



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

August 16, 2017

Request for Proposals# 2017-010

Update and Revision of the
Air District's CEQA Guidelines

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SECTION I – SUMMARY

This Request for Proposals (RFP) solicits formal proposals from companies to provide California Environmental Quality Act (CEQA) expertise to assist the Bay Area Air Quality Management District (Air District or District) staff in updating the current *CEQA Air Quality Guidelines* (June 2010, Revised May 2017). The contractor will evaluate the current CEQA Guidelines' impact analysis methodologies, significance thresholds, and mitigation strategies, and will recommend revisions in light of developments in scientific knowledge, local and regional air quality, and federal and State law that have occurred since the last update in June 2010. The document is referred to in this RFP as the "Air District's CEQA Guidelines" or "CEQA Guidelines." This contract is for a term of twelve months and may be extended as needed, at the Air District's discretion, to complete the CEQA Guidelines update.

To respond to this Request for Proposals (RFP), an interested company should submit 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. on September 8, 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 or 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 P. Broadbent.

B. Update and Revision of the Air District's CEQA Guidelines

The CEQA process and the Air District's CEQA Guidelines are one of many mechanisms the Air District employs to further its primary goal of attaining and maintaining health-based federal and State ambient air quality standards, as well as its goal of reducing localized exposure to air pollution, and to meet State and regional greenhouse gas (GHG) reduction goals. The CEQA Guidelines also address a much broader range of issues, encompassing the full spectrum of health, climate and nuisance-related effects that can be caused by air pollution. The effects addressed in the CEQA Guidelines include those from air pollutants subject to federal and State ambient air quality standards; from toxic and hazardous air contaminants; from greenhouse gases; and from odors and dust.

The Air District also publishes its CEQA Guidelines to assist local jurisdictions and agencies to comply with the requirements of CEQA regarding potential adverse impacts to air quality and the global climate. The current CEQA Guidelines provide recommended evaluation methods for assessing the potential air quality and greenhouse gas impacts of projects and plans proposed within the jurisdiction of the Air District. The Air District's CEQA Guidelines also provide recommended mitigation measures to reduce a project or plan's potential impacts to air quality and the climate.

There have been substantive changes to the data and assumptions underlying the analytical methodologies, thresholds and mitigation strategies since the last update of the CEQA Guidelines in June 2010. In addition, the risks to public health and air quality posed by global climate change have seen significantly increased focus and prominence, and the State of California has taken strong legislative and programmatic action to achieve greenhouse gas reductions beyond 2020. Furthermore, substantial court decisions related to CEQA litigation have occurred since 2010. Accordingly, under this contract the Air District seeks to prepare an update to the CEQA Guidelines to reflect current state legislation and policy regarding long range GHG reduction goals, new or revised requirements in the State CEQA Guidelines, recent court decisions, improved analytical methodologies, and new mitigation strategies. This update is needed to ensure new land use projects do not interfere with the Bay Area's ability to attain or maintain health-based federal and State ambient air quality standards, and to meet greenhouse gas reduction goals. The Air District intends to review existing significance criteria, establish new significance criteria where needed and develop the substantial evidence to support any new thresholds.

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. The total quotation for this project should not exceed \$100,000.
8. 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 August 25, 2017**. All questions will be answered in writing and posted on the [BAAQMD RFP webpage](#) by **6:00 p.m. on August 30, 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., September 8, 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 due date and time specified in this RFP will not be considered.
3. Signature – All proposals should be signed by an authorized representative of the bidder.
4. Submittal – Submit 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. 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 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.

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 September 8, 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

This scope of work will lead staff and the selected contractor through an update of the current guidelines, *CEQA Air Quality Guidelines* (June 2010, Revised May 2017). The current CEQA Guidelines are available on the Air District's website at www.baaqmd.gov/ceqa.

The contractor will be required to complete Task 1 first, as portions of Tasks 2-4 are dependent upon the outcome of Task 1. The Air District will work with the contractor to determine the appropriate project and task schedule(s). The Air District will review and, if necessary, revise the project and task schedule(s) to ensure work progresses in accordance with Air District priorities.

Task 1: Thresholds Justification Report

The contractor will assist in preparing a Thresholds Justification Report (Report) which will outline the basis and substantial evidence to support all proposed thresholds. The justification report should provide clear and transparent documentation outlining why and how the Air District prepared its recommended thresholds of significance for criteria pollutants, GHGs and TACs. Preparation of the justification report will include the following specific tasks:

- a. Background and Scientific and Regulatory Overview: At a minimum, the contractor will review and provide an analysis of the current scientific literature, health and epidemiological studies, federal and State legislation and regulation, and significance criteria used by other lead agencies in the State that could be used as a basis for establishing significance thresholds.
- b. Thresholds Recommendations: Based in part on the contractor review in Task 1.a the contractor will review and evaluate the appropriateness of the Air District's existing thresholds, and recommend new or revised methodology(s) for setting a threshold where appropriate, and identify new thresholds where appropriate. Thresholds of significance recommendations for criteria pollutants,

GHG's, local pollution exposure, carbon monoxide, and odors may be developed for project-and plan-level impacts, construction impacts, and cumulative impacts. The significance criteria may be quantitative, qualitative or a combination of both. The Air District seeks expertise and creative input from the contractor when developing recommendations for significance criteria.

