



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

February 3, 2022

Request for Proposals# 2022-004

**Community Engagement and Facilitation
Services for Spare the Air Resource Teams**

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SECTION I – SUMMARY

The Bay Area Air Quality Management District (“Air District”) seeks proposals from qualified organizations or individuals to assist with the administration, coordination, recruitment, retention, engagement, and facilitation of nine (9) Spare the Air Resource Teams. In particular, the Air District seeks to partner with an organization or individual with proven experience fostering community engagement and partnerships to influence behaviors at the community level; engaging with environmental justice communities, low-income communities, communities with limited English proficiency, and communities of color building and maintaining coalitions of community organizations, residents, local businesses, and local governments to collectively develop and implement collaborative, local environmental protection, and/or air pollution reduction programs; and fostering innovative ideas and collective action among coalition members.

The Air District may select one or more contractors to provide the services sought in this Request for Proposals (“RFP”). Work described in this RFP is anticipated to begin July 1, 2022 and continue through June 30, 2023. The Air District, at its sole discretion, may extend the contract for up to two additional one-year terms based on contractor’s performance.

Work performed under the contract will be funded by the Transportation Fund for Clean Air (“TFCA”) Regional Fund and the awarded bidder(s) will be required to comply with TFCA requirements. Visit the following link for more information on approved projects: https://leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?sectionNum=44241.&nodeTreePath=31.5.9&lawCode=HSC.

To respond to this Request for Proposals (RFP), an interested firm should submit one (1) electronic copy (in Adobe Acrobat PDF file format) of its proposal to the Air District's Procurement Portal ("Portal"):

Michael Chao, 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 Friday, March 18, 2022 ("deadline").

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.**

Pre-Bid Conference:

A virtual pre-bid conference will be held on **Tuesday, February 22, 2022 from 10:30 a.m. to 12:00 p.m.** for the purpose of providing an outline of the RFP requirements and an opportunity for questions and answers. Attendance is encouraged, but not mandatory.

Link: <https://us02web.zoom.us/j/82106134778?pwd=c3dlcVVwWjZlbXdCb1FTNGxZK3ptUT09>

Dial-in Number: 1-669-900-6833

Access Code: 239337

SECTION II – BACKGROUND

A. Air District Overview

The California Legislature created the Air District 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. More recent legislation granted the Air District authority to enact certain transportation and mobile source measures as well as focus on reducing exposure in communities most impacted by air pollution.

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.

The Air District aims to create a healthy breathing environment for every Bay Area resident while protecting and improving public health, air quality, and the global climate. Five core values drive all aspects of the Air District's work and vision for the future: excellence, leadership, collaboration, dedication, and equity.

To that end, the Air District is committed to improving public health outcomes, enhancing economic opportunities, and mitigating environmental injustices in communities historically adversely impacted by air pollution. There is an alarming overlap between communities of color and the areas the Air District has identified as having the greatest health impacts from air pollution in the Bay Area. To aggressively address air quality inequities in the Bay Area, the Air District strives to improve public health, air quality, and the global climate, while utilizing an equity lens when shaping programs, policies, practices and procedures.

B. Spare the Air Resource Team Overview

Motivating the public to make behavioral changes and helping the public understand the public policy choices facing decision makers are key challenges in reducing air pollution and mitigating the impacts of climate change.

In 1991, the Air District launched the Spare the Air Program, a public education campaign using innovative community outreach techniques as well as traditional public relations and advertising to promote clean air. A key component of the community outreach program included locally based "Resource Teams."

The Resource Teams have launched numerous successful projects, and Resource Team members ("Team Members") have learned about the Air District, both as an institution and as an agent for change. Participation on the Resource Teams has led to sustained behavioral change at the worksites of Team Members and in their local communities.

