the expected schedules.
- h. Assigned Personnel - List all key personnel who would be assigned to the Air District project by name and role. Provide descriptions of education and training, along with a summary of experience in providing services similar to those sought through this RFP. Background descriptions can be a resume, CV, or summary sheet. Note that the standard Air District contract will not permit substitution of project manager or staff without prior written approval of the Air District’s assigned program manager.
- i. Work Samples (Does not count against 10-page limit) – Samples of up to 5 major projects that the firm has completed in the areas of socioeconomic analyses development/preparation. Include the client, the name of a contact person who is able to provide a reference, the reference contact person’s telephone number and email address, a description of the nature of the work, and the size and complexity of the project.
- j. Retention of Working Papers – All working papers are the property of the Air District. Include a statement acknowledging that if your firm is awarded the contract, you will retain project related papers and related reports for a minimum of five (5) years.
- k. Subcontractors – List any subcontractors that will be used, the work to be performed by them, and the total number of hours or percentage of time they will spend on the contract.

- I. Conflict of Interest – Address possible conflicts of interest or appearance of impropriety regarding other clients of the firm that could be created by providing services to the Air District. Describe procedures to be followed to detect and resolve any conflict of interest or appearance of impropriety. The Air District reserves the right to consider the nature and extent of such work in evaluating the proposal.
- m. Additional Information – Provide any other information that the firm wishes the Air District to consider in evaluating the submission.
2. Fee Information (Does not count against 10-page limit)
 - a. Name and Address – The Fee Information must have the name and complete address of the bidder in the upper, left hand corner.
 - b. The normal hourly rate of each principal and staff member whose resume is provided or whose job category may be required, and the rate that would be charged to the Air District.
 - c. A list of anticipated reimbursable expenses, such as expenses for presentation materials, supplies (including software), deliveries, B/W and color printouts and copies, faxes, photo scans and travel, copywriting and copyediting services and the rate charged for each.
 - d. Any reduced fees offered to other municipalities, governmental entities, economic development or nonprofit organizations, and civic organizations.
 - e. Any other fees or charges.
 - f. The Fee Information does not need to be a separate, sealed document.
3. Proposal Format
 - a. Hard copies of all documents submitted must be on single-sided sheets of size 8.5 by 11 inches.
 - b. Font size may be no less than standard Microsoft office type size 12 and all documents must be single spaced.

SECTION VI – PROPOSAL EVALUATION

A panel of Air District staff will evaluate all proposals. The panel will recommend the selection of one or more 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 contract to carry out the work described in this RFP. An example of a typical contract for professional services used by the Air District is included in Section VII.

Proposals will be evaluated on the following criteria:

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.*	30%
Skill	Past experience of the firm and, in particular, experience of the team working on projects of similar scope for other governmental agencies.	35%
Approach	Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	20%
Cost	Cost or cost effectiveness and resource allocation strategy.	10%
References	References of the firm.	5%
	Total	100%

- * "Size and structure of firm" refers to the ability of a firm's size to meet the needs of the Air District. It does not give absolute preference to larger or smaller firms.

The Air District reserves the right to reject any and all proposals submitted and/or request additional information. During the selection process, the Air District's evaluation panel may interview bidders. The interviews will be for clarification only. The submittal of new material will not be permitted at that time. Interviews may involve a presentation and/or a question-and-answer format or any combination of these.

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

SECTION VII – 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>