Deliverables: The contractor will be required to provide the following deliverables, in chronological order:

1. A summary of the current scientific literature, health studies and federal and State legislation reviewed for establishing potential methodologies and significance thresholds for criteria air pollutants, GHG's, and TACs.
2. A report on air quality thresholds currently used in California including justification statements and any other scientific basis for setting a significance threshold.
3. A report that discusses possible significance criteria appropriate for the Bay Area and their justification, including a recommendation for each criterion. This report shall also include a discussion of the methodologies and/or thresholds that were determined not to be appropriate for the Bay Area.
4. A public draft Thresholds Justification Report, per Task 1.a and 1.b, that describes Air District staff's recommendations for all thresholds, the basis for the thresholds, and the substantial evidence to support their use in the Bay Area for:
 - a. Ozone precursors ROG/NO_x, PM₁₀ and PM_{2.5}
 - b. Greenhouse Gases
 - c. Toxic Air Contaminants
 - d. Odors
 - e. Comprehensive Plans (e.g. General Plans, Transportation Plans)
5. A final Thresholds Justification Report following public comments.

Task 2: Assessing and Mitigating Project-Level Criteria Pollutants, TACs and Greenhouse Gas Impacts

Project-Level Emissions: The Air District's current CEQA Guidelines include information and instructions which guide a user through a detailed quantitative analysis of a project's ongoing, long-term operational emissions (including stationary, area and mobile emissions) of criteria pollutants, GHG's, and TACs. Users are provided with appropriate modeling methodologies and recommended default values. The Air District's current CEQA Guidelines also outline feasible mitigation measures that may be implemented at the project-level to reduce emissions. The contractor will review and evaluate the appropriateness of the existing information and instructions, including mitigation measures, in the current CEQA Guidelines and recommend changes where appropriate. The contractor will assist in updating the CEQA Guidelines with the most current information and instructions to conduct a quantitative or qualitative analysis (as appropriate) of a project's operational-related emissions. Specific tasks may include:

- a. Complete a statewide search, and compile relevant material, of current air district and ARB guidelines, methodologies and practices for estimating long-term project-level operational emissions of criteria air pollutants, GHG's and TACs.
- b. Compile a list of feasible (currently achieved in practice) mitigation measures to reduce emissions of criteria pollutants, GHGs, and TACs. Include the emission source(s) the mitigation is applied to and an estimate of achievable reductions.
- c. Compile a summary of adjustments or modifications in the computer model CalEEMod that may be used to estimate operational-related emissions of land-use development projects in the Bay Area. Identify default values that may tailor the model for use in the Bay Area.
- d. Collaborate with the Air District on sample model runs using appropriate models, and default values for various land use types, for criteria pollutants, GHGs and TACs.
- e. Using the most recently published emission factors and information compiled through the above research, assist the Air District in preparing step-by-step guidance outlining the methodology for estimating operational-related emissions (for each of the pollutants listed in the significance criteria).

Deliverables: The contractor will be required to prepare the following, in chronological order:

1. A summary of current air district and ARB guidelines, methodologies and practices for estimating long-term project-level operational emissions of criteria air pollutants, GHG's and TACs.
2. A report outlining recommended modeling methodologies and guidance for estimating project-level operational-related emissions of criteria pollutants, GHG's, and TACs, including estimating possible emission reductions from the implementation of mitigation measure(s).
3. A list of feasible (currently achieved in practice) mitigation measures to reduce emissions of criteria pollutants, GHG's, and TACs, by the emission source(s) the mitigation is applied to and an estimate of achievable reductions.

Task 3: Assessing and Mitigating Plan-Level Criteria Pollutant, TACs and Greenhouse Gas Impacts

Plan-Level Emissions: The Air District's current CEQA Guidelines provide methods to evaluate air quality and climate change impacts of long-range plans and outlines feasible planning strategies that may be implemented to reduce emissions. The contractor will review and evaluate the appropriateness of the existing guidance on methods to evaluate air quality and climate change impacts of long-range plans, including mitigation strategies, and recommend changes where appropriate. The contractor will then assist in updating the CEQA Guidelines with the most current information and guidance on analyzing a plan's operational-related and construction-related emissions. Specific tasks may include:

- a) Assess the Air District's current method of analyzing and determining the impacts and significance of general plans, specific plans and other large planning projects. Identify the strengths and weaknesses of the current approach.
- b) Complete a statewide search and compile relevant material, of current air district, local government and ARB guidelines, methodologies and practices for analyzing potential impacts, and mitigating potential impacts, of plans.

