



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

May 1, 2023

Request for Proposals 2023-022

**Annual Report Design and Production**

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**SECTION I – SUMMARY**

The Bay Area Air Quality Management District (“Air District”) is requesting proposals for the graphic design and production of web-based and print versions of its 2023 Annual Report.

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 received by 4:00 p.m. on Wednesday, May 31, 2023 (“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, local businesses, 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 is the government agency responsible for protecting air quality in the San Francisco Bay Area. The Air District is tasked with regulating stationary sources of air pollution in the nine counties that surround San Francisco Bay: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, southwestern Solano, and southern Sonoma counties. It is governed by a 24-member Board of Directors composed of locally elected officials from each of the nine counties. The Air District's mission is to create a healthy breathing environment for every Bay Area resident, while protecting and improving public health, air quality and the global climate.

The Air District aims to achieve its mission through many strategic goals, including reducing and eliminating health problems caused by air pollution, achieving, and maintaining air quality standards, leading the Bay Area's efforts to fight global climate change, creating high-quality regulatory programs, and applying environmental best practices in all operations. To do so, the Air District regulates air pollution emissions from stationary emission sources such as factories, refineries, and power plants, and from smaller facilities like gas stations and dry cleaners. The Air District ensures that such facilities comply with air pollution laws and regulations, provides incentives to replace older, higher-emitting vehicles and equipment with cleaner alternatives, and gives grants and provides outreach to encourage healthy clean air choices by businesses and consumers. The Air District implements these efforts with an equity focus, aiming to reduce air quality disparities and promote environmental justice by targeting local air pollution in overburdened communities.

### **B. Annual Report Design and Production**

The Air District is requesting proposals for graphic design and production of the Air District's 2023 Annual Report. The proposals are to include a quote for graphic design and production services for both web and print versions of the report, three (3) samples each of print and web-based annual reports designed by the firm, and a timeline for meeting the project deadline of May 15, 2024.

## **SECTION III – SCOPE OF WORK**

The selected firm shall have experience with the following tasks and a proven track record of success implementing brand strategy and messaging platform, and logo refresh.

- A. The Air District prepares an Annual Report publication each year that contains a year-end review of past year projects, highlights of upcoming projects in the coming year, map of the Air District's monitoring network and summary of annual statistics. It also includes an overview by the Executive Officer, description of the types of air pollution the Air District monitors and regulates, various initiatives by the Air District, information about grants and incentive programs, progress made on clean air plans, rules and actions, and a financial summary of the Air District. This document is typically 24 pages in length and may include photographs, maps, charts, graphs and graphics that help tell the Air District story for the preceding year. The publication is technical in nature so strong visual elements are important to best convey the Air

District story. The web-based version additionally includes animation and video elements.

Samples of past annual reports can be viewed at the following web address:  
<http://www.baaqmd.gov/publications/annual-reports>

The Air District's goal is to make the Annual Report accessible not only to the regulated community, but also the general public and local governments and elected officials. The document shall be developed so that it can be presented in hardcopy format as well as a website version accessible on desktop and mobile devices. The Air District strives to have its Annual Report stand out from traditional reports through creative design elements and storytelling. The project requires innovative design that is professional, accessible, and aesthetically pleasing. The services will be provided under contract with the Air District.

The project bid shall include the cost of professional 4-color printing and distribution of approximately three thousand (3,000) hard copies of the final publication.

Artwork and Production:

In addition to the written content, the report may include maps, charts, graphs, tables or other recommended visual displays of information. It may require design of artwork and photo manipulation. The content shall be provided by the Air District and artwork will be produced by the firm.

Photography and video:

Firms will be responsible for providing any stock photographs. Photographs and video unique to the Air District's work shall be provided by the Air District.

Timeline:

The Annual Report shall be completed, printed and delivered to a list of approximately 2,375 individual addresses with additional copies sent to Air District headquarters on or before May 15, 2024. The web-based version, to be hosted on the Air District's website at [www.BAAQMD.gov](http://www.BAAQMD.gov), shall be delivered to the Air District web team at least four (4) weeks in advance of the launch date of May 15, 2024.

Budget:

Firms' proposals for design and production of the Annual Report under this RFP shall not exceed \$87,000.

If interested, please provide the Air District with the following:

1. A quote for design and production services as requested in this RFP.
  2. Three (3) samples of print and three (3) samples of web-based annual reports designed by the firm.
  3. A timeline for meeting the deadline.
- B. **Air District Responsibilities** - The Air District shall provide all written content, original photography, and video files to be used in the Annual Report. The Air District project coordinator will act as liaison between the selected firm and Air District management to streamline feedback and edits to the Annual Report throughout the design and production process.

