



*Committed to Achieving Clean Air to Protect
the Public's Health and the Environment*

REQUEST FOR PROPOSALS 2010-009
ELECTRICAL VEHICLE SUPPLY EQUIPMENT (EVSE) DEPLOYMENT PROGRAM

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■ SECTION I ■ SUMMARY

The Bay Area Air Quality Management District (Air District), through its Electrical Vehicle Supply Equipment (EVSE) Deployment Program, seeks to encourage the purchase of Plug-in Electric Vehicles (PEV) because of their potential to lower the emissions of criteria pollutants and greenhouse gases by supplanting higher polluting internal combustion engine vehicles in the Bay Area transportation fleet. This Request for Proposals (RFP) solicits formal proposals from companies that would, under contract with the Air District, implement an EVSE Home Charger Rebate, Direct Current (DC) Fast Charger Deployment, and/or a Program Co-ordination component to ensure compliance with all applicable permitting, regulations, utility and local installation requirements.

To respond to this RFP, an interested company should submit one electronic copy of the proposal via email to tflannigan@baaqmd.gov, plus two (2) hard copies of its proposal to the address below:

Tom Flannigan, Administrative Analyst
Bay Area Air Quality Management District
939 Ellis Street
San Francisco, CA 94109

Please check the following link for updates to the RFP: <http://www.baaqmd.gov/Divisions/Administration/RFP-RFO/Open-RFP-RFO.aspx>
Schedule for pre-bidders workshop will be made available at: <http://www.baaqmd.gov/EVready>

Should you have questions regarding the RFP's scope of work, please contact Tom Flannigan, Administrative Analyst, at tflannigan@baaqmd.gov.

In order to merit consideration, a proposal must address all information requested in the RFP. A proposal may add information not requested in the RFP, but the information should be in addition to, not instead of, the requested information. Minority business enterprises, green, local, and women's business enterprises are encouraged to submit proposals.

**Proposals must be received, via email & mail or courier, at the Air District offices by
4:00 PM on January 5, 2011
Late proposals will not be considered.**

SECTION II ■ BACKGROUND

A. Air District Overview

The Bay Area Air Quality Management District was created by the California legislature in 1955 and was the first regional agency to be tasked with reducing air pollution in California. The Air District jurisdiction includes Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, southwestern Solano, and southern Sonoma Counties. It is governed by a twenty-two member Board of Directors drawn from locally elected officials, including county supervisors, mayors, and city council members.

The California legislature originally gave the Air District authority to regulate stationary sources of air pollution (e.g., factories, oil refineries and chemical plants, gasoline stations, and agricultural burning). However, more recently, the Air District was directed to develop certain transportation and mobile source control measures to reduce air pollution. Also, the Air District has limited authority to implement such mobile source emissions reduction measures, particularly through incentive programs.

In the Bay Area, the transportation sector accounts for more than 50% of criteria pollutants (ROG, NO_x, and PM), and more than 40% of greenhouse gas (GHG) emissions. Therefore, significant emission reductions from the on-road transportation sector are key to helping the Bay Area to attain State and Federal ambient air quality standards. Based on recent technological advances in electric vehicle (EV) technology, zero- and partial zero-emission vehicles are a promising solution to meeting local, State and Federal criteria and GHG emission reduction targets.

B. Air District's EVSE Program

On August 4, 2010, the Air District's Board of Directors allocated \$5 million to support EV infrastructure projects over the next two years. The Air District's support of the EV's will include the deployment of infrastructure charge spots (in homes and public locations) through an EVSE Charging Deployment Incentives Program and technical support to local cities and counties to assist with streamlining the installation permitting process. The Air District will also investigate some or all of the following: the sufficiency of current public EVSE deployment, business models and citing locations for both DC Fast and level II charging.

C. Nature of the RFP

In order to meet the objectives of the Air District's Board the Air District is seeking one or more contractor(s) to administer an EVSE Home Charger Rebate Program, DC Fast Charger Program and/or a Program Co-ordination component. This RFP sets forth minimum standards for a proposal. A panel of Air District staff will evaluate the submitted proposals. One or more of the companies submitting proposals may be chosen as contractor(s). The Air District will then execute contracts with the chosen company or companies.

SECTION III ■ INSTRUCTIONS TO BIDDERS

A. General

1. All proposals must be made in accordance with the conditions of this RFP. Failure to address any of the RFP requirements is justification for rejection of a proposal.
2. All information included in the proposal should be as complete, specific, and concise as possible. Proposals will be limited to fifteen (15) pages. The proposal letter, table of contents and firm contact information is excluded from the 15 page proposal limit.
3. Proposals should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
4. The Air District may modify the RFP or issue supplementary qualifications, information, requirements or guidelines during the proposal preparation period, prior to the submittal deadline date.
5. Proposals shall constitute firm and binding offers as they pertain to the costs of equipment and services. Once submitted, proposals cannot be altered without the written consent of the Air District, but proposals may be withdrawn.
6. The Air District expects to select one or more contractors by February 2011.
7. The Air District reserves the right to reject any and all submitted proposals.
8. The cost for developing the proposal is the responsibility of the bidder, and shall not be chargeable to the Air District.