The Air District currently administers nine (9) Spare the Air Resource Teams, listed below:

1. Contra Costa County Spare the Air Resource Team
2. Marin County Spare the Air Resource Team
3. Napa Clean Air Coalition
4. San Francisco County Spare the Air Resource Team
5. San Mateo County Spare the Air Resource Team
6. Santa Clara County Spare the Air Resource Team
7. Sonoma County Spare the Air Resource Team
8. Southern Alameda County Spare the Air Resource Team
9. Tri-Valley Spare the Air Resource Team

The composition of Resource Teams has varied and has included, among others, individuals from local businesses, public agencies, environmental groups, residents, and civic organizations. Traditionally, members of the Air District Board of Directors and/or their staff also participate on Resource Teams. Team Members provide resources – time, expertise, and in-kind support to implement projects to help meet the Air District's mission at the local level. The selected contractor(s) will assist Resource Teams in creating and sustaining their action plans. Air District staff members play a supporting role by attending

Resource Team meetings and providing technical expertise.

The Resource Teams help address the air quality concerns unique to the diverse communities and neighborhoods that make up the Bay Area. The Resource Teams meet regularly to achieve specific goals such as disseminating air quality-related information to residents, providing feedback and input on Air District strategies and programs, and facilitating and implementing projects that will reduce air pollution within the community. The selected contractor(s) will assist Resource Teams to identify and execute projects that promote and/or achieve emissions reductions either locally or throughout the region.

In the Bay Area, many communities experiencing high levels of unhealthy air are also low-income communities of color. Discriminatory land use and transportation policies have often placed these affected communities near significant sources of air pollution. All Bay Area residents have the right to breathe clean air regardless of zip code. In July 2021, the Air District's Community Health, Equity and Justice Board Committee directed staff to focus Spare the Air Resource Teams projects on environmental justice communities in the Bay Area. For this cycle of projects, Resource Teams must demonstrate a positive impact in environmental justice communities and projects should focus on:

1. Partnering with the Air District to improve outreach and accessibility of incentive programs in environmental justice communities; and/or
2. Identifying culturally relevant ways to reduce mobile sources of pollution in environmental justice communities.

The Resource Teams will need to identify the environmental justice communities in their area and demonstrate how their projects will reduce emissions from mobile sources in those communities. This can include designated Assembly Bill ("AB") 617 (C. Garcia 2017) communities and communities awaiting designation (see list below), and projects based in communities with an overall score of 70 to 100 in CalEnviroScreen 4.0, an environmental health screening tool which shows cumulative impacts in California communities by census tract. The Air District recognizes that not every county in the Bay Area includes an AB 617 community or a community with an overall score of 70 to 100 in CalEnviroScreen 4.0 (i.e., Napa County). Team Members in Napa County will work with each other, the selected contractor(s), and other stakeholders to identify environmental justice communities within their county for project implementation.

To view an interactive map of Bay Area communities with an overall CalEnviroScreen score of 70 to 100, please visit the CalEnviroScreen link: <https://arcg.is/1Cu5Sj>.

AB 617 is California legislation that requires local air districts to increase their focus on addressing local air pollution disparities. For more details about AB 617 and the community selection process, please see https://www.baaqmd.gov/~media/files/ab617-community-health/2019_0325_ab617onepager-pdf.pdf?la=en.

Designated AB 617 communities and those awaiting AB 617 designation in the Bay Area include East Oakland, Eastern San Francisco, Pittsburg-Bay Point area, Richmond/North Richmond/San Pablo, San Leandro, San Jose, the Tri-Valley, Vallejo, and West Oakland.

SECTION III – SCOPE OF WORK

The selected contractor(s) will assist the Air District with the administration, coordination, recruitment, retention, engagement, and facilitation of the nine (9) Resource Teams.

A. Objectives

This RFP is specifically designed to establish and maintain a network of community-based Resource Teams to improve air quality of environmental justice communities throughout the Bay Area. Each Resource Team will be expected to develop and implement a yearly action plan to reduce mobile sources of pollution in environmental justice communities in their county that includes activities and approaches from the various levels of the Spectrum of Prevention. The Spectrum of Prevention, as defined by the Prevention Institute, is a framework for comprehensive program planning and implementation. It includes six levels for strategy development. These levels, delineated in the table below, are complementary and when used together produce a synergy that results in greater effectiveness than would be possible by implementing any single or linear initiative.

