



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

November 2, 2020

Request for Proposals# 2020-011

Scholarship Program Development

SECTION I – SUMMARY 1
SECTION II – BACKGROUND..... 2
SECTION III – SCOPE OF WORK 2
SECTION IV – INSTRUCTIONS TO BIDDERS..... 5
SECTION V – PROPOSAL FORMAT, CONTENT, AND SUBMITTAL..... 7
SECTION VI – PROPOSAL EVALUATION 9
SECTION VII – SAMPLE CONTRACT..... 10

SECTION I – SUMMARY

The Bay Area Air Quality Management District (“Air District”) seeks proposals from experienced and qualified contractors or firms to support a new Air District program to provide scholarships to low-income college students in the San Francisco Bay Area. The selected contractor will provide consulting services and assist the Air District in the development of the scholarship program, which includes supporting the design of the scholarship program, creating the application process and materials, providing a web-based scholarship management platform, and developing an outreach strategy. The launch of the scholarship program will be at the Air District’s sole discretion. The Air District anticipates work to begin March 2021.

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 Wednesday, December 23, 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 (24) 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.

B. Marie Harrison Environmental Justice Scholarship

The Air District seeks to create a scholarship fund in honor Ms. Marie Harrison. The *Marie Harrison Environmental Justice Scholarship* would allow the Air District to continue the legacy of Marie Harrison. Ms. Harrison spent decades working to bring environmental, health and social justice to the Bayview Hunters Point community in San Francisco. For 20 of those years she worked with Greenaction for Health and Environmental Justice. She then served on their Board of Directors until she passed away in May 2019. Her actions inspired environmental justice communities throughout the Bay Area and California. This scholarship would support college students who demonstrate a passion for improving environmental health and air quality in the overburdened frontline communities of the Bay Area.

The Air District anticipates releasing the first year of the scholarship program in Spring 2022 in order to support incoming college students for the subsequent Fall school year. The program will be launched as a first-year pilot once development of the scholarship is complete. Amount of funds and number of students served through the scholarship program will be determined.

SECTION III – SCOPE OF WORK

The selected contractor will design and develop the Marie Harrison Environmental Justice Scholarship Program with guidance from the Air District for programmatic design and decision-making. The contractor will be responsible for gathering community input, creating scholarship materials, providing a web-based scholarship management system,

and developing an outreach strategy. The launch of the scholarship pilot program will be at the sole discretion of the Air District.

The selected contractor will be responsible for the following tasks:

A. Scholarship Program Development

1. Gathering Information and Community Input
 - a. Research and review existing scholarship programs from public agencies.
 - b. Organize focus groups to solicit guidance from community and youth organizations on selection criteria, scholarship design and outreach strategies.
 - c. Report on best practices for the scholarship program.

2. Pre-launch Planning, Logistics, Coordination and Project Management Support
 - a. Kick-off planning meeting with Air District staff to discuss scholarship program objectives, goals, eligibility criteria, guidelines, timelines and design.
 - b. Provide a detailed timeline which incorporates all necessary activities and deadlines for the development of the scholarship program.
 - c. As necessary to meet deadlines, work with Air District staff via conference calls, video calls and in person meetings.
 - d. Develop scholarship materials with input from Air District. This includes, but is not limited to:
 - i. Schedule with deadlines from launch of program to payment of funds to recipients.
 - ii. Applicant eligibility and selection criteria, including the consideration of financial need analysis.
 - iii. Application materials, including guidelines/instructions for submission, forms for required applicant information, and essay questions.
 - iv. Correspondence templates for award/rejection letters and any other notices that may be needed.
 - e. Develop an outreach strategy using information gathered from the focus groups to ensure the scholarship program is effectively advertised to attract suitable applicants that fit the developed criteria for selection.

3. Scholarship Management System
 - a. Identify and provide a web-based scholarship management system or platform with the following minimum functionalities:
 - i. Online application process with Air District branding, easy to navigate form, ability to upload files, and save and edit drafts.
 - ii. Ability to manually upload hardcopy submissions.
 - iii. Notification capabilities such as email acknowledgements with application receipts and award notices.
 - iv. Online review process with ability to track scores, make notes, and rank applications.
 - v. Querying and reporting on demand to monitor the progress of application, selection, notification, awarding, and acceptance of scholarship awards.
 - vi. Ability to field questions via the website interface through messaging links (chat and/or email).

B. Scholarship Program Launch

The launch of the scholarship pilot program will be determined by the Air District upon completion of the development of the scholarship program. The Air District will consider available budget, COVID-19 pandemic effects on schools and other factors in its determination. It will be the Air District's sole discretion whether the scholarship program is launched or not.

Bidders shall include a proposal for the launch of the scholarship program. Bidders shall clearly identify tasks that will be completed by the contractor and the tasks to be completed by Air District staff to successfully launch and run the scholarship program. Some of the anticipated responsibilities during the launch phase are identified below.

Air District responsibilities:

- Determine the amount of funding for the scholarship program.
- Conduct outreach about the scholarship program and solicit eligible applications through events, mailing, and online outreach
- Update Air District website with scholarship program updates
- Final verification and approval of applicants for award.

Contractor responsibilities:

- Determine the number of students that can benefit from the scholarship fund.
- Develop a mechanism to track payments to the recipients of the scholarship fund.
- Establish communication lines with college and university admissions and bursar's offices.

C. Final Report to include (but not limited to):

1. Evaluation of the scholarship program from project staff
2. Evaluation of the scholarship program from students (focus groups), if requested
3. Challenges faced in carrying out the scope of work
4. Professional recommendations for improving the scholarship program
5. Key recommendations for successful implementation of the scholarship program as designed.

Additional Recommendations

Bidders may also propose ***additional tasks*** that would enhance the scholarship program, including but not limited to:

1. Coordinating events to conduct marketing and outreach for the program
2. Organizing events to increase student success, including awards reception, semester midway and end of year convenings
3. Facilitating mentorship opportunities with Air District or peer mentorship
4. Development of other value-added services such as counseling, tutoring, socials, leadership retreats, community-building programs, and alumni development

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 Wednesday, December 23, 2020 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 Thursday, November 19, 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 Monday, December 7, 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., Wednesday, December 23, 2020, and must 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 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. If a signature is not present, the proposal will be disqualified and rejected. DocuSign will be permitted.
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 Wednesday, December 23, 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 Scholarship Development Program, including the objectives and scope of work.
- e. Program Schedule (Section III) – Provide projected milestones or benchmarks for successfully 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 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. The fully-burdened hourly rates shall be firm for the initial term of the

contract. 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	Points
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
Approach	Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	30
Cost	Cost or cost effectiveness and resource allocation strategy.	30
References	References of the firm.	5
Firm's Specialty Focus Area	Local business/Green Business**	5
	Total	100

* "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.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)