



BAY AREA
 AIR QUALITY
 MANAGEMENT
 DISTRICT

March 18, 2025

Request for Proposals# 2025-005

Implementation of the Bay Air Center

SECTION I – SUMMARY 1
SECTION II – BACKGROUND 2
SECTION III – SCOPE OF WORK..... 5
SECTION IV – INSTRUCTIONS TO BIDDERS..... 8
SECTION V – PROPOSAL FORMAT, CONTENT, AND SUBMITTAL 11
SECTION VI – PROPOSAL EVALUATION 13
SECTION VII – RFP SCHEDULE 15
SECTION VIII – SAMPLE CONTRACT 15

SECTION I – SUMMARY

The Bay Area Air Quality Management District (“Air District”) seeks proposals from qualified firms to implement all aspects of the Bay Air Center program (“program”) as scoped by the Air District’s Meteorology and Measurements Division (“Division”). The program was developed to be responsive to evolving technical support needs of Bay Area communities. The program provides technical guidance, resources, and training to Bay Area community members and organizations, free of charge, to support their efforts to understand and improve air quality.

The selected firm will implement the program at the direction of the Division. Main components of the program include:

- Maintaining administrative program infrastructure and tracking systems,
- Providing technical support to external clients,
- Maintaining the program’s website,
- Maintaining the program’s portable monitoring equipment for sensor network quality assurance,
- Updating and managing region-wide air sensor datasets,
- Conduct data analyses projects consistent with the program’s objectives, and
- Development and implementation of a new community-partnered particulate

monitoring program to better characterize impacts in communities near refineries during unplanned incidents.

The Air District anticipates a contract to begin approximately on July 1, 2025 and continue for a period of up to five (5) years. At its sole discretion, the Air District will determine the initial term of the contract and any extensions (if applicable).

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. Pacific Time (“PT”), on Tuesday, April 22, 2025 (“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 mission is to improve air quality to protect public health, reduce historical and current environmental inequities, and mitigate climate change and its impacts.

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. Implementation of the Bay Air Center

The Division supports Air District goals by collecting, reviewing, analyzing, and interpreting air monitoring data using a wide range of technologies and approaches that are designed to provide data for different purposes. The Division also designs and implements community-scale air monitoring projects, tracks long-term air quality trends, assesses local-scale air quality impacts, and provides technical support to community partners, other agencies, and the public on air monitoring and data analysis and interpretation. A rise in the availability of consumer-grade air quality sensors, increased community-led air quality data collection, and a growing interest in local air quality issues and air quality data has resulted in a dramatic increase in the number of requests the Air District receives for technical support, training, and guidance around air monitoring, sensors, air quality data, and foundational air quality topics.

Given this, one objective of the program is to provide multi-faceted technical support services to a range of clients including community-based organizations with Environmental Protection Agency, California Air Resources Board, or Air District grants, partners on Assembly Bill ("AB") 617 ("Garcia, C., Chapter 136, Statutes of 2017") community emission reduction work, community-based organizations, organizations or individuals working with overburdened communities, local government agencies, schools, or members of the general public.

Specifically, the program provides technical support on general air quality information, air monitoring project design, including network design, sensor placement, sensor data quality assurance and quality control or sensor verification. Technical support also may include reviewing data, performing data analysis, providing guidance on interpretation and connecting data to suggested actions. The type of technical support is intended to be dynamic and tailored to community-specific needs and is designed to accommodate a variety of requests on different areas of interest. Conducting technical support may require a variety of approaches including the development of educational resources, educational outreach, providing forums for community questions, topic-specific training, workshops, or on-hands support with air monitoring technologies in the field.

This support can be provided as a menu-based choice of activities, or as holistic end-to-end project support as requested by the community air quality or air monitoring project leads. Requests may only require one-time support with limited resources, while others may require multiple coordination or support sessions and the development of a project specific scope of work.

Separate from and in addition to the aforementioned support for community-based organizations, another objective of the program is to support implementation of the new refinery community particulate monitoring program. This community-partnered program to sample particulate matter in the communities surrounding the Bay Area's five refineries is an initial step in improving air monitoring during unplanned incidents at industrial facilities. This program aims to better characterize impacts in communities near facilities during unplanned incidents and is comprised of two parts. The first part is

a core network of Air District-maintained deposition monitoring locations, which will allow for laboratory analysis of the collected particles following incidents to provide information about potential impacts on air quality. The second part funds and supports the implementation of protocols for community-conducted particle sampling and laboratory analysis of additional samples near an incident. Both air monitoring efforts will be designed and implemented in partnership with a community workgroup. The selected firm(s) will aid in the development and operation of this program, including: convening and engaging with the community workgroup, facilitating workgroup meetings, reviewing options for particulate monitoring equipment and laboratory analyses for the core monitoring network and the community-conducted sampling, identifying monitoring locations and deploying monitoring equipment, maintaining monitoring locations and equipment, collecting samples for the core network, establishing sampling and analysis protocols for the core sampling network and community sampling, creating and maintaining quality assurance project plans for the core monitoring network and community sampling, training community members to collect samples, analyzing and providing context for the laboratory data, communicating results to the Air District and the community workgroup, and assisting with other program logistics.

