



March 16, 2017

Request for Qualifications #2017-002

BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

Design and Installation of “History of Air District” Display

SECTION I – SUMMARY 1
SECTION II – BACKGROUND.....2
SECTION III – SUBMISSION REQUIREMENTS.....2
SECTION V – SUBMISSION CONTENTS4
SECTION VI – QUALIFICATIONS EVALUATION6
SECTION VII – SAMPLE CONTRACT6

SECTION I – SUMMARY

In carrying out its mission to improve air quality in the San Francisco Bay Area, the Air District seeks to obtain the services of a design firm to provide concepts, design and installation for a display for Air District headquarters that chronicles the history and work of the Air District since its inception in 1955. Through this RFQ process, the Air District expects to enter into time and materials contracts with one or more firms that would provide display design services upon request.

To respond to this Request for Qualifications (RFQ), an interested company should submit one (1) electronic copy (in Microsoft Office or Adobe Acrobat PDF file format) of its submission to:

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

**Statements of qualifications must be received at the Air District offices at:
375 Beale Street, Suite 600; San Francisco, California, 94105
by 4:00 p.m., April 11, 2017.**

Late submissions will not be considered.

Statements of qualifications must address all information requested in this RFQ. A statement may add information not requested in this RFQ, 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 statements of qualifications. **Any questions**

regarding this RFQ 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. History of the Air District Display Design

The goal of this Request for Qualifications is to identify qualified vendors to provide concepts, design and installation for a display at Air District headquarters that chronicles the work of the agency since its inception in 1955. The display would highlight key achievements and showcase major programs and initiatives launched by the Air District over the last 61 years. The display would potentially incorporate the following elements:

- Display panels with graphics, written text and photographs
- Interactive components
- Digital displays
- Closed caption video presentation
- Display cases holding Air District “artifacts,” e.g. air monitoring equipment, signs, uniforms, etc.

Through this RFQ, the Air District seeks to select one or more firms to provide design and installation services for the display. The selected firm or firms will work with the Air District’s Communications and Executive Offices in developing concepts and for review and approval of proposed displays. Firms interested in submitting a statement of qualifications to provide such services are required to follow the recommended guidelines and instructions contained in this RFQ. If it becomes necessary to revise any part of this RFQ, revisions will be provided by addenda posted on the [RFP/RFQ page](#) of the Air District’s website.

SECTION III – SUBMISSION REQUIREMENTS

A. General

1. All statements of qualifications must be made in accordance with the conditions of this RFQ. Failure to address any of the requirements is grounds for rejection of this

submission.

2. All information should be complete, specific, and as concise as possible.
3. Statements of qualifications should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
4. The District may modify the RFQ or issue supplementary information or guidelines during the submission preparation period prior to the due date. Please check our [website](#) for updates prior to the due date.
5. The District reserves the right to reject any and all submissions.
6. All questions must be in written form and emailed directly to Cynthia Zhang, Purchasing Agent, and arrive no later than **4:00 p.m. on Thursday, March 30, 2017**. All questions will be answered in writing and posted on the [BAAQMD RFP/RFQ webpage](#) by **6:00 p.m. on Tuesday, April 4, 2017**.
7. The cost for developing the statement of qualifications is the responsibility of the responding firm, and shall not be chargeable to the Air District.
8. 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 Statements of Qualifications

All statements of qualifications must be submitted according to the specifications set forth in Section V (A) – Contents of Statement of Qualifications, and this section. Failure to adhere to these specifications may be cause for the rejection of the submission.