Spectrum of Prevention:

Level of the Spectrum	Definition of Level
1. Strengthening individual knowledge and skills	Enhancing an individual's ability to change behavior.
2. Promoting community education	Reaching groups of people with information and resources.
3. Educating key community influencers	Informing influential individuals or groups who can transmit skills and knowledge.
4. Fostering coalitions and networks	Bring together groups and individuals for broader goals and greater impact.
5. Changing organizational practices	Adopting organizational policies and shaping agency norms.
6. Influencing policy and legislation	Proposing or promoting new policies, regulations, ordinances, resolutions and/or laws to improve air quality.

The selected contractor(s), with direction from the Air District, will provide professional and impartial facilitation services, ensure open dialogue among Team Members, and track and prepare reports on the Resource Teams' progress in implementing local action plans to reduce mobile sources of pollution in environmental justice communities in their respective counties. This includes the following:

- Plan, convene, and facilitate each Resource Team meeting/conference call;
- Facilitate collaborative development of Resource Team Action Plans;
- Co-create meeting agendas with Team Members for Resource Team meetings or conference calls and ensure that Team Members address all matters on the meeting agenda;
- Engage Team Members and provide opportunities for meaningful input;

- In partnership with the Air District, identify and leverage training and technical assistance (“T/TA”) needs for each Resource Team and leverage resources to fulfill T/TA needs;
- Prepare reports and content for updates to the Air District website;
- Ensure Resource Team action plans are completed in a timely manner and aid in organizing events related to the Resource Team action plans;
- Ensure Resource Teams’ actions and activities are culturally and linguistically appropriate for the diverse Bay Area communities;
- Work to include members from relevant sectors of Resource Team communities (community-based organizations, local jurisdictions, local business, residents, local health departments, etc.) and reflect the cultural diversity of the community they are serving.
- Systematically track and document outreach and engagement activities; e.g., communities reached through in-person and online promotion and email, and how many of those reached participated in Resource Team actions and activities;
- In collaboration with Air District staff, establish metrics for evaluating the success of Resource Team action plans;
- In collaboration with Team Members, manage and track each Resource Team’s minimum budget of \$5,000 per fiscal year;
- Set goals for and document when Resource Team projects are picked up in the media (print, tv, radio, online, social) for each Resource Team including in-language/ethnic media.

B. Work Statement

To achieve the objectives listed in Section III (A), the selected contractor(s) will be responsible for the following tasks. The bidder must describe how each task would be implemented in their proposal.

Task 1: Convene Resource Team Meetings or Conference Calls

The selected contractor(s) will coordinate, develop materials for, and facilitate Resource Team meetings over the course of a year. Meetings may be virtual, in-person, or hybrid meetings and/or conference calls. Each Resource Team will meet at least six (6) times per contract year to develop and implement local air quality action plans. The selected contractor(s) shall work with the Air District to develop agendas, invite and schedule speakers, and develop outreach content to be hosted on the Air District’s website. All in-person or hybrid Resource Team meetings shall be hosted in Bay Area location(s) convenient for Team Members and shall take place at regular intervals. After each meeting, the selected contractor(s) will provide the Air District with a summary of each meeting that can be distributed to Team Members.

Activities for Task 1 include, but are not limited to, the following:

- Recruit and retain a diverse membership for each Resource Team that reflects the cultural diversity of the community they are serving;
- Provide logistical support for meetings, which includes hosting on-line platforms, organizing meeting space and times, ensure language justice needs are met by coordinating translation and interpretation with the Air District as needed, contacting meeting participants and guest speakers, developing meeting

- agendas, distributing documents, coordinating audio-visual equipment and providing refreshments for in-person and hybrid meetings;
- Facilitate and moderate meetings based on agenda approved by the Air District;
- Develop content to be hosted on the Air District website;
- Develop and provide a comprehensive record of each facilitated meeting including, but not limited to, names of all attendees, groups represented, meeting summaries (topic discussion outcomes, issues discussed), and new content for website on an as needed basis;
- Extend invitations, schedule meetings, and confirm speakers; and
- Communicate with Team Members, send event notices, confirm meeting participation, respond to requests for information from Team Members, and provide post-meeting follow-ups.

