



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

September 20, 2023

Request for Proposals# 2023-039

Public Records Management System

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SECTION I – SUMMARY

The Bay Area Air Quality Management District (“Air District”) seeks proposals for a public records management (“PRM”) system for responding to California Public Records Act (“CPRA”) requests. The selected firm will provide a PRM system that meets the Air District’s needs and assist the Air District with implementation and post implementation of day-to-day operations. The PRM system must be compatible with Microsoft (MS) Office 365 Suite.

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”):

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 received by
4:00 p.m. Pacific Time (PT) on Friday, October 20, 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. Public Records Management System

The Air District's current PRM system is outdated and no longer meets the Air District's needs. The Air District seeks a new PRM system to aid the Air District in responding to requests under the CPRA, including document collection, review, and release; and communication with requestors.

SECTION III – SCOPE OF WORK

The selected firm will provide a PRM system to aid the Air District in responding to requests under the CPRA, including document collection, review, and release; and communication with requestors. The Air District desires a fully functional PRM system within ninety (90) days after execution of a contract.

PRM System and Implementation Services

1. Provide a PRM system that includes, or can be customized or configured to include, the following features:
 - Public Records Requests tracking and routing
 - Auto-response to requests
 - Dashboards to manage requests

- Activity management
 - Track emails and communications
 - Auditing capabilities
 - Fee tracking
 - Portal for the public
 - CPRA compliant
 - Integration with MS Office 365
2. Design and configure the PRM system to meet Air District needs.
 3. Migrate legacy data to the new PRM system.
 4. Provide training for administrators and end-users, as needed.
 5. Provide post implementation support for day-to-day operations, including technical support.

SECTION IV – INSTRUCTIONS TO PROPOSERS

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 proposer 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 any and all proposals.
8. All questions must be in written form and submitted through the Portal no later than **4:00 p.m. PT on Thursday, October 5, 2023**. Proposers 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. PT on Friday, October 13, 2023**.
9. The cost for developing the proposal is the responsibility of the proposer, 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. PT on Friday, October 20, 2023, and must be submitted via the Portal to:

Cynthia Zhang, Staff Specialist
Bay Area Air Quality Management District
375 Beale Street, Suite 600; San Francisco, CA 94105
Portal link: <https://baaqmd.bonfirehub.com>

2. Uploading large documents may take significant time, depending on the size of the file(s) and internet connection speed. Proposers should plan sufficient time before the deadline to finalize their submissions and complete the uploading process. Proposers will not be able 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 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 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 deadline. Proposals may not be modified after the deadline.

C. Interviews and Demonstrations

1. The Air District, at its option, may request a demonstration of the proposed solution.
2. The Air District, at its option, may interview proposers. The interviews will be for the purpose of clarifying the proposals.
3. Submittal of new proposal material at an interview will not be permitted.
4. 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 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 RFP, 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.

- f. Proposed Solution (Section IV) - Provide a comprehensive overview of the proposed solution and service delivery model. Describe features and capability of the solution in addressing the Air District's needs. Please include screenshots of the solution where appropriate. Describe the technical features and functionality of the solution that are standard features, features that are available for an add-on fee, and customized features that require additional development to meet the Air District's need. Identify any additional proposed features, functions, or capabilities that the Air District should consider to meet the stated purpose.
- g. Implementation Approach and Methodology (Section V) – Provide a detailed description of the implementation approach and methodology:
 - i. Describe your implementation methodology and approach. This includes the tools and techniques that will be used.
 - ii. Describe the roles and responsibilities of both the Air District and the firm's staff during each phase of implementation. In addition, provide an estimated level of effort and skillset required by Air District staff during implementation.
 - iii. Provide a project schedule that includes all tasks, deliverables, milestones, and resources required. The Air District seeks a detailed understanding of the work plan that will be followed to ensure success.
 - iv. Provide a migration methodology and approach for moving existing data (including users, permissions, templates, and documents) to the new PRM system.
 - v. Describe your user acceptance testing methodology and criteria for success. Also, outline the responsibilities of the Air District staff during user acceptance testing.
 - vi. Describe your training strategy/plan that includes current and future employees of the Air District in the use of the PRM system as well as other functions/features that Air District staff will need to use to administer the PRM system.
- h. Project Schedule (Section VI) – Provide projected milestones or benchmarks for deploying a fully functional PRM system within the Air District's desired timeframe.
- i. References (Section VII) - Provide a minimum of three (3) references of PRM system(s) that your firm has implemented in the last two years, 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.
- j. Project Organization (Section VIII) – 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.

- k. Assigned Personnel (Section IX) – 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.
- l. 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.
- m. Retention of Working Papers (Section XI) – 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.
- n. Conflict of Interest (Section XII) – 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 proposers 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 XIII) – Provide other essential data that may assist in the evaluation of the proposal.

2. Cost Proposal

- a. Itemize all applicable costs including, but not limited to annual license and maintenance cost for up to five (5) years, costs for implementation, data migration, technical support; and any other costs as deemed necessary.
- b. If professional services are required, 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.

- c. 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.
- d. 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 VII.

Proposals will be evaluated on the following criteria:

Criteria	Description	Points
Functionality	Ability of the proposed solution to address the needs of the Air District, including technical features and capabilities of the proposed solution.	30
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.*	20
Skill	Past experience of the firm and, in particular, experience of the team working on projects of similar scope for other governmental agencies.	20
Approach	Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	20
Cost	Cost or cost effectiveness and resource allocation strategy.	20
References	Quality and applicability of references.	10
	Total	120

* “Size and structure of firm” refers to the ability of a firm’s size to meet the needs

of the Air District. It does not give absolute preference to larger or smaller firms.

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 Master Services Contract link)