



Updated: December 30, 2019

Request for Qualifications# 2019-011

BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

**Community Engagement Support, Facilitation and
Logistics:
West Oakland Community Action Plan Implementation**

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SECTION I – SUMMARY

In carrying out its mission to improve air quality and protect public health in the San Francisco Bay Area, the Bay Area Air Quality Management District (Air District) seeks to obtain the following spectrum of services to support the implementation phase of [Owning our Air: The West Oakland Community Action Plan](#):

1. Multi-stakeholder Group Coordination
2. Stakeholder Outreach and Event Promotion
3. Logistics for Public Meetings and Planning Meetings
4. Meeting Facilitation

The Air District may select one or more qualified organizations including community-based organizations, not-for profit organizations, non-government organizations, faith-based organizations or consultant firms to provide the services sought in this RFQ.

Selected organizations will be asked to provide a Scope of Work that will be defined during the contracting phase. The Air District anticipates the work to start in January of 2020 and continue for at least one year and up to three years. Contracts may be extended annually, at the sole discretion of the Air District, into fiscal year 2023, subject to funding availability. The Air District may, at its sole discretion, provide seed funding for organizations that need a discrete amount of funding up-front to perform their contractual obligations.

To respond to this Request for Qualifications (RFQ), an interested firm should submit an electronic copy (in Adobe Acrobat PDF file format) of its statement of qualifications 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>

**Statements of qualifications must be submitted and received
by 4:00 p.m. on Friday, February 14, 2020.
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 submitted through the Portal.**

Pre-Bid Conference:

A pre-bid conference will be held on **Tuesday, January 14, 2020 from 10:00 a.m. to 11:30 a.m.** for the purpose of providing an outline of the RFQ requirements and an opportunity for Questions and Answers. The conference will be hosted at the Air District's office located at 375 Beale St. in San Francisco, CA. An online webinar is available to those unable to attend in-person. Attendance is encouraged, but not mandatory.

Webinar link: <https://attendee.gotowebinar.com/register/353916702660421131>

Dial-in Number: +1 (415) 930-5321

Access Code: 888-517-742

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 from throughout the Bay Area. The Executive Officer / Air Pollution Control Officer for the Air

District is Jack P. Broadbent.

B. General Air District Community Engagement Activities

The Air District regularly plans and participates in meetings with community groups and hosts open public forums to inform the community about Air District activities and to provide the public the opportunity to engage with Air District staff, provide comments, ask questions and help shape new policy directions. Community engagement activities range from meetings with small groups of community members to larger public meetings, open houses and interactive workshops on specific topics of interest.

This Request for Qualifications seeks to identify qualified organizations the Air District may contract with to provide logistic support, coordination, outreach and meeting facilitation in support of the implementation phase of the West Oakland Community Action Plan.

C. Community Health Protection Program and the West Oakland Community Action Plan

The Air District created the Community Health Protection Program consistent with Assembly Bill 617 (AB 617) (C. Garcia, Chapter 136, Statutes of 2017)¹ to further expand efforts to reduce community exposure to air pollutants in disproportionately impacted communities. Through this program, the Air District is partnering with community groups, environmental organizations, regulated communities, and other stakeholders to develop a new community-focused action framework for community protection. The Air District is seeking qualified candidates to help the West Oakland community realize the promise of their recently completed plan.

Development of *Owning our Air: West Oakland Community Action Plan*

Since July of 2018, a group of dedicated stakeholders - the West Oakland Community Action Plan Steering Committee (Steering Committee) – met monthly for over a year to craft a plan to reduce harmful air pollution and improve health in this highly impacted community. They authored [*Owning Our Air: The West Oakland Community Action Plan \(Plan\)*](#). [The Plan includes 89 specific strategies and 6 further study measures described in Volume 1, pp. 6-21 to 6-32, pdf pp. 88 to 99.](#)

With strategic leadership from the West Oakland Environmental Indicators Project (WOEIP) and the Air District, the Steering Committee identified over 80 strategies to be implemented over the next several years.

Starting in January of 2020, the implementation phase of the Plan will begin. During the Implementation phase, multiple stakeholders will form a new working group (or Steering Committee) that will meet quarterly, as well as a new leadership committee (i.e. **Co-Leads Team Executive Committee**) that will meet monthly to plan the implementation and prioritization of the various mitigating strategies to reduce both air pollution emissions and exposure to air pollution in the community. The new Steering Committee will be responsible for overseeing implementation

¹ AB 617 is linked here:
https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201720180AB617 .

actions by various agencies and reporting progress to the broader community and to the California Air Resources Board. Most of the strategies depend on action and collaboration between community members, business leaders, and government agencies.

A skilled logistics and facilitation team will help ensure that the implementation phase of this ground-breaking plan proceeds smoothly and efficiently toward tangible results over time.

SECTION III – GENERAL DESCRIPTION OF SERVICES

The Air District seeks to provide ample opportunity for low-income residents, limited-English proficient communities, and communities of color to participate in the implementation phase of the West Oakland Plan. It is anticipated that the Air District will assign the majority of funds to qualified organizations identified through this RFQ to organizations engaged with low-income communities and/or communities of color. Organizations that work with individuals with limited-English proficiency (LEP) are encouraged to submit a response to this RFQ. Organizations with proven experience working on issues such as public health, health equity, environmental health, environmental justice, social justice, racial equity, youth development or senior services are also encouraged to submit a response to this RFQ.

