



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

December 4, 2019

Request for Proposals# 2019-019

**Facilitation & Meeting Coordination
for the Bay Area Electric Vehicle
Coordinating Council**

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SECTION I – SUMMARY

The Bay Area Air Quality Management District (“Air District”), together with the Metropolitan Transportation Commission (“MTC”), is seeking proposals from bidders with experience in stakeholder meeting facilitation and coordination to organize meetings, convene stakeholders, facilitate discussions, and disseminate information for the Bay Area Electric Vehicle Coordinating Council (“EV Council”), a stakeholder group working to accelerate the adoption of electric vehicles (“EVs”) in the San Francisco Bay Area.

The Air District envisions that the successful bidder (“Contractor”) will provide professional facilitation and meeting coordination services to enable members of the EV Council (“Members”) to convene, to share experiences, and to develop action-oriented solutions to pertinent issues facing the EV industry to help accelerate EV adoption in the region. This contract will be for one (1) year with an option to extend for two (2) additional years at the Air District’s sole discretion.

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 by 4:00 p.m. on Monday, January 13, 2020.
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 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.

Reducing greenhouse gas emissions and slowing climate change is a central part of the Air District's current and future air quality improvement goals. The Air District's incentives and outreach programs are a major strategy to motivate Bay Area residents, businesses, and local governments to change their behavior to benefit air quality and the global climate. The Air District's programs promote transit, bicycling, walking, and ridesharing, and accelerate the widespread adoption of electric and zero emissions vehicles across a diverse range of communities.

B. Bay Area EV Council Overview

In 2011, the Air District and MTC established the EV Council to serve as a staff-level, peer-to-peer forum to guide the development of the Bay Area Plug-In EV (PEV) Readiness Plan. Since the adoption of the PEV Readiness Plan in 2013, the EV Council has continued to serve as a venue for Members to discuss EV-related emerging trends and to share information and best practices from their experiences in implementing projects that support accelerated EV adoption within their communities.

Since 2015, the EV Council has grown from approximately 70 city/county staff members to over 300 members representing a cross-section of EV stakeholders from charging infrastructure and technology companies; auto manufacturers; city/county staff and transit authorities; federal and state government agencies; utilities and Community Choice Aggregators; sustainability, environmental, climate change and other interest groups (i.e., labor, disadvantaged communities, etc.); and regional entities. The EV Council meets quarterly and includes participation from each of the nine counties within the Bay Area.

The EV Council is guided by a Steering Committee, which is a volunteer group consisting of a subset of approximately 10-15 EV Council members. Meetings of the Steering Committee occur 1-2 times per quarter.

SECTION III – SCOPE OF WORK

A. Objectives

Contractor, with direction from the Air District, will organize high-level executive and staff level meetings, provide professional and impartial facilitation services, ensure open dialogue among Members, and track and prepare reports on the region's progress in achieving EV adoption targets and local government acceleration actions.

This includes the following:

- Plan and convene in-person meetings and conference calls;
- Create meeting agendas, PowerPoint slide decks, facilitation plans, and presenter guidance;
- Facilitate the meetings;
- Engage Members and provide opportunities for input;
- Monitor and compile Member information and input, and including such information in meeting summaries; and
- Prepare reports and content for updates to the website (hosted and administered by the Air District) and for distribution to Members via email regarding the following topics:
 - Status of the region's progress in achieving EV adoption targets, including regional EV sales numbers;
 - Status of the region's local government acceleration actions;
 - Availability of new vehicles and charging equipment;
 - Advances in EV related technology; and
 - Emerging trends, gaps, and policies within the EV sector that should be addressed or discussed by the EV Council.

The contract duration is for **one (1) year**, with an option to extend the term up to two (2) additional years at the Air District's sole discretion.

B. Work Statement

To achieve the objectives listed in Section III (A), Contractor will perform following tasks. The proposal must describe how the Contractor would implement each task. Contractor must have specific expertise in performing the following tasks:

Task 1: Convene Four (4) EV Council Meetings

The Contractor will coordinate, develop materials for, and facilitate four in-person meetings of the EV Council over the course of a year. EV Council meetings shall be approximately 2-3 hours long, be attended by Members and their staff (~50 people), and cover a range of EV topics, as identified by the Steering Committee, Air District and MTC staff. The meetings shall be hosted in Bay Area location(s) convenient for Members and shall take place at regular intervals of approximately once every quarter. Content

developed for and documentation developed from meetings shall be made available by Contractor to the Air District, MTC, and the EV Council in a timely manner.

Activities for Task 1 include, but are not limited to, the following:

1. Provide logistical support for meetings, which includes organizing meeting space and times, contacting meeting participants and guest speakers, developing meeting agendas, distributing documents, and coordinating audio-visual equipment;
2. Provide event registration and on-site logistics on meeting days;
3. Facilitate and moderate meetings based on agenda approved by the Air District and MTC;
4. Develop event content to be hosted on the Air District's website, including agendas, PowerPoint presentations, web presentations, and meeting minutes;
5. Develop and provide a comprehensive record of each facilitated meeting including, but not limited to, names of all attendees, groups represented, meeting minutes (topic discussion outcomes, issues, clearinghouse of materials that were shared by Members), and new content for website on an as-needed basis. Note that meeting records shall be sufficient to be included into reports for the Air District Board of Directors;
6. Extend invitations, schedule meetings, and confirm speakers identified by the Air District, MTC, and Members for meetings (speakers may include Members or guests from outside the region, including State or Federal entities);
7. Survey via an online tool, and selected phone interviews as needed, the EV Council and Steering Committee members annually to collect feedback on overall structure;
8. Communicate with Members, send event notices, send registration information, confirm meeting participation, respond to requests for information from Members, post meeting follow-ups; and
9. Procure and provide refreshments at meetings.