1. Due Date – All statements of qualifications are due no later than 4:00 p.m., April 11, 2017 and should be directed to:

Cynthia Zhang, Purchasing Agent
Bay Area Air Quality Management District
375 Beale Street, San Francisco, CA 94105
czhang@baaqmd.gov
2. Statements of qualifications received after the time and date specified will not be considered.
3. Signature – All statements of qualifications should be signed by an authorized representative of the responding firm.
4. Submittal – Submit one (1) electronic copy (in Microsoft Office or Adobe Acrobat PDF file format). Electronic submissions submitted will be acknowledged with a return email. Late submissions will not be accepted. Any correction or re-submission of statements of qualifications will not extend the submittal due date.
5. Grounds for Rejection – A statement of qualifications 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 RFQ 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. Statements of Qualifications 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 statement of qualifications 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 statement of qualifications.

C. Interviews

1. The Air District, at its option, may interview firms that respond to this RFQ. The interviews will be for the purpose of clarifying the statement of qualifications.
2. Submittal of new materials at an interview will not be permitted.
3. Interviews may involve a presentation and/or a question-and-answer session.

SECTION IV – GENERAL DESCRIPTION OF SERVICES

A. Services Needed

The Air District requires skilled resources to provide concept development, design and installation for a visual display highlighting the history of the agency’s key achievements and programs throughout its 61 years as a regulatory agency protecting public health and improving air quality in the nine-county region of the Bay Area. Air District staff will provide content to the selected firm to potentially incorporate into the display.

SECTION V – SUBMISSION CONTENTS

A. Contents of Statement of Qualifications

Submitted statements of qualifications should 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.

1. Experience, Structure, Personnel

- a. 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
- b. Firm History – Provide a history of your firm’s experience in providing display design and installation services similar to those sought through this RFQ, including any services provided to governmental organizations. Provide references for any similar projects listed, including contact name, title, and telephone number. Describe the technical capabilities of the firm in all areas relevant to the services sought through this RFQ.
- c. Assigned Personnel – List all key personnel who would be assigned to Air District projects 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 RFQ. 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.
- d. Work Samples (Does not count against 10-page limit) – Samples of up to five similar projects that the firm has completed in the areas of display design and installation. Include the client, the name of a contact person who is able to provide a reference, a description of the nature of the work, and the size and complexity of the project.
- e. Subcontractors – List any subcontractors that will be used and the work to be performed by them.
- f. 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 statement of qualifications.
- g. 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. 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.

- b. A list of anticipated reimbursable expenses, such as expenses for materials, supplies, deliveries, construction/installation services, printing services, copywriting and copy editing services, travel, and the rate charged for each.
- c. Any reduced fees offered to other municipalities, governmental entities, economic development or nonprofit organizations, and civic organizations.
- d. Any other fees or charges.

SECTION VI – QUALIFICATIONS EVALUATION

A panel of Air District staff will evaluate all statements of qualifications. The panel will recommend the selection of one or more contractors to the Air Pollution Control Officer (APCO), 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 RFQ. An example of a typical contract for professional services used by the Air District is included in Section VII.

In evaluating statements of qualifications submitted pursuant to this request, the Air District places high value on the following factors, not necessarily in order of importance:

- Demonstrated understanding of the full scope of services needed to complete the project.
- Experience of firm and employees to be assigned to an Air District project in general, and in particular, providing display design and installation services and materials to governmental agencies.
- Quality and diversity of work product as demonstrated through submitted work samples.
- Demonstrated knowledge of Air District activities.
- Experience of the firm with comparable organizations and types of services.
- Innovative or outstanding work by firm that demonstrates the firm’s unique, creative qualifications to provide display design and installation services.
- Number, complexity, and nature of design projects handled by the firm.
- Selected firm’s staff ability, availability and facility for working with Air District directors, officers, staff and consultants.
- Conformity with applicable Air District policies as noted herein.
- Proposed fee structure relating to services the firm(s) would provide.

The Air District reserves the right to reject any and all statements of qualifications submitted and/or request additional information. During the selection process, the Air District’s evaluation panel may interview responding firms. 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.

SECTION VII – SAMPLE CONTRACT

Design and Installation of “History of Air District” Display RFQ # 2017-002
March 16, 2017

A sample contract to carry out the work described in this RFQ is available on the Air District's website, [here](#).