



October 4, 2021

Request for Qualifications# 2021-014

BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

**Community Engagement Support and Facilitation  
Services**

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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 services for general community engagement activities:

1. Stakeholder Group Coordination
2. Stakeholder Outreach and Event Promotion
3. Logistics for Public Meetings and Workshops
4. Neutral Meeting Facilitation
5. Multi-cultural Media and Communications

The Air District seeks to partner with qualified organizations engaged with environmental justice communities, low-income communities and/or communities of color. Organizations who work with individuals with limited-English proficiency (LEP) and 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 encouraged to submit a statement of qualifications.

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 consultants to provide the services sought in this Request for Qualifications (“RFQ”).

The Air District anticipates entering in Master Service Agreements with the selected firms

and issuing Task Orders for specific work. The Air District anticipates the work to commence on January 1, 2022 and continue through June 2024. Contracts may be extended, subject to funding availability and the organization's performance. The Air District may, at its sole discretion, provide a discrete amount of funding up-front to organizations that need it to perform their contractual obligations.

To respond to this RFQ, an interested organization 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, Senior 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, November 19, 2021.  
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 **Wednesday, October 27, 2021 at 10:30 a.m. to 12:00 p.m.** for the purpose of providing an outline of the RFQ requirements and an opportunity for questions and answers. The conference will be hosted as an online Zoom webinar due to the COVID-19 pandemic. Attendance is encouraged, but not mandatory.

**Webinar link:**

<https://us06web.zoom.us/j/84461212121>

## **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. The Executive Officer / Air Pollution Control Officer (APCO) for the Air District is Jack P. Broadbent.

**B. General Air District Community Engagement Activities**

The Air District regularly participates in meetings with community groups and hosts open public forums to inform the community about Air District activities, consult and collaborate on various projects and programs, and to provide the public the opportunity to engage with Air District staff, provide comments, ask questions, and 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 RFQ aims to identify qualified organizations the Air District may contract with to assist with Stakeholder Group formation and management, meeting logistics, multi-cultural media and communications, and facilitation services in support of various programs.

**SECTION III – GENERAL DESCRIPTION OF SERVICES**

**A. Services Needed**

The Air District seeks to provide ample opportunity for low-income residents, limited-English proficient communities, environmental justice communities, and communities of color to participate in the planning and implementation of public engagement processes through open public forums. Selected organizations will assist the Air District with Stakeholder Group formation and management, meeting logistics, multi-cultural media and communications, and facilitation services in support of various Air District programs.

Respondents may choose to provide services for one or more of the service categories listed below and must use the checklist provided in Appendix A, Cover Page to specify the service categories that best align with their area of expertise.

Minimum Qualifications: A minimum of three years of proven experience successfully providing the services outlined in Service Category A, B, and/or C that the organization is seeking to provide services on.

**Service Category A: Open Public Forum Support, Promotion, Coordination, and Facilitation**

Services may include but are not limited to:

- a. Work with Air District and identified partners or community groups to design and run successful virtual, in-person, and hybrid meetings
- b. Provide post meeting recap summaries, recordings and meeting notes as needed, to Air District staff and identified partners and community groups to document meeting outcomes

- c. Work with Air District staff to ensure information is culturally relevant and as needed, provide translation and interpretation services into any of the languages commonly spoken in the Bay Area
- d. Provide virtual, in-person, and hybrid meeting facilitation and logistical support, as needed
- e. Identify and share local stakeholder contacts with Air District
- f. When necessary, develop meeting flyers, translate outreach materials, promote meetings, workshops, events, and program progress, advertise and send targeted invitations, track responses
- g. Provide stipends to participants as needed
- h. Ensure the audiovisual needs of meetings are met
- i. Utilize and operate virtual participation tools to maximize participation
- j. Develop and implement qualitative and quantitative evaluation services for engagement activities

### **Service Category B: Accessible Meeting Logistics**

Services may include but are not limited to:

- a. When necessary and appropriate, identify and secure child watch
- b. When necessary, identify and secure translation and interpretation services into any of the languages commonly spoken in the Bay Area
- c. Provide healthy refreshments for in-person meetings as requested
- d. Provide stipends/grants to participants (individuals and organizations)
- e. When necessary and appropriate, identify and secure Americans with Disabilities Act (ADA) accessible meeting facilities with low to zero facility rental costs - preferably non-government venues that are transit accessible

### **Service Category C: Multi-cultural Media and Communications**

Services may include but are not limited to:

- a. Work with Air District staff and community members to produce videos, as requested
- b. Maintain a social media presence across platforms to promote events and meetings
- c. When necessary, translate communications materials into any of the languages commonly spoken in the Bay Area
- d. Work with Air District staff and community partners to design and promote online community engagement platforms and participatory mapping tools (e.g., Social Pinpoint & Open Gov) to encourage broad engagement of diverse stakeholders

### **Service Category D: Stakeholder Group Coordination**

Minimum qualifications: A minimum of three years proven experience of successfully providing neutral facilitation services for diverse stakeholder groups, such as working groups, steering committees, advisory councils, coordinating committees, etc. Proven success working with Environmental and/or Social Justice groups, multi-stakeholder working groups, and inter-generational work groups. Experience with consensus-based

decision-making and participatory engagement. While not required, applicant should note if they have experience facilitating Brown Act Committees.