- c) Compile a list of feasible mitigation strategies that reduce emissions from plans. Include the emission source the mitigation is applied to and an estimate of achievable reductions (e.g., pounds/tons per day/year, percent of unmitigated emissions, etc.).

Deliverables: The contractor will be required to prepare the following, in chronological order:

1. A report outlining the Air District's current approach to analyzing the air quality, GHG and TAC impacts of plans, the strengths and weaknesses of the current approach and recommendations on changes the Air District may consider in the updated CEQA Guidelines.
2. A report outlining recommended modeling methodologies (if applicable) and guidance for estimating plan-level emissions (operational- and construction-related) of criteria pollutants, GHG's, and TACs (if applicable).
3. A list of feasible (currently achieved in practice) planning strategies to reduce emissions of criteria pollutants, GHG's, and TACs, including the emission source(s) the mitigation is applied to and an estimate of achievable reductions.

Task 4: Assessing and Mitigating Criteria Pollutant, TACs and GHG Construction Impacts

The Air District's current CEQA Guidelines provide a detailed guide on analyzing all aspects of construction activity, and estimating the associated criteria pollutant, TAC and GHG emissions. The Air District's current CEQA Guidelines also outline feasible mitigation measures that may be implemented to reduce construction emissions. The contractor will review and evaluate the appropriateness of the existing guidance, including mitigation measures, and recommend changes where appropriate. The contractor will then assist in updating the CEQA Guidelines with the most current information and guidance on analyzing construction-related emissions, including GHGs. Specific tasks may include:

- a) Complete a statewide search, and compile relevant material, of current lead agency, air district, and ARB guidelines, methodologies, and practices for estimating air quality and GHG emissions from construction activity.
- b) Analyze the Air District's current approach to construction-related impact analysis and qualitative mitigation using best management practices. Assess the effectiveness of this approach, and compare to other concepts as appropriate, considering mitigation of impacts and level of practitioner effort.
- c) Compile a list of feasible (currently achieved in practice) construction mitigation measures. Include the emission source to which the mitigation applies and an estimate of achievable reductions (e.g., pounds/tons per day/year, percent of unmitigated emissions, grams/bhp, etc.).
- d) The contractor will prepare a summary of relevant computer models utilized for the evaluation of construction emissions. Include in the summary their applicability and appropriateness for construction emissions modeling in the Bay Area, for criteria pollutant, TAC and GHG emissions, and any adjustments or

modifications that may be required for use in the Bay Area. Identify any default values that may tailor the model for use in the Bay Area.

- e) The contractor shall prepare a report that outlines a step-by-step procedure for estimating construction emissions using the most recently published emission factors and information compiled through the above research. This report will address each of the pollutants identified in the Significance Criteria in the Thresholds Justification Report (Task 1) and include emissions from fugitive dust, if appropriate, and construction equipment exhaust.

Deliverables: The contractor will be required to provide the following:

1. A report summarizing the complete statewide search of current lead agency, air district, and ARB guidelines, methodologies, and practices for estimating air quality and GHG emissions from construction activity, per Task 4.A.
2. A report outlining the Air District's current approach to analyzing the construction-level emissions of air quality, GHG and TACs, the strengths and weaknesses of the current approach and recommendations on changes the Air District may consider, per Task 4.B.
3. A list of feasible construction mitigation measures, per Task 4.C.
4. A Manual Methodology for Estimating Construction Emissions, considering the information obtained in Task 4.C-E (this deliverable will only be required if Air District staff explores a quantitative construction threshold).

Task 5: Sample Air Quality and GHG Setting

The Air District's current CEQA Guidelines includes a sample air quality setting. The contractor may review and update this sample air quality and GHG setting, as needed.

Deliverables: the contractor may be required to provide:

1. A sample air quality setting with the most current and relevant information (inclusive of GHGs and TACs).

Task 6: CEQA Guidelines Peer Review

The contractor may assist in periodic review (before and after public comment period) of internal and public drafts of the updated CEQA Guidelines and Thresholds Justification Report (outlined in Task 1). The contractor may provide recommendations on the content, format and layout of the updated CEQA Guidelines.

Deliverables: The contractor may be required to provide the following deliverables:

1. Provide periodic review of internal and public drafts of the updated CEQA Guidelines and provide recommendations regarding the content, format, layout, and user-friendliness of the document.

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 at which each proposed staff member is based, 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 Update of the CEQA Guidelines, 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 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 X) – Provide other essential data that may assist in the evaluation of the proposal (e.g. green business certification).
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). 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:

Criteria	Description	Weight
Approach	Responsiveness of the proposal clearly stating an understanding of the work to be performed and comprehensiveness of the proposal to address the objective.	25%
Expertise	Expertise in developing environmental analysis guidelines or protocols. Overall experience and accomplishments of the consulting team.	30%
Experience	Project management experience.	25%
Cost	Cost or cost effectiveness and resource allocation strategy.	10%
References	References of the firm	5%
Firm's Specialty Focus Area	Local business/Green Business*	5%
	Total	100%

* The Air District gives preferences to local business 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 – 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>