



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

Updated: January 10, 2024

Request for Proposals# 2023-046

**Bay Area Vehicle Buy Back Program
Direct Mail Services**

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SECTION I – SUMMARY

This Request for Proposals (“RFP”) solicits proposals from companies that would, under contract with the Bay Area Air Quality Management District (“Air District”), provide direct mail services to distribute notices for the Air District’s Vehicle Buy Back (“VBB”) Program. The Air District’s VBB Program seeks to encourage the voluntary scrapping of eligible model year 1998 and older light-duty motor vehicles and motorcycles of all model years because of their higher emission rates of air pollutants that lead to the formation of smog.

The selected contractor is anticipated to begin the work described in this RFP as soon as July 1, 2024 for a one (1) year term. The Air District, at its sole discretion, may extend the contract for up to two (2) additional one-year terms based on selected company’s performance.

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

Portal link: <https://baaqmd.bonfirehub.com>

Proposals must be received by 4:00 p.m., Pacific Time, on Tuesday, February 6, 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 Bay Area Air Quality Management 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. Air District's Vehicle Buy Back Program

Research shows that motor vehicles are responsible for a large share of urban air pollution. Consequently, many smog control efforts concentrate on reducing emissions from motor vehicles.

The VBB Program is a voluntary vehicle retirement and scrapping program that takes older, higher-polluting vehicles off Bay Area roads. Since beginning operation in 1996, the Air District's VBB program has retired over 90,000 vehicles and reduced over 5,000 tons of reactive organic gas (ROG), over 4,300 tons of nitrogen oxide (NOx), and over 39 tons of particulate matter (PM). Currently, the VBB program offers financial incentives to vehicle owners to scrap their operable, registered 1998 or older motor vehicles.

For the new contract beginning July 1, 2024, the Air District will be looking to make updates to the VBB program. For example, these could include changing the financial incentive amount available to vehicle owners, providing a higher financial incentive to vehicles that

are registered in Priority Communities¹, changing the eligible model year, and expanding the program to include the purchase and scrapping of motorcycles of any model year.

To advertise the program, the Air District seeks direct mail services to inform potentially eligible vehicle owners about the VBB program. The Air District uses the California Department of Motor Vehicles' (DMV) database to contact, by mail, the owners of older light-duty vehicles and all motorcycles that may be eligible for the program. Mailings are conducted every two weeks with potentially eligible vehicle owners receiving notice of the program approximately three months prior to the expiration of their DMV registration.

SECTION III – SCOPE OF WORK

The selected bidder (“Contractor”) will conduct a direct mail campaign in compliance with the following requirements and procedures:

A. Data Management:

1. Contractor shall securely receive the data from the Air District and shall limit the number of staff working directly with this data to the minimum.
2. Contractor shall maintain the security and integrity of the information received. This includes, but is not limited to, the following:
 - a. Not leaving access terminals and modems unattended while in active session, unless these devices are secured by a locking device that prevents entry or receipt of information or are placed in a locked room that is not accessible to unauthorized persons.
 - b. Not selling, retaining, distributing, providing, or transferring any record information or portion of the record information acquired, except as authorized by the Air District.
3. Contractor shall suppress or otherwise modify the database to eliminate mailings to vehicle owners with 1970 and older model year vehicles and up to 150 individuals that have either requested to be removed from the mailing list or previously participated in the VBB program. The Air District shall provide Contractor with a Microsoft Excel spreadsheet of the names and addresses of these individuals. The Air District shall also provide to Contractor, on a monthly basis, additions to this list. Monthly name suppression is estimated to be approximately 10 names.
4. Contractor shall send the database to the National Change of Addresses every six months to update the database. Address changes that are no longer in the Air District’s jurisdiction will be added to the suppress mail list.

¹ Priority Communities are defined as communities that have been identified through the AB617 process (i.e., West Oakland and East Oakland in Alameda County, Richmond/San Pablo in Contra Costa County, and Bayview-Hunters Point in San Francisco), SB535 Disadvantaged Communities (DAC), and AB1550 Low-Income Communities (LIC). DAC and LIC can be found on the California Climate Investments Priority Populations 2023 map, which was last updated in June 2023: <https://webmaps.arb.ca.gov/PriorityPopulations/>.