Services may include but are not limited to:

- a) Work with Air District staff and key partners to develop Stakeholder Group formation plans for specific projects, policies, programs, or plan development activities.
- b) Assist with the identification, recruitment, and onboarding of Stakeholder Group members
- c) Convene and facilitate virtual, in-person, and hybrid meetings
- d) Work with the Air District and Stakeholder Group to develop goals, guiding principles, meeting norms, and decision-making agreements
- e) Identify meeting and workshop objectives and prepare agendas in collaboration with partners and Air District staff
- f) Provide neutral meeting facilitation that generally keeps meetings and workshops on schedule and on topic that uses a variety of collaborative facilitation strategies
- g) Track and communicate, in coordination with the Air District, progress toward Stakeholder Group goals
- h) Provide meeting and workshop materials in hardcopy and electronically through a secure online file share system, if necessary
- i) Develop and implement a process for continuous communication with Air District and Stakeholder Group
- j) Facilitate qualitative and quantitative evaluation services for meetings
- k) Advertise and send invitations for meetings, track responses and meeting/workshop attendance
- l) When necessary, translate outreach and meeting materials into any of the languages commonly spoken in the Bay Area
- m) Adhere to Brown Act Committee requirements when necessary
- n) Provide stipends/grants to participants (individuals and organizations)

## **SECTION IV – SUBMISSION REQUIREMENTS**

### **A. General**

1. Interested organizations must create an account through the Portal described in 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.
2. All information should be complete, specific, and as concise as possible.
3. Statements of qualifications should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
4. 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.

5. The Air District reserves the right to reject any and all submissions.
6. All questions must be in written form and submitted through the Portal no later than **4:00 p.m. on Wednesday, November 3, 2021**. Organizations 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, November 10, 2021**.
7. The cost for developing the statement of qualifications is the responsibility of the responding organization and shall not be chargeable to the Air District.
8. An organization's selection and the execution of a contract with the Air District 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, November 19, 2021** and should be submitted via the Portal to:

Cynthia Zhang, Senior 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 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 applicant.
4. Submittal – Submit one (1) electronic copy (in Adobe Acrobat PDF file format) to the Portal. Electronic submissions submitted via the Portal will be acknowledged with a confirmation email receipt. Late statement of qualifications will not be accepted. Any correction or re-submission of statement of qualifications 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 applicant.
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 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 statement of qualifications.

**C. Interviews**

1. The Air District, at its option, may interview applicants 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.

**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. Cover Page (Does not count against 5-page limit)
  - a. Use Appendix A, Cover Page to provide the following information:
  - b. Contact Information
    - Address and telephone number of office and the address and phone number of the office that each of the proposed project team members are based out of, if different.
    - Name of representative designated as the contact and email address.
    - Name of project manager, if different from the individual

designated as the contact.

- c. Checklist – Use the checklist to select services the organization is qualified to perform.

## 2. Experience, Structure, Personnel

- a. History – Provide a history of your experience in providing services similar to those sought through this RFQ, including any services provided to governmental organizations. Provide 3-5 references for any similar projects listed, including contact name, title, and telephone number. Describe capabilities in all areas relevant to the services sought through this RFQ.
- b. Category or Categories of Services to be provided – Specify which of the services outlined in **Section III – General Description of Services** the organization is qualified to provide and describe how you meet the minimum qualifications. You may choose to provide services for any of the service categories listed in Section III.
- 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 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. Work Samples (Does not count against 5-page limit) – Samples of up to 5 major projects that the organization has completed in the areas sought through this RFQ. 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. Work samples should include work performed in the Bay Area region and with environmental or social justice organizations.
- h. Additional Information – Provide any other information that the organization wishes the Air District to consider in evaluating the submission.

## 2. Assigned Personnel and Fee Information (Does not count against 5-page limit)

- a. 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, curriculum vitae (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.



b. Fee Information

- i. 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.
- ii. A list of anticipated reimbursable expenses, such as, expenses for presentation materials, translation and interpretation, virtual platforms, supplies, deliveries, B/W and color printouts and copies, faxes, photo scans and travel, copywriting and copyediting services and the rate charged for each.
- iii. Any reduced fees offered to other municipalities, governmental entities, economic development or nonprofit organizations, and civic organizations.
- iv. Any other fees or charges.

## **SECTION VI – QUALIFICATIONS EVALUATION**

A panel of Air District staff and community members will evaluate all statements of qualifications. The panel will recommend the selection of one or more organizations to the Executive 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 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:

- Minimum qualifications are met.
- 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 with comparable organizations and types of services.
- Conformity with applicable Air District policies as noted in this RFQ.
- Proposed fee structure relating to services that would be provided.

The Air District reserves the right to reject any and all statements of qualifications submitted and/or request additional information.