Task 2: Provide Quarterly Update to the Air District

To ensure seamless dialogue and discussions throughout the year, the selected contractor(s) shall prepare four (4) quarterly reports for the Air District, which will include work completed based on each Resource Team's action plan, outreach and engagement activities, project updates and budget summaries over the course of the quarter. The selected contractor(s) shall meet with the Air District, virtually, by phone or in-person, to review the quarterly report and establish goals or priorities for the following quarter.

Activities for Task 2 include, but are not limited to, the following:

- Provide quarterly overview reports for each Resource Team; and
- Develop and provide a comprehensive record of each facilitated meeting, including new content for website on an as-needed basis.

Task 3: Manage Each Resource Team's Budget and Project Scope

The selected contractor(s) shall manage and track each Resource Team's action plan and budget per fiscal year. Each Resource Team's budget should align with its respective action plan. The selected contractor(s) shall review and discuss budget allocations with Team Members, secure necessary contractors to complete projects, submit contracts and receipts for approval to Air District, track progress toward goals and objectives in action plans, and include a summary of progress and a review of Resource Team budgets in each quarterly review and upon request.

Activities for Task 3 include, but are not limited to, the following:

- Submit collaboratively developed year-long action plans and budgets to Air District by end of the first quarter;
- Maintain accurate spreadsheet of ongoing Resource Team project costs;
- Retain necessary contracts and receipts of work done on behalf of Resource Team projects; and
- Coordinate with the Air District and Resource Teams on success metrics and prepare Resource Team progress and budget summaries to present to the Air District and Team Members upon request and for inclusion in each quarterly report.

C. Timeline

The tentative schedule for the duration of the contract is as follows:

2022-2023 Schedule (Tentative)	Event
July 1	Contract period begins
October	Quarter 1 Summary Report Due
January	Quarter 2 Summary Report Due
April	Quarter 3 Summary Report Due
June	Quarter 4/Final Summary Report Due

Should the Air District exercise its option to extend the contract for additional years, any subsequent contract years after the first year will follow the same tentative schedule.

D. Budget

The maximum amount for this project shall not exceed two hundred fifty thousand dollars (\$250,000) for each fiscal year or contract period (July 1, 2022 - June 30, 2023; July 1, 2023 - June 30, 2024; July 1, 2024 - June 30, 2025). The \$250,000 maximum amount includes a minimum of forty-five thousand (\$45,000) per fiscal/contract year in seed funding for Resource Team projects. The seed funding is divided equally across the nine (9) Resource Teams (a minimum of \$5,000 per fiscal/contract year, per Resource Team). The proposed cost for services rendered by the selected contractor(s) shall not exceed two hundred and five thousand dollars (\$205,000) per fiscal year or contract period.

E. Minimum Qualifications

The selected contractor(s) must have at least three years of experience in the following skills:

- Experience in event organizing and planning;
- Extensive experience in convening and facilitating meetings;
- Experience with developing, implementing and evaluating action plans;
- Experience working with a diverse array of Bay Area stakeholders;
- Experience engaging with environmental justice communities, low-income communities, communities with limited English proficiency and communities of color;
- Objectivity and neutrality as facilitators and moderators;
- Demonstrated understanding of and experience with processes and group dynamics to help Members convene, collaborate, and communicate on ideas;
- Demonstrated abilities and experience in active listening;
- Experience and/or training in collaborative decision-making and problem solving, communication and conflict resolution; and
- Demonstrated abilities to bring a spirit of cooperation, consensus, and bridge-building to the meetings.

