



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

Updated: August 14, 2017

Request for Proposals# 2017-008
Annual Report Design and Production

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SECTION I – SUMMARY

The Bay Area Air Quality Management District (Air District) is requesting proposals for the graphic design and print production of its 2017 Annual Report.

To respond to this Request for Proposals (RFP), interested companies should submit one (1) hard copy in a sealed envelope of its proposal and one (1) electronic copy (in Microsoft Word or Adobe 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. on August 30, 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 Bay Area Air Quality Management District (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. Annual Report Design and Production

The Air District is requesting proposals for graphic design and production of the Air District's 2017 Annual Report. The proposals are to include a quote for graphic design, photography, and production services, 3 samples of annual reports designed by the firm, and a timeline for meeting the project deadline of April 30, 2018.

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 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 District, but proposals may be withdrawn.

6. The District reserves the right to reject any and all proposals.
7. The total quotation for this project should not exceed \$70,000.
8. All questions must be in written form or emailed directly to Cynthia Zhang, Purchasing Agent, and arrive **4:00 p.m. on August 9, 2017**. All questions will be answered in writing and posted on the [BAAQMD RFP webpage](#) by **6:00 p.m. on August 17, 2017**.
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 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., August 30, 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 one (1) hard copy 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 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 August 30, 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

The Air District prepares an Annual Report publication each year that contains a year-end review of past year projects, highlights of upcoming projects in the coming year, a map of the Air District’s jurisdiction, and a summary of annual statistics and financials. It also includes an overview by the Executive Officer, description of the types of air pollution the Air District monitors and regulates, various initiatives by the Air District, information about grants and incentive programs, and progress made on clean air plans, rules and actions. This document is typically 12 to 24 pages in length and may include photographs, maps, charts, graphs and graphics that help tell the Air District story for the preceding year. The publication is technical in nature so strong visual elements are important to best convey the Air District story.

Copies of past annual reports can be viewed at the following web address:
<http://www.baaqmd.gov/publications/annual-reports>

The Air District is interested in exploring new approaches to presenting the annual summary information. The Air District’s goal is that the Annual Report be accessible not only to the regulated community, but also to the general public, local governments and

elected officials. The document should be developed so that it can be presented in hardcopy format as well as online versions accessible on computers and mobile devices. We strive to have our Annual Report stand out from traditional reports through creative design elements and pagination and binding style. The project requires innovative design that is professional, readable and aesthetically pleasing. The services will be provided under contract with the Air District.

The project bid must include the cost of professional 4-color printing of 3,000 hard copies of the final publication and the distribution of approximately 2,400 of those hard copies.

Artwork and Production:

In addition to the text, the report may include maps, charts, graphs, tables or other recommended visual displays of information. It may require design of artwork and photograph manipulation. The content will be provided by the Air District and artwork will be produced by the designer.

Photography:

Any stock photographs are to be provided by the Contractor. Photographs unique to the Air District's work will be provided by the Air District.

Timeline:

The report must be completed, printed and delivered to Air District headquarters on or before April 30, 2018.

Budget:

The budget for design and production of the Annual Report is not to exceed \$70,000.

Interested companies should include the following in their proposal:

1. A quote for design and production services as requested in this RFP.
2. 3-5 samples of annual reports designed by the firm
3. A timeline for meeting the April 30, 2018 deadline.

SECTION V – PROPOSAL FORMAT, CONTENT, AND SUBMITTAL

A. Contents of Proposal

Submitted proposals must follow the format outlined below and include all requested information. 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 (Section I) – 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 (Section II) – State overall approach to the Annual Report Design and Production, including the objectives and scope of work.
- e. Program Schedule (Section III) – Provide projected milestones or benchmarks for completing the project within the total time allowed.
- f. Firm Organization (Section IV) – 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. Provide references of other, similar projects including contact name, title, and telephone number for all references listed.
- g. Project Organization (Section V) – Describe the proposed management structure, program monitoring procedures, and organization of the engagement team. Provide a statement detailing your approach to the project, specifically addressing the firm's ability and willingness to commit and maintain staffing to successfully conclude the project on the proposed schedule.
- h. Assigned Personnel (Section VI) – 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, CV, 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.

- i. Retention of Working Papers (Section VII) – 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.
 - j. Subcontractors (Section VIII) – 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.
 - k. Conflict of Interest (Section IX) – 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.
 - l. Additional Data (Section XI) – Provide other essential data that may assist in the evaluation of the proposal (e.g. green business certification, etc).
2. Cost Proposal
- a. Name and Address – The Cost Proposal must have the name and complete address of the bidder in the upper, left hand corner.
 - b. Cost Proposal – The Cost Proposal must list the fully-burdened hourly rates and the total number of hours estimated for each level of professional and administrative staff to be used to perform the tasks required by this RFP. In addition, costs should be estimated for each of the components of the Scope of Work.
 - c. The Cost Proposal does not need to be a separate, sealed document.

SECTION VI – 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. An example of a typical contract for professional services used by the Air District is included in Section VIII.

Proposals will be evaluated on the following criteria:

Criteria	Description	Percentage
Expertise	Technical expertise, size and structure of the firm and personnel assigned to RFP tasks; firm’s ability to perform and complete the	25%

	work in a professional and timely manner.*	
Skill	Past experience of the firm and, in particular, experience of the team working on projects of similar scope for other governmental agencies.	25%
Approach	Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	10%
Cost	Cost or cost effectiveness and resource allocation strategy	30%
References	References of the firm	5%
Firm's Specialty Focus Area	Local business/Green Business/Women-or Minority-Owned**	5%
	Total	100%

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

** The Air District gives preferences to local businesses and those that are certified as green businesses by a government agency or independent private rating organization. Local business refers to firm's headquarters located in the 9 counties of the Air District's jurisdiction.

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.

SECTION VII – SCHEDULE

Milestone	Date
RFP Release Date	July 26, 2017
Questions Due Date	August 9, 2017
Answers Provided via Website	August 17, 2017
Proposal Submission Due Date	August 30, 2017
Selection of Finalist	September 7, 2017*
Commencement of Contract	January 1, 2018
Project Deadline	April 30, 2018

* Dates are tentative and subject to change

SECTION VIII – 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/about-the-air-district/request-for-proposals-rfp-rfq/samples-previous>.