## **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 Master Services Contract link)

**APPENDIX A – COVER PAGE**

**Contact Information**

|   |  |
|---|--|
| <b>Name of Business/Organization</b>  |  |
| <b>Organization Address</b>   |  |
| <b>Project Manager Name</b>   |  |
| <b>Project Manager E-mail</b>   |  |
| <b>Project Manager Phone Number</b>   |  |
| <b>RFQ Designated Contact Information</b><br><i>(If different from Project Manager)</i> |  |

**Service Category Selection**

Respondents may choose to provide services for one or more of the Service Categories listed below.

1. Select/check the Service Category that best aligns with your organization's expertise.
2. Select/check the services that your organization can provide for each selected Service Category.

**Service Category A: Open Public Forum Support, Promotion, Coordination, and Facilitation**

|                          |   |
|--------------------------|---|
| <input type="checkbox"/> | a. Work with Air District and identified partners or community groups to design and run successful virtual, in-person, and hybrid meetings  |
| <input type="checkbox"/> | b. Provide post meeting recap summaries, recordings and meeting notes as needed, to Air District staff and identified partners and community groups to document meeting outcomes                      |
| <input type="checkbox"/> | c. Work with Air District staff to ensure information is culturally relevant and as needed, provide translation and interpretation services into any of the languages commonly spoken in the Bay Area |
| <input type="checkbox"/> | d. Provide virtual, in-person, and hybrid meeting facilitation and logistical support, as needed  |
| <input type="checkbox"/> | e. Identify and share local stakeholder contacts with Air District  |
| <input type="checkbox"/> | f. When necessary, develop meeting flyers, translate outreach materials, promote meetings, workshops, events, and program progress, advertise and send targeted invitations, track responses          |
| <input type="checkbox"/> | g. Provide stipends to participants as needed   |
| <input type="checkbox"/> | h. Ensure the audiovisual needs of meetings are met   |
| <input type="checkbox"/> | i. Utilize and operate virtual participation tools to maximize participation  |
| <input type="checkbox"/> | j. Develop and implement qualitative and quantitative evaluation services for engagement activities   |

**Service Category B: Accessible Meeting Logistics**

|                          |  |
|--------------------------|--|
| <input type="checkbox"/> | a. When necessary and appropriate, identify and secure child watch   |
| <input type="checkbox"/> | b. When necessary, identify and secure translation and interpretation services into any of the languages commonly spoken in the Bay Area   |
| <input type="checkbox"/> | c. Provide healthy refreshments for in-person meetings as requested  |
| <input type="checkbox"/> | d. Provide stipends/grants to participants (individuals and organizations)   |
| <input type="checkbox"/> | e. When necessary and appropriate, identify and secure Americans with Disabilities Act (ADA) accessible meeting facilities with low to zero facility rental costs - prefer non-government venues that are transit accessible |

**Service Category C: Multi-cultural Media and Communications**

|                          |   |
|--------------------------|---|
| <input type="checkbox"/> | a. Work with Air District staff and community members to produce videos, as requested   |
| <input type="checkbox"/> | b. Maintain a social media presence across platforms to promote events and meetings   |
| <input type="checkbox"/> | c. When necessary, translate communications materials into any of the languages commonly spoken in the Bay Area   |
| <input type="checkbox"/> | d. Work with Air District staff and community partners to design and promote online community engagement platforms and participatory mapping tools (e.g., Social Pinpoint & Open Gov) to encourage broad engagement of diverse stakeholders |

**Service Category D: Stakeholder Group Coordination**

|                          |   |
|--------------------------|---|
| <input type="checkbox"/> | a. Work with Air District staff and key partners to develop Stakeholder Group formation plans for specific projects, policies, programs, or plan development activities.  |
| <input type="checkbox"/> | b. Assist with the identification, recruitment, and onboarding of Stakeholder Group members   |
| <input type="checkbox"/> | c. Convene and facilitate virtual, in-person, and hybrid meetings   |
| <input type="checkbox"/> | d. Work with the Air District and Stakeholder Group to develop goals, guiding principles, meeting norms, and decision-making agreements                                   |
| <input type="checkbox"/> | e. Identify meeting and workshop objectives and prepare agendas in collaboration with partners and Air District staff   |
| <input type="checkbox"/> | f. Provide neutral meeting facilitation that generally keeps meetings and workshops on schedule and on topic that uses a variety of collaborative facilitation strategies |
| <input type="checkbox"/> | g. Track and communicate, in coordination with the Air District, progress toward Stakeholder Group goals  |
| <input type="checkbox"/> | h. Provide meeting and workshop materials in hardcopy and electronically through a secure online file share system, if necessary  |
| <input type="checkbox"/> | i. Develop and implement a process for continuous communication with Air District and Stakeholder Group   |
| <input type="checkbox"/> | j. Facilitate qualitative and quantitative evaluation services for meetings   |
| <input type="checkbox"/> | k. Advertise and send invitations for meetings, track responses and meeting/workshop attendance   |
| <input type="checkbox"/> | l. When necessary, translate outreach and meeting materials into any of the languages commonly spoken in the Bay Area   |
| <input type="checkbox"/> | m. Adhere to Brown Act Committee requirements when necessary  |
| <input type="checkbox"/> | n. Provide stipends/grants to participants (individuals and organizations)  |