The ideal firm will have and can demonstrate the following qualifications:

1. Expertise in and knowledge of general air quality management frameworks used by federal, state, and local agencies to reduce emissions of and exposure to air pollution through monitoring, rulemaking, permitting, incentives, compliance and enforcement, and awareness.
2. Expertise in the collection, analysis, and interpretation of air quality monitoring data.
3. Expertise in community engagement, environmental justice principles, and maintaining relationships with overburdened communities in the Bay Area
4. Experience deploying and maintaining air quality monitoring equipment.
5. Experience developing and implementing quality assurance and quality control practices.
6. Experience working with community-led organizations in the Bay Area on technical air monitoring projects including:
 - a) Designing and implementing community-focused air monitoring
 - b) Quality assurance and control practices for air monitoring
 - c) In-field operation and troubleshooting of air monitoring technologies
 - d) Maintaining, calibrating, verifying, and deploying different air monitoring technologies
 - e) Air monitoring data validation and analysis
7. Experience communicating complex air quality technical topics to various audiences
8. Experience developing and delivering training on air pollution and its health impacts.
9. Experience coordinating, facilitating, tracking, and budgeting for multiple complex projects at the same time including:
 - a) Providing neutral facilitation of meetings with community partners, workshops, or trainings,
 - b) Community-focused communication,
 - c) Translation of written materials,
 - d) Live translation during community meetings or workshops, and
 - e) Handling of sensitive information.

10. Expertise in website maintenance and compliance with accessibility requirements.

SECTION III – SCOPE OF WORK

The selected firm will implement the program described in this RFP at the direction of the Division. In addition to the tasks described below, bidders should propose any additional tasks beyond those listed that they believe would be needed or would be critical to the success of the program. The Air District anticipates that work on this program will include, but may not be limited to, the following tasks:

Task 1: General program planning, implementation, budgeting, and tracking to ensure all activities meet program objectives and remain on-budget.

1. Perform general program management activities including, but not limited to, facilitating internal and external meetings, developing project plans and budgets, scheduling and attending meetings, drafting agendas, providing videoconferencing services, notetaking, and recording action items.
2. Maintain a centralized database for tracking project-specific budgets, and current spend-down.
3. Maintain a centralized database for tracking project-specific action items, tasks, and deliverables.
4. Maintain centralized document storage software and update with most recent agendas, action items, project scope-of-work and budget estimates, or other program or project-specific documents.
5. Provide monthly invoices with project-specific completed tasks and associated costs and expenses.

Task 2: Develop and maintain a program website to reflect current activities, news, available resources, and other information.

1. Perform general administrative maintenance for program website (<https://bayaircenter.org/>) to ensure that the program website functions appropriately including, but not limited to, ensuring security of the website, and the website is available to the public at all times.
2. Develop and update content for the program website; including but not limited to text, photos, resources, figures, and new features or sub-pages.
3. Ensure updates to the program website and regular maintenance are performed in a timely manner.
4. Ensure the program website and all materials posted to it are maintained in accordance with applicable state and federal requirements and Air District policies regarding language access and accessibility for individuals with disabilities; including Section 508 and WCAG 2 Level AA.

Task 3: Provide technical support to approved clients that is technically and scientifically sound and is tailored to be effective and responsive to project-specific needs which may include but are not limited to the development of training or educational materials, assistance with project scoping, deploying and maintaining air sensor networks, assistance with quality assurance project plans, or data analysis and interpretation of existing or community-collected datasets.

1. Develop a detailed scope of work for each technical support project that includes individual project tasks, deliverables, timeline, and budget for completion to be approved by the Division prior to the initiation of project specific tasks. Projects

