



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

June 20, 2019

Request for Proposals# 2019-008

## Racial Equity Consultant

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### SECTION I – SUMMARY

The Bay Area Air Quality Management District (Air District) seeks proposals from qualified consultants to support the development of Air District-wide training and skill-building relative to race, equity, and inclusion. The consultant will work with the Air District’s Office of Diversity, Equity & Inclusion to build the capacity of Air District staff to authentically address racial equity work to gain structural competence to execute the Air District’s diversity, equity and inclusion goals and objectives. The Air District strives to meaningfully incorporate successful equity, inclusion and accountability strategies into all policies, procedures and practices.

The tentative timeline for this project is from August 1, 2019 through December 1, 2020.

To respond to this Request for Proposals (RFP), an interested company should submit its proposal electronically (in Adobe Acrobat PDF file format) to the Air District’s Procurement Portal (Portal):

Cynthia Zhang, Staff Specialist  
Bay Area Air Quality Management District  
375 Beale Street, Suite 600; San Francisco, CA 94105  
Portal link: <https://baaqmd.bonfirehub.com>

**Proposals must be submitted and received by 4:00 p.m. on July 8, 2019.  
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 submitted through the Portal.**

## **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 local 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. Racial Equity Consultant**

The Air District is committed to improving public health outcomes, enhancing economic opportunities and mitigating environmental injustices in communities historically adversely impacted by air pollution.

There is an alarming overlap between communities of color and the areas the Air District has identified as having the greatest health impacts from air pollution in the Bay Area.

All Bay Area residents have the right to breathe clean air regardless of zip code. Higher incidences of disease are linked to neighborhoods that have been historically under-resourced and overexposed to unhealthy conditions.

To aggressively address air quality inequities in the Bay Area, the Air District strives to improve public health, air quality, and the global climate, while utilizing an equity lens when shaping our programs, policies, practices and procedures.

The selected consultant will work with the Air District's Office of Diversity, Equity & Inclusion, the Air District's leadership, and agency staff members to achieve the following goals:

1. Recognize behaviors, practices and language that perpetuate harm created by individual, institutional and systemic racism;
2. Develop skills to respond to a broadly defined range of racial and cultural insensitive actions and behaviors in a way that promotes unity and learning;

3. Develop decision making models that standardize meaningful engagement and promote inclusion, cultural responsiveness and accountability; and
4. Incorporate the Air District's strategic planning priority area of race and equity into policies, procedures and practices.

### **SECTION III – SCOPE OF WORK**

The Air District seeks a racial equity consultant to build the capacity of its staff to authentically address racial equity work to gain structural competence to execute the Air District's diversity, equity and inclusion goals and objectives. The Air District strives to meaningfully incorporate successful equity, inclusion and accountability strategies into all policies, procedures and practices.

A. The consultant will be responsible for the following tasks:

1. **Strategic Action Plan:** Engage in planning sessions with the Office of Diversity, Equity & Inclusion team to develop a racial equity strategic action plan that supports the Air District's commitment to racial equality. Assess the strengths and needs of the current agency staff to determine an appropriate training plan.
2. **Customized Training Curriculum:** Create a comprehensive training curriculum that can be used for ongoing staff trainings and refreshers on racial equity and inclusion best practices.
3. **All-Staff Trainings:** Implement trainings and/or workshops for staff to support efforts to create shared vocabulary and knowledge in key concepts across the agency. Flexibility on the structure and lengths of the trainings is allowable.
4. **Implementation Tools:** Develop and implement appropriate racial equity analysis tools that can be used to assist in integrating racial equity into routine decision making, and which can subsequently be applied to Air District programs, policies and initiatives. Types of tools may include, but do not need to be limited to:
  - A racial equity toolkit that provides a step-by-step guide to evaluate the impact of programs, projects and procedures on communities of color; and
  - A structural racial equity assessment tool to assist staff identify and promote racially equitable practices that support an inclusive culture and diverse workforce.
5. **Coaching:** Provide group coaching and technical assistance with individual program areas to develop a racial equity action plan for implementation as agreed upon.
6. **Performance Measures and Evaluation:** Utilize the results-based accountability framework to identify and create performance measures that assess progress on the adoption and impact of these practices.

**B. Minimum Qualifications of Consultant**

1. Demonstrated experience promoting and supporting equity efforts, particularly with the public sector.
2. Demonstrated experience in group and individual coaching.
3. Excellent experience in group facilitation and active training utilizing techniques of inclusivity and consensus building.
4. Working knowledge (demonstrated experience preferred) of the results-based accountability framework.

**SECTION IV – INSTRUCTIONS TO BIDDERS**

**A. General**

1. Interested firms must create an account through the Portal described on p. 1 of this RFP to view RFP documents and addenda, and to submit questions and bid documents.
2. 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.
3. All information should be complete, specific, and as concise as possible.
4. Proposals should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
5. 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 [Portal](#) for updates prior to the due date.
6. Proposals shall constitute firm offers. Once submitted, proposals may be withdrawn, modified and resubmitted through the Portal up until the July 8, 2019, due date.
7. The District reserves the right to reject any and all proposals.
8. All questions must be in written form and submitted through the Portal no later than 4:00 p.m. on June 26, 2019. Firms will not be able to submit questions after this time. All questions will be answered in writing and posted on the [Portal](#) by 6:00 p.m. on July 1, 2019.
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., July 8, 2019, and should be submitted via the Portal:

Cynthia Zhang, Staff Specialist  
Bay Area Air Quality Management District  
375 Beale Street, Suite 600  
San Francisco, CA 94105  
Portal link: <https://baaqmd.bonfirehub.com>

2. Uploading large documents may take significant time, depending on the size of the file(s) and Internet connection speed. Bidders should plan sufficient time before the due date to finalize their submissions and to complete the uploading process. Bidders will not be able to submit documents after the due date. Proposals received after the date and time 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) electronic copy (in Adobe Acrobat PDF file format). Electronic submissions submitted via the Portal will be acknowledged with a confirmation email receipt. 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 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, may be altered up until the due date. Proposals may not be modified after the due date. All proposals shall constitute firm offers valid for ninety (90) days from the July 8, 2019, 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 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. Consultant 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 racial equity consultation, 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 race, equity, and inclusion. 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 developing organization individual strengths in race, equity and inclusion. Specifically address the firm's ability and willingness to commit and maintain staffing to successfully conclude the project on the proposed schedule. Please review each area of the scope and describe your firm's strategies to implement each defined element of the scope of service.
- 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.

- I. Additional Data (Section X) – 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. The Air District Board of Directors may be required to approve the contract to carry out the work described in this RFP. A link to 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
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.*	40%
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	15%
Firm's Specialty Focus Area	Local business/Green Business**	10%
	<b>Total</b>	<b>100%</b>



- \* “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 gives preferences to local business and those that are certified as green businesses by a government agency or independent private rating organization. “Local business” means that a firm’s headquarters is located within the nine counties of the Air District’s jurisdiction.

If two or more proposals receive the same number of points, the Air District will accept the lowest-cost proposal.

## **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.baagmd.gov/about-the-air-district/request-for-proposals-rfp-rfq/samples-previous>.