



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

February 3, 2020

**Request for Proposals# 2020-002**

Bay Area Vehicle Buy Back Program  
Direct Mail Services

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**SECTION I – SUMMARY**

This Request for Proposals (RFP) solicits proposals from companies that would, under contract with the Bay Area Air Quality Management District (Air District), provide direct mail services to distribute notices for the Air District’s Vehicle Buy Back (VBB) Program. The Air District’s VBB Program seeks to encourage the voluntary scrapping of eligible model year 1997 and older light-duty motor vehicles and motorcycles of all model years because of their higher emission rates of air pollutants that lead to the formation of smog.

The selected contractor is anticipated to begin the work described in this RFP as soon as July 1, 2020 for a one (1) year term. The Air District, at its sole discretion, may extend the contract for up to three (3) additional one-year terms based on contractor’s performance.

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 March 2, 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 (APCO) for the Air District is Jack P. Broadbent.

### **B. Air District's Vehicle Buy Back Program**

Research shows that motor vehicles are responsible for a large share of urban air pollution. Consequently, many smog control efforts concentrate on reducing emissions from motor vehicles.

The VBB Program is a voluntary vehicle retirement and scrapping program that takes older, higher-polluting vehicles off Bay Area roads. Since beginning operation in 1996, the Air District's VBB program has retired over 87,000 vehicles and reduced over 5,000 tons of reactive organic gas (ROG), over 4,300 tons of nitrogen oxide (NOx), and over 39 tons of particulate matter (PM). Currently, the VBB program offers financial incentives to vehicle owners to scrap their operable, registered 1997 or older motor vehicles. The Air District anticipates expanding the VBB program to include the purchase and scrapping of motorcycles of any model year beginning July 2020; however, this portion may be delayed until a later date should the Air District require additional time to develop the motorcycle program.

To advertise the program, the Air District seeks direct mail services to inform potentially eligible vehicle owners about the VBB program. The Air District uses the California Department of Motor Vehicles' (DMV) database to contact, by mail, the owners of older light-duty vehicles and all motorcycles that may be eligible for the program. Mailings are conducted bi-monthly with potentially eligible vehicle owners receiving notice of the program approximately three months prior to the expiration of their DMV registration.

### **SECTION III – SCOPE OF WORK**

The selected contractor will conduct a direct mail campaign in compliance with the following requirements and procedures:

**A. Data Management:**

1. Contractor shall convert a flat file database provided on compact disc (CD-ROM) to the Microsoft Access database format. The database file on the CD-ROM consists of approximately 20 columns and up to 550,000 rows. The only information that needs formatting will be vehicle owner address, city, state, zip code, vehicle model year, and vehicle registration due date.
2. Contractor shall suppress or otherwise modify database to eliminate mailings to vehicle owners with 1970 and older model year vehicles and up to 150 individuals that have either requested to be removed from the mailing list or previously participated in the VBB program. The Air District shall provide contractor with a Microsoft Excel spreadsheet of the names and addresses of these individuals. The Air District shall also provide to the selected contractor, on a monthly basis, additions to this list. Monthly name suppression is estimated to be approximately 10 names.
3. Contractor will be required to send the database to the National Change of Addresses every six months to update the database. Address changes that are no longer in the Air District's jurisdiction will be added to the suppress mail list.
4. Contractor shall provide the Air District with one (1) compact disc (CD-ROM) copy of the Microsoft Access database once items A.1 and A.2 have been completed initially. Each month thereafter, the contractor shall suppress from the database additional names provided by the Air District and the National Change of Addresses. The contractor shall provide the Air District with one (1) compact disc which reflects the new database with the most recent suppressed names removed.