5. Contractor shall destroy all information received from the Air District's files once its legitimate use has ended. The method of destruction must be effective for the type of record requested and done in a manner so that the record cannot be reproduced or identified in any physical or electronic form.

B. Mailings:

1. The Air District shall provide Contractor with twenty-four (24) mail drop dates at approximately two-week intervals to coincide with the vehicle owner's receipt of registration renewal notices from the DMV. The Air District shall provide Contractor, using the DMV database, the date range of addresses of vehicle owners in the Bay Area to receive letters on the specific mail drop dates.
2. Contractor shall print the Air District's letterhead, which consists of the Air District logo and contact information, on 20-pound, 8.5" x 11", white, recycled paper. The recycled paper shall contain at least 30% post-consumer material. The text of the letter will be black and printed on one side. The Air District's logo shall be **grayscale**. The Air District shall provide logo artwork in electronic format (jpeg). A sample sheet of the notice/letterhead is attached as Attachment A, **updated January 10, 2024**.
3. Contractor shall print the Air District's return address and logo on #10 standard left window envelope, 24-pound, white recycled stock. The Air District's logo shall be in **either black or grayscale, whichever is more economical**. The recycled envelope paper shall contain at least 30% post-consumer material. The Air District shall provide logo artwork in electronic format (e.g., jpeg). A sample of the envelope is attached as Attachment B.
4. Contractor shall merge text of one-page letter with addresses of vehicle owners and vehicle model year from the DMV database provided by the Air District. The Air District shall provide the text of the letter.
5. Contractor shall fold letters to fit window envelopes and insert a one-page letter into each envelope.
6. Contractor shall seal each envelope, provide postage (standard mail bulk rate), and deliver to the United States Post Office for mailing on the specified drop dates provided by the Air District.

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 any and all proposals.
8. [Reserved]
9. All questions must be in written form and submitted through the Portal no later than **4:00 p.m., Pacific Time on Friday, January 19th, 2024**. 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., Pacific Time, on Monday, January 29, 2024**.
10. 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., Pacific Time, on Tuesday February 6, 2024**, and must be submitted via the Portal to:

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 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 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 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 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 to providing direct mail services for the Air District, 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 exposure with working with environmental regulations, 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. In addition, the proposal must contain the following:
- i. A description/plan of the procedures to be followed to securely receive data from the Air District and to limit the number of staff working on this data to the minimum.
 - ii. A description/plan of the procedures to be followed to maintain the security and integrity of the information received.
 - iii. A description/plan of the procedures to be followed to destroy all information received from the Air District.
- 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. 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. 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.
- n. Additional Data (Section XII) – Provide other essential data that may assist in the evaluation of the proposal.
- o. 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. 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 – Using the **bid tables** provided below, proposals must establish the cost for data management **and** letter and envelope production (**which includes folding, inserting, and delivering to USPS**) for (a) **0-1,000** pieces of mail, (b) **1,001-5,000** pieces of mail, (c) **5,001-10,000**, (d) **10,001-15,000**, and (e) **15,001 and more** pieces of mail. For each of the **five** quantities of mail,

provide a detailed description of what the data management cost will entail. Provide a detailed description of what the letter and envelope production cost will entail. If the **cost** per piece is dependent upon the number of pieces mailed in each mailing, this should be stated clearly in the **cost** per piece section. All submittals should include a second quote for producing the envelope and letter printing on 100% post-consumer recycled paper (in addition to the quote for 30% post-consumer recycled paper as described in Section III.B). **Bidders** may, optionally, include a third quote for a more economical but similar and comparable solution (e.g., different weight paper). If providing a third quote, describe the approach and how it differs from what is described in the Scope of Work (Section III).

Standard mail bulk rate postage cost will be billed to the Air District at the actual rate charged by the United States Postal Service (USPS) and therefore bidders do not need to provide bids for this cost. The Air District can also provide advanced payment to the Contractor for the postage costs, if requested.