B. Basis of Proposals

1. The EVSE Deployment Program has three components, a contractor may apply to one or more of the components identified in the RFP:
 - a. Air District EVSE Home Charger Rebate Program: Contractor(s) will deploy up to 2,000 home chargers by December 30, 2012. Under this program, contractors will provide qualifying Bay Area residents a pass-through subsidy of \$700 per EVSE charger installed that meets program requirements. At the Air District's discretion, the amount may be changed to increase participation in the EVSE Home Charger Rebate Program. The Air District reserves the right to select more than one contractor for implementation of the EVSE Home Charger Rebate Program.
 - b. Air District DC Fast Charger Deployment Program: Contractor(s) will deploy up to twenty (20) DC Fast Chargers in the Bay Area by 2012. The Air District will provide grant funding in the amount of up to \$15,000 per DC Fast Charger installation that meets the program requirements. At the Air District's discretion, the offering price may be changed to extend or increase participation in the DC Fast Charger Deployment Program. The Air District reserves the right to select more than one contractor for the DC Fast Charger Deployment Program.
 - c. Program Co-ordination: Will provide up to \$50,000 for coordination of home charging installations with local permitting agencies, utilities and installers including transfer of best practices. Additionally, the successful applicant for this component will perform some or all of the following: convening of local and key stakeholders, identification and provision of recommendations on locations for charging locations, providing best practices and business models for DC Fast and public charging infrastructure in the Bay Area.

C. Submittal of Proposals

1. Candidates must submit a separate proposal for each EVSE Deployment Program component.
2. Two (2) copies of the proposal must arrive, via mail or courier, at the address specified in Section I by 4:00PM on January 5, 2011. An electronic version of the proposal shall also be submitted by this time, emailed to tflannigan@baaqmd.gov.
3. Proposals received by the Air District after the time and date previously specified will not be considered.

D. Interviews

1. At the Air District's discretion; bidders may be interviewed for the purpose of clarifying proposal information. Submittal of new material at the interview will not be permitted.

■ SECTION IV ■ SCOPE OF WORK

The selected contractor(s) will which in compliance with the following requirements and procedures. The Air District will not reimburse the contractor for incurred expenses that fail to meet component requirements:

A. EVSE Home Charger Rebate Program

The selected contractor(s) will offer a predetermined number of EV charger rebates of \$700 to individual property owners who have purchased a vehicle and installed EVSE that meets program requirements after December 1, 2010.

1. EVSE Home Charger Rebate Program Contractor Requirements

- a. The contractor must either be an EVSE manufacturer, EVSE wholesaler or distributor, or auto manufacturer, licensed to operate in the State of California.
- b. The contractor is responsible for complying with all EVSE Home Charger Rebate Program eligibility requirements contained in sections 1 through 5.
- c. In order to provide a rebate under this program the contractor shall verify that the PEV owned by the rebate recipient meets the vehicle eligibility requirements of the program by providing documentation that shows the vehicle California Air Resources Board (CARB) Executive Order fuel type standard. The vehicle registration eligibility requirement will be determined by the Department of Motor Vehicle (DMV) registration records. (See below)

- d. Prior to applying the rebate to the installation of the EVSE, the contractor shall verify that the vehicle used to qualify for the program is registered at the address where the EVSE will be installed. The EVSE installation location will be determined by the local agency installation permit.
- e. The contractor shall commit to the EVSE costs identified in the application for the duration of the rebate program.
- f. The contractor shall be responsible for EVSE use data collection and reporting to the Air District for a minimum of three (3) years.

2. Vehicle Requirements

- a. Must have a gross vehicle weight rating (GVWR) below 14,000 pounds,
- b. Must be propelled in part or solely by an electric motor,
- c. Must be capable of being recharged from an external source of electricity that meets the Society of Automotive Engineers (SAE) J1772 standard,
- d. Must meet the CARB fuel standard of Plug-in Gasoline Electric Hybrid or LI+,
- e. Neighborhood Electric Vehicles (NEV) as defined by California Vehicle code do not qualify for the program, and
- f. The vehicle must be registered at the same address as where the EVSE is installed and at an address within the boundaries of the Bay Area Air Quality Management District.

3. EVSE Requirements

- a. Must be certified by the Underwriters Laboratories, Inc. (UL),
- b. Must have an approved SAE J1772 coupler,
- c. Must be an Alternating Current (AC) 208-240 volt electrical charger, and
- d. Must be installed at the same address as where the vehicle is registered and at an address within the boundaries of the Bay Area Air Quality Management District.