Using such skills, the selected contractor(s) shall set a productive tone for each meeting, manage incidents of conflict, ensure participation and contribution to the dialogue by all Team Members, expand options, and facilitate the flow of discussion toward the goal(s)

of each meeting.

SECTION IV – INSTRUCTIONS TO BIDDERS

A. General

1. Interested organizations and individuals must create an account through the Portal described in this RFP to view RFP documents and addenda and 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 deadline. Please check our [Portal](#) for updates prior to the deadline.
6. The Air District reserves the right to reject any and all proposals.
7. The maximum amount for this project shall not exceed two hundred fifty thousand dollars (\$250,000) per fiscal/contract year. This \$250,000 maximum amount includes a minimum of forty-five thousand (\$45,000) per year in seed funding for Resource Team projects.
8. All questions must be in written form and submitted through the Portal no later than **4:00 p.m. on Thursday, March 3, 2022**. All questions will be answered in writing and posted on the [Portal](#) by **6:00 p.m. on Thursday, March 10, 2022**.
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. **Deadline** – All proposals are due no later than **4:00 p.m. Friday, March 18, 2022**, and must be submitted via the Portal:

Michael Chao, 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 deadline to finalize their submissions and to complete the uploading process. Proposals received after the deadline will not be considered.
3. Signature – All proposals should be signed by the bidder or 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 return email. Late proposals will not be accepted. Any correction or re-submission of proposals will not extend the submittal deadline.
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 withdrawn, modified, and resubmitted through the Portal up until the deadline. Proposals may not be modified after the deadline. All proposals shall constitute firm offers valid for ninety (90) days from the deadline.

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 by the bidder 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 or individual, and must be signed by the individual or, if an organization, by the person(s) authorized to represent the organization.
 - b. Contact Information – Provide the following information about the organization or individual:
 - 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 individual or, if an organization, the organization's representative designated as the contact and their 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 the Spare the Air Resource Teams, including the objectives and scope of work. Please include how Team Members with lived experience will be recruited and how environmental justice communities will be identified and benefited by projects.
 - e. Program Schedule (Section III) – Provide projected milestones or benchmarks for completing the project within the total time allowed.
 - f. Background and Related Experience (Section IV) – Provide a statement of the bidder's background and related experience in providing similar services to governmental organizations and in environmental justice communities, low-income communities, communities with limited English proficiency, and/or communities of color. 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 the organization of the team. Provide a statement detailing your approach to the project, specifically addressing the bidder'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 individual and/or 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, 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. Mention any trainings related to community engagement, consensus building, facilitation, equity, and environmental justice. Please also reference 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 you are 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 that may be affected by contractors' work performed 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. In addition, costs should be estimated for each of the components of the Scope of Work.

SECTION VI – PROPOSAL EVALUATION

A panel of Air District staff will evaluate all proposals. The panel will recommend the selection of the contractor(s) 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 must approve the contract(s) 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	Weight
Expertise	Related expertise of the firm and personnel assigned to RFP tasks; bidder’s ability to perform and complete the work in a professional and timely manner.	20%
Skill	Experience of the bidder and, in particular, experience working on projects of similar scope with government agencies, environmental justice communities, low-income communities, communities with limited English proficiency and communities of color.	25%
Approach	The extent to which the proposed approach meets the Air District’s goal of establishing and maintaining a network of community-based Resource Teams to improve air quality in environmental justice communities throughout the Bay Area.	20%
Cost	Cost or cost effectiveness and resource allocation strategy	5%
Outreach	Proposed plan to outreach and recruit Team Members. The outreach plan will be evaluated	20%

	for effectiveness and the ability to reach Team Members with professional and lived experience with environmental justice communities, low-income communities, communities with limited English proficiency and communities of color.	
Firm's Specialty Focus Area	Local business (8%)/Green business (2%)*	10%
	Total	100%

* The Air District gives preferences to local businesses 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.

In the event that two or more proposals receive the same number of points, the more cost-effective proposal shall be given a higher rank.

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)