Task 2: Convene Steering Committee Meetings

The Contractor will organize and moderate 5 – 7 conference calls and one in-person meeting of the Steering Committee to strategize on topics for discussion and prepare for upcoming EV Council Meetings. Steering Committee Meetings shall be approximately 30-60 minutes in duration, and be attended by preselected EV Council participants (10-15 people). The conference calls shall be via teleconference and/or web-based and shall take place as deemed necessary by the Air District and MTC.

Periodically, the Contractor will evaluate existing Steering Committee composition, recommend changes as necessary, and develop support materials, including the Steering Committee Charter. The Contractor will coordinate with Air District and MTC to develop the agenda and list of topics to discuss with Steering Committee participants. Contractor will send agendas and meeting materials to the Steering Committee participants, and develop meeting minutes and necessary follow up items.

Activities for Task 2 include, but are not limited to, the following:

1. Provide logistical support for meetings, including coordinating Steering Committee meeting times, presentations and discussions, inviting and confirming

- attendance of meeting participants, developing meeting agendas, and distributing documents;
2. Facilitate Steering Committee Meeting discussions to prompt valuable feedback and helpful guidance from the members – these meetings may be webinar based to allow for presentations (e.g., RingCentral);
 3. Develop and provide a comprehensive record of each facilitated Steering Committee Meeting (“Steering Committee Meeting Records”) including, but not limited to, names of all attendees, groups represented, and meeting minutes (topic discussion outcomes, issues, clearinghouse of materials that were shared by Steering Committee Meeting participants). Steering Committee Meeting Records shall be complete and accurate and maintained on a cloud-based storage system, e.g. Box, that will be turned over to the Air District following completion of the contract;
 4. Maintain communications with Steering Committee members on meeting date, time, location and meeting materials. contractor will respond to Steering Committee member inquiries in a timely manner and will forward all correspondence to the Air District and MTC; and
 5. Provide strategic planning assistance to the Steering Committee, the Air District, and MTC to develop the annual and long-term EV Council program.

Task 3: Attend Monthly Check-in Meetings and Perform Administrative Duties

The contractor shall handle a number of administrative tasks between and during meetings to ensure a seamless experience for Members. Contractor shall have **two monthly check-in conference calls** with Air District and MTC staff that are a minimum of **30 minutes** long.

Activities for Task 3 include, but are not limited to, the following:

1. Attend project kick-off conference call with Air District and MTC;
2. Maintain an updated list of Members;
3. Coordinate and develop agenda of upcoming meetings with the Air District and MTC, including meeting topics, updates, and speakers; and
4. Manage new member engagement.

Timeline

The tentative schedule for Member and Steering Committee Meetings (Tasks 1 & 2) is as follows and is open to revisions:

2020 Schedule (Tentative)	Event
February	Steering Committee In-Person Meeting
March	EV Council Meeting #1
May	Steering Committee Call
July	EV Council Meeting #2
August	Steering Committee Call
September	EV Council Meeting #3
October	Steering Committee Call
November	EV Council Meeting #4

C. Contractor Qualifications

At a minimum, the Contractor must have the following skillsets:

- Experience in event organizing and planning;
- Extensive experience in convening and facilitating meetings;
- Experience working with Bay Area stakeholders;
- Possession of objectivity and neutrality as facilitators and moderators;
- Demonstrated understanding and experience of processes and group dynamics to help Members convene, collaborate, and communicate on ideas and trends that will help accelerate EV adoption in the region;
- Demonstrated abilities and experience in active listening;
- Experience and training in collaborative problem solving, communication and conflict resolution;
- Demonstrated abilities to bring a spirit of cooperation, consensus, bridge-building to the meetings; and
- Experience in EV-specific content is desirable but is not required.

Using such skills, Contractor shall set a civil and productive tone for each meeting, manage incidences of conflict and/or confrontation, ensure participation and contribution to the dialogue by all Members, expand options, and facilitate the flow of discussion toward the goal(s) of each meeting.

SECTION IV – INSTRUCTIONS TO BIDDERS

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 January 13, 2020 due date.
7. The Air 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 Monday, December 16, 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 Monday, December 23, 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., January 13, 2020, and should be submitted via the Portal to:

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 begin the uploading process and to finalize their submissions. 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 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, 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 January 13, 2020, 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. 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 Facilitation and Meeting Coordination for the EV Council, 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 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.*	30%
Skill	Past experience of the firm and, in particular, experience of the team working on projects of similar scope for other governmental agencies.	20%

Criteria	Description	Weight
Approach	Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	15%
Cost	Cost or cost effectiveness and resource allocation strategy	30%
References	References of the firm	3%
Firm's Specialty Focus Area	Local business/Green Business**	2%
	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 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 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.baagmd.gov/about-the-air-district/request-for-proposals-rfp-rfq/samples-previous>. (Click the + to the left of Sample Contracts, and then click on the Professional Services Contract link)