- that require a scope of work will generally include, but not limited to end-to-end project support, project advisory roles, and educational or technical training. These technical support projects will require execution of the approved scope-of-work and may include project specific coordination with external partners, facilitation of meetings, notetaking and documentation of decision making, project task tracking, development of resources, training materials, summary reports, data analyses, or creation of other project-specific deliverables.
2. Respond to one-time, short-duration requests for educational or technical guidance. This type of service may also include connecting requestors with existing external or program resources, including providing contact information to relevant local government agencies, federal government agencies, local community-based organizations, or other organizations or agencies that may have additional relevant expertise or information on the substance of the request. While a scope of work will not be required for this type of service, requests should be appropriately tracked, summarized, and documented.
 3. Technical support projects or one-time, short-duration requestors can include, but are not limited to community-based organizations, organizations or individuals working with overburdened communities, local government organizations, schools, or members of the general public.
 4. Topics or areas of expertise for technical support projects or responses to one-time, short-duration requests can include, but are not limited to air pollution foundations including; air pollutants and their effects on health, air pollutant emissions, fate and transport of air pollution, meteorology, air monitoring technologies; including air sensors, air monitoring and sensor project design including quality assurance documentation, deployment of air monitoring technologies, maintenance, repair and troubleshooting of air sensors, data processing, review and validation, data analysis techniques, data analysis software and programming, data interpretation for various uses, the regulatory framework for air quality management, and common actions to reduce exposure to air pollution, reduce emissions, and pathways for local-scale community advocacy for improved air quality.
 5. Convene single or multiple-day community workshops for community-based organizations that are conducting air monitoring or implementing other air quality projects. The workshops may be designed around topics or areas of expertise listed in #4 above and require management of planning activities. Activities include but are not limited to developing workshop project plans, scheduling, managing notifications, outreach to interested parties, attending meetings, drafting agendas, training materials or other resources, providing videoconferencing services, notetaking, and recording action items.
 6. Provide technical support for community-based organizations that are applying for grant funds to perform air monitoring or implement other air quality projects. Grant application support may include review of grant proposals, general project scoping, selection of air monitoring technologies to meet project objectives, technical writing, or budgeting.
 7. Develop training materials, tools, or other resources that are responsive and applicable to general community needs throughout the Bay Area that address topics or areas of expertise listed in #4 above.

Task 4: Analysis of air monitoring data and development of related materials needed to effectively communicate findings or availability of different project-specific datasets.

1. Perform air monitoring data analysis projects utilizing available sources of data within the Air District's jurisdiction.
2. Develop materials, resources, or tools to advance access to monitoring information across communities in the Bay Area and the Division's use of publicly available sensor data to assess air quality on a local scale throughout the region.
3. In coordination with the Division, for each air monitoring data analysis project, develop a detailed scope of work for the project that includes the data sources utilized, analyses deliverables, description of raw or processed data, timeline, and budget for completion.
4. Types of projects could include, but not limited to compiling publicly available data across the region, data analyses and reporting, templates for designing or conducting monitoring studies, and/or resources to visualize and interpret various datasets to answer specific questions.

Task 5: Maintain sensor verification system (“system”) that enables the program to provide responsive deployment in the field to support community-led air monitoring project quality assurance efforts.

1. Ensure quality assurance documentation, including Quality Assurance Project Plans and Standard Operating Procedures for the system are up-to-date including completing any necessary changes and/or revisions on a regular basis.
2. Ensure the system is in working order and ready for field deployment upon request from the Division.
3. Perform routine maintenance and repairs to system instrumentation.
4. Perform regularly scheduled verification of system instrumentation against National Institute of Standards and Technology traceable standards, where applicable.
5. Make modifications, upgrades, or replacement of system instrumentation in coordination with the Division.
6. Deploy the system in the field for additional testing and evaluation in coordination with the Division.
7. Deploy the system in the field to support program client's sensor network quality assurance and quality control activities.
8. Provide ad hoc troubleshooting of the system instrumentation during field deployments with program clients.

Task 6: Support development and implementation of a refinery corridor particulate matter deposition monitoring program

1. Convene and hold routine meetings with a community workgroup to assist in the development and implementation of the particulate matter deposition monitoring program. Specific activities may include but may not be limited to: planning the activities necessary to form and manage the workgroup, developing and maintaining a workgroup charter, soliciting participation in the workgroup, conducting workgroup meetings (including handling logistics prior to and during the meetings, developing meeting agendas, meeting facilitation, presentation of program materials, notetaking, and preparation of meeting summaries), and compensating workgroup members.
2. Develop and maintain a particulate matter deposition monitoring program consisting of a core network of Air District-operated sites for the objective of characterizing the concentration and composition or other characteristics that