## SECTION IV – INSTRUCTIONS TO BIDDERS

### A. General

1. Interested firms must create an account through the Portal described in this RFP to view RFP documents and addenda, and to submit questions and proposal 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 the proposal.
3. All information should be complete, specific, and as concise as possible.
4. Proposals should include any additional information that the bidder deems pertinent to the understanding and evaluation of the proposal.
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 the [Portal](#) for updates prior to the deadline.
6. All proposals shall constitute firm offers valid for ninety (90) days from the deadline. Once submitted, proposals may be withdrawn, modified and resubmitted through the Portal up until the deadline.
7. The Air District reserves the right to reject all proposals.
8. All questions must be in written form and submitted through the Portal no later than **4:00 p.m. on Wednesday, May 17, 2023**. Bidders 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, May 24, 2023**.
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., **Wednesday, May 31, 2023**, and must be submitted via the Portal to:

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 complete the uploading process. Bidders will not be allowed to submit documents after the deadline. Proposals received after the deadline will not be considered.

3. Signature – All proposals must be signed by an authorized representative of the bidder.
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 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, 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 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 modified up until the deadline. Proposals may not be modified after 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 and/or a question-and-answer session.
4. Interview teams should be representative of the project team.

## **SECTION V – PROPOSAL FORMAT, CONTENT, AND SUBMITTAL**

### **A. Contents of Proposal**

Submitted proposals should follow the format outlined below and include all requested information. Failure to submit proposals in the required format may result in the proposal being eliminated from evaluation and consideration.

1. Technical Proposal
  - a. Cover Letter (Section I) – Include the name, address, and telephone number of the firm, and signed by the person(s) authorized to represent the firm.
  - b. 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 the **Annual Report Design and Production**, including the objectives and scope of work.
  - e. Experience and Qualifications (Section III) – 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 experience with working with environmental regulatory agencies, if any.
  - f. References (Section IV) - Provide a minimum of three (3) references of other, similar projects including company name or government entity, contact name, title, phone number and e-mail address for all references listed. For each reference, include a description of services provided and dates the services were provided.
  - g. Project Approach and Methodology (Section V) – Provide a detailed description of the approach and methodology to be used to accomplish the scope of work.

- h. Project Schedule (Section VI) – Provide projected milestones or benchmarks for completing the project within the total time allowed.
- i. Project Organization (Section VII) – Describe the proposed management structure, program monitoring procedures, and organization of the proposed team. Provide a statement addressing your firm’s ability and willingness to commit and maintain staffing to successfully conclude the project on the proposed project schedule.
- j. Assigned Personnel (Section VIII) – 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, curriculum vitae, 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.
- k. Retention of Working Papers (Section IX) – 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.
- l. Work Samples – Provide links to three (3) print annual report designs and three (3) annual report website designs that the firm has created. Include the client’s name and the name of a contact person who is able to provide a reference.
- m. Subcontractors (Section X) – 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.
- n. Conflict of Interest (Section XI) – 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.

- o. Additional Data (Section XII) – Provide other essential data that may assist in the evaluation of the proposal.
- p. Self-Certification for Local Business or Green Business (XIII) - If applicable, include a statement self-certifying that your firm qualifies as a local business and/or certified green business. “Local business” means that a firm’s headquarters is located within the nine counties of the Air District’s jurisdiction. A green business must be certified by a government agency or independent private rating organization.

2. Cost Proposal

- a. 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.
- b. Include a list of anticipated reimbursable expenses, such as expenses for travel, presentation materials, supplies, deliveries, black/white and color printouts and copies, faxes, photo scans, copywriting and copyediting services and the rate charged for each.
- c. Any other fees or charges.

**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 VIII.

Proposals will be evaluated on the following criteria:

<b>Criteria</b>	<b>Description</b>	<b>Points</b>
Expertise	Technical expertise, size and structure of the firm and personnel assigned to RFP tasks; firm’s ability to perform and complete the work in a professional and timely manner.*	25
Skill	Past experience of the firm and, in particular, experience of the team working on projects of similar scope for other environmental or governmental agencies.	25
Approach	Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	15



Criteria	Description	Points
Cost	Cost or cost effectiveness and resource allocation strategy.	20
References	Quality and applicability of references.	5
Firm's Specialty Focus Area**	Local business.	5
	Certified green business.	5
<b>Total</b>		<b>100</b>

- \* "Size and structure of firm" refers to the ability of a firm's size to meet the needs of the District. It does not give absolute preference to larger or smaller firms.
- \*\* The Air District gives preferences to local 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. Bidder must include a statement in their proposal self-certifying that the bidder qualifies as a local business and/or certified green business to receive points for this criteria.

If two or more proposals receive the same number of points, the Air District will accept the lower cost offer.

**SECTION VII – RFP SCHEDULE**

MILESTONE	DATE
RFP RELEASE DATE	May 1, 2023
WRITTEN QUESTIONS DUE	May 17, 2023
ANSWERS POSTED ON PORTAL	May 24, 2023
PROPOSAL DEADLINE	May 31, 2023
SELECTION OF FINALIST(S)*	June 15, 2023
COMMENCEMENT OF CONTRACT*	August 1, 2023
PROJECT DEADLINE*	May 15, 2024

\*Dates are tentative and subject to change.

**SECTION VIII – 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)