**B. Mailings:**

1. The Air District shall provide contractor with twenty-four (24) mail drop dates at approximately two-week intervals to coincide with the vehicle owner's receipt of registration renewal notices from the DMV. The Air District shall provide contractor, using the DMV database, the date range of addresses of vehicle owners in the Bay Area to receive letters on the specific mail drop dates.
2. Contractor shall print the Air District's letterhead, which consists of the Air District logo and contact information, on 20-pound, 8.5" x 11", white, recycled paper. The recycled paper shall contain at least 30% post-consumer material. The text of the letter will be black and printed on one side. The Air District's logo shall be black and one color (blue in two shades). The Air District shall provide logo artwork in electronic format (jpeg). A sample sheet of the notice/letterhead is attached as Attachment A.
3. Contractor shall print the Air District's return address and logo on #10 standard left window envelope, 24-pound, white recycled stock. The Air District's logo shall be in black. The recycled envelope paper shall contain at

least 30% post-consumer material. The Air District shall provide logo artwork in electronic format (jpeg). A sample of the envelope is attached as Attachment B.

4. Contractor shall merge text of one-page letter with addresses of vehicle owners and vehicle model year from the DMV database provided by the Air District. The Air District shall provide the text of the letter.
5. Contractor shall fold letters to fit window envelopes and insert a one-page letter into each envelope.
6. Contractor shall seal each envelope, provide postage (standard mail bulk rate), and deliver to the United States Post Office for mailing on the specified drop dates provided by the Air District.

## **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 March 2, 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 February 17, 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 February 24, 2020**.
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. on **March 2, 2020**, 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 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 March 2, 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 and email address of firm's representative designated as the contact
    - 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 providing direct mail services for the Air District, including the objectives and scope of work.
  - e. Program Schedule (Section III) – Provide projected milestones or

benchmarks for completing the project.

- 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 address the firm’s ability and willingness to commit and maintain staffing to successfully perform the services outlined in this RFP.
- 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 – Using the Bid Summary Table provided below, proposals must establish the cost for data management, letter and envelope production, and standard mail bulk rate postage and delivery for (a) 350,000 pieces of mail, (b) 450,000 pieces of mail, and (c) 550,000 pieces of mail. For each of the 3 quantities of mail, provide a detailed description of what the data management cost will entail. Provide a detailed description of what the letter and envelope production cost will entail. Bid summary shall include price per piece as well as the total prices for each of the (a) 350,000 pieces of mail, (b) 450,000 pieces of mail, and (c) 550,000 pieces of mail. If the price per piece is dependent upon the number of pieces mailed in each mailing, this should be stated clearly in the price per piece section. Provide any details of what the postage and delivery cost is based on and if the cost per piece will change or if it is a set price. Indicate if the postage rate is based upon the number of pieces mailed in each bi-monthly mailing. The proposal should include any potential postage increases planned by the United States Postal Service in calendar year 2020 and 2021. All submittals should include a second quote for producing the envelope and letter printing on 100% post-consumer recycled paper (in addition to the quote for 30% post-consumer recycled paper as described in Section III.B).

Bid Summary Table	Total Prices for Bulk Mail and Price per Piece of Mail		
	350,000 Pieces of Mail	450,000 Pieces of Mail	550,000 Pieces of Mail
Data Management Cost	\$ / Piece \$ / Total	\$ / Piece \$ / Total	\$ / Piece \$ / Total
Letter and Envelope Production Cost	\$ / Piece \$ / Total	\$ / Piece \$ / Total	\$ / Piece \$ / Total
Standard Mail Bulk Rate Postage and Delivery Cost	\$ / Piece \$ / Total	\$ / Piece \$ / Total	\$ / Piece \$ / Total
Total Cost	\$ / Piece \$ / Total	\$ / Piece \$ / Total	\$ / Piece \$ / Total

- 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:

<b>Criteria</b>	<b>Description</b>	<b>Points</b>
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 pts
Skill	Past experience of the firm and, in particular, experience of the team working on projects of similar scope for other governmental agencies. References of the firm.	10 pts
Approach	Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	10 pts
Cost	Cost or cost effectiveness and resource allocation strategy	40 pts
Firm's Specialty Focus Area	Local business/Green Business**	10 pts
	<b>Total</b>	<b>100 pts</b>

\* "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 Air District's website at <http://www.baaqmd.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)

**SECTION VIII – ATTACHMENTS**

ATTACHMENT A – Sample Notice/Letterhead  
ATTACHMENT B – Sample Envelope