- help identify the source of elevated levels of very large particles released during facility incidents. Activities may include, but may not be limited to:
- Creating and maintaining detailed particulate matter monitoring plans and quality assurance documentation for the core network,
 - Assessing sampling methods and commercially available laboratory services for the analysis of collected particulate matter samples and evaluating their performance over the program's implementation,
 - Preparing siting analyses to identify possible locations for the placement of Air District-operated sampling equipment,
 - Securing agreements with third parties to locate sampling equipment at selected locations,
 - Maintaining monitoring sites and equipment,
 - Collecting samples and shipping them to designated laboratories following an incident, and
 - Assisting with the review and analysis of analytical results from the laboratory.
3. Develop and maintain a community-involved particulate matter deposition monitoring program to supplement the Air District's core network of sampling sites. Activities may include, but may not be limited to:
- Creating and maintaining detailed particulate matter monitoring plans and quality assurance documentation for the community-conducted sampling efforts,
 - Assessing sampling methods (which may be different than those used for the core network) and commercially available laboratory services for the analysis of particulate matter samples collected by community members and evaluating their performance over the program's implementation,
 - Developing protocols for the collection, preparation, shipping, and chain of custody of samples collected by community members and for other aspects of the community-conducted sampling efforts,
 - Recruiting community members to participate in the program,
 - Developing and delivering training for community members to collect particulate matter samples in the event of an incident,
 - Providing ongoing support for the collection of particulate matter samples by community members including but not limited to supplying community members with the necessary materials as needed.
4. Assessing the ongoing performance of selected laboratories.
5. Working with the Air District and the community workgroup to communicate the results of the sampling and analysis following an incident.

In the course of carrying out these tasks, the selected firm may collect or handle personally identifiable information ("PII"). The selected firm will be expected to do so with the highest degree of care and comply with all laws, regulations, and industry standards relating to the protection of PII that may apply to the selected firm's performance under a contract with 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. All questions must be in written form and submitted through the Portal no later than **4:00 p.m. PT on Tuesday, April 8, 2025**. 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. PT on Tuesday, April 15, 2025**.
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. PT on Tuesday, April 22, 2025** 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 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 – Must include the following:
 - 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 Implementation of the Bay Air Center, 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 the program tasks in Section III to governmental organizations, if any. Describe the technical capabilities of the firm and, in particular, the firm’s exposure with working with community-based organizations in the Bay Area on air quality projects, if any. In addition, please also provide:
 - For each Task, at least two (2) examples of similar prior projects completed for similar government agency clients or other clients whose size and structure are similar to the Air District; and
 - For each Task, a list of prior projects and relevant clients in which the respondent provided technical support to Bay Area community-based organizations or other partners performing work in overburdened Bay Area communities.
 - 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) – **Organized by the Tasks**

listed in Section III, Scope of Work, provide a detailed description of the approach and methodology to be used to accomplish the scope of work and include:

- An estimated timeline for establishing a database and document storage system in Task 1; and
 - How the firm will handle and secure personally identifiable information it may collect.
- 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 conclude the project on the proposed project schedule.
- 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 including knowledge of and practical experience applying equity and environmental justice principles. 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, environmental regulations, and knowledge of and practical experience applying equity and environmental justice principles.
- 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 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. “Similar”

includes but is not limited to characterizing air quality or emissions using measurements, data analysis, or modeling. 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.
- n. Self-Certification for Local Business or Green Business (XII) - 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 as well as any anticipated yearly rate changes over the term of the engagement. In addition, costs should be estimated **for each Task** 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 VII.

Proposals will be evaluated on the following criteria:

Criteria	Description	Points
Firm Qualifications	Experience of Firm and Sub-Consultants. Considerations include: <ul style="list-style-type: none">• Respondent’s firm history and structure, including total staff size and composition	40

	<p>is appropriate for scope of tasks in Section III and implementation of the program.*</p> <ul style="list-style-type: none"> • Expertise in the areas necessary to perform the services successfully including, demonstrated technical, coordination, facilitation, and engagement with community partners or community-based organizations in the Bay Area and in communication of complex technical materials to different audiences with clarity and appropriate level of detail. • Level of experience with similar projects. • Experience handling sensitive information. • Quality of recently completed projects, including adherence to schedules, deadlines, and budgets. • Proficiency in Environmental Justice principles. 	
Project Approach	<p>Responsiveness of the proposal, based upon a clear understanding of the work to be performed such as:</p> <ul style="list-style-type: none"> • An understanding of the project and the tasks to be performed. • The response demonstrates experience providing services to comparable clients. 	40
Cost	<p>Cost response is sufficiently detailed, reasonable, and appropriate; cost proposal will include competitive hourly staff rates that are comparable to average market rates for the stated work.</p>	5
Local Business**	<p>The Air District gives preferences to local businesses. “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 to receive points for this criteria.</p>	10
Certified Green Business**	<p>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. Bidder must include a statement in their proposal self-certifying that the bidder qualifies as certified green business to receive points for this criteria.</p>	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	March 18, 2025
WRITTEN QUESTIONS DUE	April 8, 2025
ANSWERS POSTED ON PORTAL	April 15, 2025
PROPOSAL DEADLINE	April 22, 2025
SELECTION OF FINALIST(S)*	May 13, 2025
COMMENCEMENT OF CONTRACT*	July 1, 2025

*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)