



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

December 27, 2023

Request for Proposals# 2023-040

Fitness Services

SECTION I – SUMMARY 1

SECTION II – BACKGROUND.....2

SECTION III – SCOPE OF WORK3

SECTION IV – INSTRUCTIONS TO PROPOSERS3

SECTION V – PROPOSAL FORMAT, CONTENT, AND SUBMITTAL.....5

SECTION VI – PROPOSAL EVALUATION8

SECTION VII – SAMPLE CONTRACT8

SECTION I – SUMMARY

The Bay Area Air Quality Management District (“Air District”) seeks qualified firms and/or fitness instructors (collectively referred to as “contractor”) to provide in-person and virtual group fitness classes to Air District employees. Group fitness classes may include, but are not limited to, cardio, boot camp, yoga, strength training, and high intensity interval training (“HIIT”). Contractor’s fitness instructors shall possess all licenses and professional credentials necessary to perform the services specified in this Request for Proposals (“RFP”).

The Air District anticipates the contract(s) to begin March 2024 for a one-year term. The Air District, at its sole discretion, may extend the contract(s) for an additional two one-year terms based on the contractor’s performance. The Air District anticipates selecting one (1) or more contractors to provide the services outlined in this RFP.

To respond to this Request for Proposals (“RFP”), an interested proposer must 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 Wednesday, January 31, 2024 (“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. Fitness Services

The Air District offers fitness classes to Air District employees in an effort to promote healthy behaviors, to support mental and physical health, and to reduce stress. In-person fitness classes are held at the Air District's headquarters in San Francisco and virtual fitness classes are held through Zoom. Fitness classes are typically held during lunch hour or after-work hours. Participation in fitness classes is optional, and class sizes have typically ranged from 5-25 participants per class.

SECTION III – SCOPE OF WORK

Qualifications

Contractor shall regularly and continuously be engaged in the business of providing worksite fitness classes, leading fitness activities, and providing fitness education for an organization of similar size to that of the Air District.

Certifications and Licenses

1. Contractor shall provide certified fitness instructors to teach a variety of classes to improve the overall fitness of Air District employees.
 - a. Instructors shall be certified and/or licensed by a recognized professional organization in the fitness industry (i.e. American Council on Exercise (ACE), National Strength and Conditioning Association (NSCA), National Academy of Sports Medicine (NASM), American College of Sports Medicine (ACSM))
 - b. Instructors shall possess valid certification in First Aid and Cardiopulmonary Resuscitation (CPR).

Fitness Classes

1. Contractor shall develop, provide, and facilitate group fitness classes. Fitness classes shall include, but not be limited to cardio, boot camp, strength training, yoga, and HIIT. Fitness classes shall be:
 - a. Held one (1) or two (2) times a week, in-person or virtually, on a schedule to be determined by the Air District.
 - b. Forty (40) minutes to one (1) hour in length for up to thirty (30) participants per class.
 - c. Suitable for all fitness levels and consistently demonstrate beginner and low-impact versions as well as more advanced levels of exercises, movements, and routines. New movements should be incorporated into routines in a systematic, step-by-step process.
2. Contractor shall be self-motivated, positive, have excellent communication skills and be able to encourage and motivate participants.
3. Contractor shall have sufficient knowledge, skills and abilities to demonstrate proper technique, correct positions and how to prevent injury.
4. Contractor shall evaluate participants' abilities, needs, and physical conditions, and develop suitable or modified training programs to meet special requirements.
5. Contractor shall arrive for class dressed, clean, neat and ready to conduct the scheduled class.
6. Contractor shall provide its own equipment which includes but is not limited to music and sound equipment for all classes.

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 Tuesday, January 9, 2024**. 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, January 19, 2024**.
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, Wednesday, January 31, 2024, 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 proposer.

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, 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 any 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

1. The Air District, at its option, may interview proposers. The interviews will be for the purpose of clarifying the proposals.
2. Submittal of new proposal material at an interview will not be permitted.
3. Interviews may involve a presentation and/or a question-and-answer session.

SECTION V – PROPOSAL FORMAT, CONTENT, AND SUBMITTAL

A. Contents of Proposal

Submitted proposals 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 Fitness Services, 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 worksite fitness classes, leading fitness activities, and providing fitness education to governmental organizations, if any.
- f. Project Approach and Methodology (Section IV) – Provide a detailed description of the approach and methodology to be used to accomplish the scope of work. Describe the classes or fitness services that your firm can provide.
- g. References (Section V) - 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.
- h. Project Organization (Section VI) – 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 provide services to the Air District.
- i. Assigned Personnel (Section VII) – 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 provide the requested services.
 - Provide a statement of education, credentials, training programs provided to, or required of, the staff identified and assigned to the Air District. Make particular mention of with reference to experience dealing with governmental agencies, procedures, and environmental regulations.
- j. Retention of Working Papers (Section VIII) – 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.
- k. Subcontractors (Section IX) – 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.
- l. Conflict of Interest (Section X) – Address possible conflicts of interest with other clients affected by actions performed by your 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.
- m. Additional Data (Section XI) – Provide other essential data that may assist in the evaluation of the proposal.
2. Cost Proposal
- a. List the total cost for each fitness class or fitness service that your firm can provide. Include the duration of the class, maximum number of participants per class, and any other relevant information.
 - b. 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, if applicable.
 - 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.

- 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 VII.

Proposals will be evaluated on the following criteria:

Criteria	Description	Points
Qualifications	Qualifications of the firm and personnel assigned to RFP tasks; firm's ability to perform and provide the services in a professional and timely manner.	25
Experience	Relevant experience of the firm and, in particular, experience of the team providing services of similar scope for other governmental agencies.	25
Approach	Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	25
Cost	Cost effectiveness and resource allocation strategy.	20
References	Quality and applicability of references.	5
	Total	100

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

SECTION VII – SAMPLE CONTRACT

A sample contract to carry out the work described in this RFP is available on the Air District's website at <http://www.baaqmd.gov/about-the-air-district/request-for-proposals-rfp-rfq/samples-previous>. (Click the + to the left of Sample Contracts, and then click on the Professional Services Contract link)