Data Management Bid Table

	Cost per Mail Drop [A]	Total [A] x 24
Year 1 7/1/24 – 6/30/25	\$ / Mail Drop	\$
Year 2 7/1/25 – 6/30/26	\$ / Mail Drop	\$
Year 3 7/1/26 – 6/30/27	\$ / Mail Drop	\$

Bulk Letter and Envelope Production Bid Table (30% post-consumer recycled paper)

	Pieces of Mail per Mail Drop				
	0-1,000	1,001-5,000	5,001-10,000	10,001-15,000	≥ 15,001
Year 1 7/1/24 – 6/30/25	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece
Year 2 7/1/25 – 6/30/26	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece
Year 3 7/1/26 – 6/30/27	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece

Bulk Letter and Envelope Production Bid Table (100% post-consumer recycled paper)

	Pieces of Mail per Mail Drop				
	0-1,000	1,001-5,000	5,001-10,000	10,001-15,000	≥ 15,001
Year 1 7/1/24 – 6/30/25	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece
Year 2 7/1/25 – 6/30/26	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece
Year 3 7/1/26 – 6/30/27	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece

Bulk Letter and Envelope Production Bid Table (optional; more economical)

	Pieces of Mail per Mail Drop				
	0-1,000	1,001-5,000	5,001-10,000	10,001-15,000	≥ 15,001
Year 1 7/1/24 – 6/30/25	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece
Year 2 7/1/25 – 6/30/26	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece
Year 3 7/1/26 – 6/30/27	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece	\$ / Piece

- c. The Cost Proposal does not need to be a separate, sealed document.

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:

Criteria	Description	Points
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.*	30
Skill	Past experience of the firm and, in particular, experience of the team working on projects of similar scope for other governmental agencies. References of the firm.	10
Approach	Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	10
Cost	Cost or cost effectiveness and resource allocation strategy.	40
Firm’s Specialty Focus Area**	Local business.	5
	Certified green business.	5
	Total	100

- * “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	December 8, 2023
WRITTEN QUESTIONS DUE	January 19, 2024
ANSWERS POSTED ON PORTAL	January 29, 2024
PROPOSAL DEADLINE	February 6, 2024
SELECTION OF FINALIST(S)*	March 20, 2024
COMMENCEMENT OF CONTRACT*	July 1, 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)

SECTION IX- ATTACHMENTS

- ATTACHMENT A- Sample Notice/Letterhead, updated January 10, 2024
- ATTACHMENT B- Sample Envelope

Attachment A - Sample Notice/Letterhead (updated January 10, 2024)



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

(Mail Drop Date)

(Name)
(Street Address)
(City, State Zip Code)
(Mail Bar Code)

Dear Vehicle Owner:

The registration on your model year 19(Vintage) vehicle is expiring soon. You can receive **\$1,200** for your vehicle from the Bay Area Air Quality Management District (Air District) and help reduce air pollution.

This program is completely voluntary. If you no longer own this vehicle or your vehicle is considered classic or otherwise valuable to you, please disregard this letter.

To qualify:

The vehicle must:

- Be currently registered as operable and be in operating condition
- Registered and Operable with proof of registration in the Bay Area for the past 24 consecutive months
- Take and pass a Smog Check if within 60 days of a required Smog Check

Other requirements apply, visit www.baaqmd.gov/vbb for more details.

To participate:

Call an approved auto dismantler, who will determine if your vehicle qualifies.

Dismantler	Dismantler #1	Dismantler #2
Phone #	Phone #1	Phone #2
Locations	E. Palo Alto, Pittsburg, Richmond, San Francisco, San Leandro, Santa Clara, San Jose, Santa Rosa	Fairfield, Newark, Oakland, Richmond, Windsor, San Jose

If your vehicle meets all the program requirements, the dismantler will buy and scrap your vehicle and provide you a check for \$1,200 for your vehicle.

The Air District is a government agency that aims to create a healthy breathing environment for every Bay Area resident while protecting and improving public health, air quality, and the global climate.





Sincerely,

Vehicle Buy Back Program
Bay Area Air Quality Management District

* Para más información en español sobre nuestro programa de retiro del vehículo, visite: www.baaqmd.gov/vbb-es

* Clean Cars for All offers grants up to \$9,500 for low-income households in qualifying communities to get a new or used hybrid, plug-in, or battery electric vehicle or alternative transportation options. www.baaqmd.gov/cleancarsforall

375 Beale Street, Suite 600 • San Francisco, California 94105 • 415.771.6000 • www.BAAQMD.gov

Connect with the
Bay Area Air District:    

Attachment B - Sample Envelope



BAY AREA AIR QUALITY MANAGEMENT DISTRICT
375 BEALE ST, STE 600
SAN FRANCISCO, CALIFORNIA 94105