



August 10, 2021

BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

Request for Proposals# 2021-013

Federal Advocacy Assistance

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SECTION I – SUMMARY

The Bay Area Air Quality Management District (“Air District”) seeks proposals from qualified firms to provide assistance for the Air District’s federal advocacy efforts in Washington, D.C., to include funding opportunities, educating the California delegation about the Air District, and advocacy on regulatory issues of importance. Prospective firm(s) must be registered to lobby the United States House of Representatives and the United States Senate.

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 Monday, August 30, 2021.
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 address 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 measures related to transportation and mobile sources.

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. Federal Advocacy Assistance

The Air District seeks assistance with federal advocacy efforts in the areas of appropriations, transportation, energy and environmental issues to advance the Air District's clean air programs in the San Francisco Bay Area region. Advocacy efforts would include funding for clean air programs such as the Diesel Emissions Reductions Act and other mobile source incentives, Targeted Airshed Grants, 103/105 funding, clean energy initiatives, and wildfire smoke response. In addition to advocacy in the appropriations process, the Air District also seeks assistance to engage the California delegation about other regulatory issues of importance to the San Francisco Bay Area region, as well as educating the delegation about the Air District's leadership in advancing public health-based policies and programs.

Successful advocacy will include understanding the Air District's clean air priorities and needs, acknowledging the political realities in Washington, D.C., and adjusting advocacy activities accordingly. The key to this would be to align the Air District's priorities with the priorities and interests of key members of Congress and the California delegation. Knowledge of Air District programs and needs are important, as well as being able to modify advocacy plans to fit changing federal legislative schedules.

Due to COVID-19 concerns, Air District staff travel to Washington D.C. may be curtailed for a portion of the contract. Proposals should contemplate potential Air District staff travel to participate in advocacy when conditions allow.

SECTION III – SCOPE OF WORK

The selected firm will assist with the Air District's federal advocacy efforts in Washington, D.C. Federal advocacy efforts include, but are not limited to:

1. Work with the Air District to develop and execute a results-oriented federal advocacy and funding agenda;

2. Align Air District priorities with the priorities and interests of key members of Congress;
3. Ensure the entire California Congressional delegation has an understanding of Air District needs and priorities, and develop champions among the Bay Area delegation;
4. Determine the best way to frame Air District actions and proposals to achieve the most promising strategy for the Air District's desired policy and funding goals;
5. Assist Air District in obtaining federal funding to support Air District efforts related to the reduction of, and exposure to ozone, particulate matter, toxic air contaminants, and other emissions;
6. Work with Congress, particularly California delegation, to secure funding for clean technology development and deployment to address mobile source emissions; and
7. Work with Congressional staff to expand and increase funding to the Environmental Protection Agency, United States Department of Energy, and other agencies to support Air District goals and efforts regarding policy and funding.

Proposers must be registered to lobby the United States House of Representatives and United States Senate.

The Air District anticipates the selected firm to provide federal advocacy assistance under a fixed monthly retainer for a twelve-month period.

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 August 30, 2021, 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 Tuesday, August 17, 2021**. 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, August 23, 2021**.
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 Monday, August 30, 2021, 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 finalize their submission 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 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 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 August 30, 2021, 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 **Federal Advocacy Assistance**, including the objectives and scope of work.
- e. Firm Organization (Section III) – Provide a statement of your firm’s background and related experience in providing similar services to governmental organizations, if any. Describe the capabilities of the firm and, in particular, the firm’s experience working on behalf of air quality regulatory agencies, if any. Provide references of other, similar projects including contact name, title, and telephone number for all references listed.
- f. Assigned Personnel (Section IV) – 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.
- g. Retention of Working Papers (Section V) – 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.
- h. Subcontractors (Section VI) – 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.
- i. Conflict of Interest (Section VII) – 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.
- j. Additional Data (Section VIII) – 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 fixed monthly retainer fee for a twelve-month period for advocacy services, as well as any additional costs beyond the retainer.
- 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	Advocacy expertise and personnel assigned to RFP tasks; firm's ability to perform and complete the work in a professional and timely manner. Expertise in providing access to California delegation.	25 pts
Skill	Past experience of the firm and, in particular, experience and knowledge of the team working on projects of similar scope for other governmental agencies, including air quality regulatory agencies.	25 pts
Approach	Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	20 pts
Cost	Cost or cost effectiveness and resource allocation strategy.	20 pts
References	References of the firm.	10 pts
	Total	100 pts

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)