Respondents may choose to provide services for one or more of the categories listed below:

Service Category A: Logistics for Public and Other Planning Meetings and Stakeholder Outreach

Minimum qualifications: A minimum of three years proven experience of successfully providing logistic support for public engagement forums including public meetings, open houses and interactive workshops with diverse stakeholder groups.

Services *may* include but are not limited to:

- a) Provide culturally-relevant information in appropriate languages and arrange for translation of materials as needed.
- b) Identify and share local stakeholder contacts with Air District.
- c) When relevant, promote meetings, workshops, events and program progress. Advertise and send targeted invitations, track responses.
- d) Identify and secure ADA accessible meeting facilities with low to zero facility rental costs - prefer venues that are transit accessible.
- e) Proficient use of basic technological communications, social media, and audio/visual functions.
- f) Identify and secure child watch as requested.
- g) Identify and secure translation and/or interpretation services as requested.
- h) Provide healthy refreshments or light meals.
- i) Ensure the audiovisual needs are met.
- j) Work with Air District and identified partners or community groups to design and run successful meetings.
- k) Provide post meeting recap summaries to Air District staff and identified partners and community groups to document meeting outcomes.

- ~~l) Provide stipends and transportation assistance to community members as needed.~~

Service Category B: Multi-Stakeholder Group Coordination and Meeting Facilitation

Minimum qualifications: A minimum of three years proven experience facilitating participatory decision-making processes. Experience working with government agencies and community-based organizations. Proven success working with Environmental and/or Social Justice groups in impacted and vulnerable disadvantaged communities. Experience working with Bay Area communities of color. Possess individual and organizational cultural competency to work closely with fence line communities impacted by environmental injustice.

Services *may* include but are not limited to:

- a) Work with Air District staff and key partners to develop a formation plan for a ~~Co-Leads Team Executive Committee~~ and the next West Oakland Steering Committee.
- b) Assist with the identification, recruitment and onboarding of Steering Committee members.
- c) Convene and facilitate quarterly Steering Committee meetings and monthly ~~Co-Leads Executive Committee~~ meetings at convenient and accessible locations.
- d) Work with the Air District and ~~WOEIP Executive Committee~~ to identify Steering Committee meeting objectives, prepare agendas, and design group exercises.
- e) Provide meeting facilitation that generally keeps meetings on schedule and on topic and that uses a variety of collaborative facilitation strategies.
- f) Track and communicate, in coordination with the Air District, progress toward project goals.
- g) Provide meeting and workshop materials in hardcopy and an online file share.
- h) Develop and implement process for continuous communication with Air District, ~~WOEIP Executive Committee~~, and Steering Committee.
- i) Provide quantitative evaluation services for meetings.
- j) Advertise and send invitations for meetings, track responses and meeting attendees.
- k) Attend additional cultural competency and equity training, if required by the Air District.

SECTION IV – SUBMISSION REQUIREMENTS

A. General

1. Interested firms must create an account through the Portal described on pages 1 and 2 of this RFQ to view RFQ documents and addenda, and to submit questions and bid documents.
2. 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.

3. All information should be complete, specific, and as concise as possible.
4. Statements of qualifications 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 RFQ or issue supplementary information or guidelines during the submission preparation period prior to the due date. Please check the [Portal](#) for updates prior to the due date.
6. The Air District reserves the right to reject any and all submissions.
7. All questions must be in written form and submitted through the Portal no later than **4:00 p.m. on Thursday, January 23, 2020**. 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 Wednesday, February 5, 2020**.
8. The cost for developing the statement of qualifications is the responsibility of the responding firm, and shall not be chargeable to the Air District.
9. A firm's selection 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., **Friday, February 14, 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 and time. Statements of qualifications received after the date and time previously 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 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 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 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. Statements of Qualifications 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 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 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 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.
4. Community members may participate in the interview process.

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 5 one-sided pages, except work samples and references, 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 services similar to those sought through this RFQ, including any services provided to governmental and community-based organizations. Provide references for any similar projects listed, including contact name, title, and telephone number. Describe the technical and community engagement 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 5-page limit) – Samples of up to 5 major projects that the firm has completed in the areas sought through this RFP. 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. Include work with environmental or social justice organizations, and work performed in the Bay Area.
- 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. Category or Categories of Services to be provided – Specify which of the services outlined in **Section III – General Description of Services** you plan to provide and include how you meet the minimum qualifications.
- h. 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 5-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 presentation materials, supplies, deliveries, B/W and color printouts and copies, faxes, photo scans and travel, copywriting and copyediting services, translation, interpretation, food, stipends, and the rate or estimated cost per person or per event 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 community members and 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 may need to 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 and ability to provide services to the Air District and the communities we serve.
- Quality and diversity of work product as demonstrated through submitted work samples, if applicable.
- Experience of the firm with comparable organizations and types of services.
- Conformity with applicable Air District policies as noted herein.
- Proposed fee structure relating to services the firm 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

A sample contract to carry out the work described in this RFQ is available on the Air District's website, [here](#). (Click the + to the left of Sample Contracts, and then click on the Professional Services Contract link)