4. Records, Auditing and Enforcement

- a. The following requirements for records, auditing, and enforcement shall be met:
 - i. The contractor shall be responsible for maintaining and storing the following pieces of information for each rebate issued for the EVSE Home Charger Rebate Program:
 - (1) Vehicle Identification Number (VIN),
 - (2) Vehicle make and model year,
 - (3) Name, address and phone number of registered vehicle owner,
 - (4) Date of purchase of vehicle by the property owner,
 - (5) A reproduction of California Certificate of Title and registration,
 - (6) A reproduction of EVSE installation invoice,
 - (7) A reproduction of local agency EVSE installation permit, and
 - (8) Usage Data.
- b. The data contained in records required in Section A (4)(a)(i) 1 through 8 shall be transmitted to the Air District monthly in an electronic database format, in addition to paper copies. The electronic format will be provided by the Air District.
- c. The contractor will maintain copies of the information listed in Section A (4)(a)(i) 1 through 8 for a minimum period of three (3) years, and shall make those records available to the Air District upon request.
- d. The Air District may conduct announced and unannounced audits and on-site inspections of the contractor's operations to ensure operations are being conducted according to all applicable rules and regulations. The Air District shall notify any noncompliant contractor of the nature of the violation and shall initiate any enforcement or remedial action necessary.
 - i. The contractor and their subcontractors shall allow the Air District to conduct announced and unannounced audits and inspections and shall cooperate fully in such situations.

- ii. Violation of any provision of these regulations, including falsification of any information or data, shall constitute a citable violation making the violator subject to all applicable penalties specified in the California Health and Safety Code.
- e. The contractor will provide monthly invoice reports to the Air District on the status of the EVSE Home Charger Rebate Program. The reports shall include the monthly and cumulative number of EVSE installations, vehicles purchased, the number of application packages mailed, the number of completed packages received and the number of vehicles approved for purchase.

5. Advertising

- a. The contractor will advertise for or otherwise attract voluntary rebate participants that meet the eligibility requirements specified above.
- b. The contractor will, with the pre-approval of the Air District, use its approved logo on any printed material for public distribution.
- c. The contractor will credit the Air District as the funding source for the rebate program in any related articles, news releases, or other publicity materials. All advertising materials, information packages, and any other materials provided to media, to the public, or to vehicle sellers require prior approval by the Air District.
- d. Any advertising conducted by contractor for the purpose of recruiting participants to the EVSE Home Charger Rebate Program shall contain clear and prominent language stating that participation in the EVSE Home Charger Rebate Program is completely voluntary; and shall not contain any language stating or implying that the EVSE Home Charger Rebate Program is anything but voluntary for the vehicle purchaser or that the EVSE Home Charger Rebate Program is affiliated with or is operated by the State of California.
- e. Any contracts or agreements between a rebate applicant and a contractor relating to the participation of the EVSE Home Charger Rebate Program shall not contain any language stating that the EVSE Home Charger Rebate Program is anything but voluntary for the rebate applicant or that the EVSE Home Charger Rebate Program is affiliated with or is operated by the State of California.

B. DC Fast Charger Deployment Program

The selected contractor(s) will be responsible for the initial deployment of up to twenty (20) DC Fast Charge 480 volt electrical chargers within the Air District jurisdiction. The amount available for each DC Fast Charger installed is \$15,000. Deployments of the DC Fast Chargers are to begin at the time of the Funding Agreement execution, with project completion by June 30, 2012. At the Air District's sole discretion, this program may be expanded to include up to 50 DC Fast Chargers.

1. DC Fast Charge Deployment Contractor Requirements

- a. The contractor must either be an EVSE manufacturer, EVSE wholesaler or distributor, or auto manufacturer licensed to operate in the State of California.
- b. The contractor is responsible for complying with all DC Fast Charger Deployment Program eligibility requirements contained in sections 1 through 4.
- c. The contractor is responsible for the identification of strategic deployment locations, securing easements, right of way and access to property as necessary.
- d. The contractor is responsible for the development and distribution of a prospective DC Fast Charge deployment map to local power utilities prior to construction.
- e. The contractor shall commit to not exceed the DC Fast Charge cost identified in the application for the duration of program.
- f. The contractor shall be responsible for data collection and reporting to the Air District for a minimum of three (3) years.

2. DC Fast Charge Requirements

- a. Ability to communicate with vehicle battery management systems,
- b. Upgradable to SAE connector standards,
- c. Shall comply with state and local code requirements.

3. DC Fast Charge Deployment Location Requirements

- a. Must be consistent with criteria identified in Bay Area strategic plans as specified by the Air District,
- b. Must be pre-approved by Air District prior to final site selection,
- c. Must be accessible for public use,
- d. Located near heavily used transportation routes and/or densely populated residential areas,
- e. Locations must also be of strategic importance to extending the range and reach of fully electric drive vehicles along Bay Area priority transportation corridors.

4. Records, Auditing and Enforcement

- a. The following requirements for records, auditing, and enforcement shall be met:
 - i. The contractor shall be responsible for maintaining and storing the following information for each funded DC Fast Charger:
 - (1) Manufacturer Name, make and model,
 - (2) Location Address,
 - (3) Date the DC Fast Charger was placed into service,
 - (4) Reproduction of DC Fast Charger cost,
 - (5) Reproduction of DC Fast Charger installation invoice,
 - (6) Reproduction of local agency permit,
 - (7) Geographical Information System (GIS) Coordinates,
 - (8) Usage data.
 - b. The data contained in records required in Section B(4)(a)(i) 1 through 8 shall be transmitted to the Air District monthly in an electronic database format, in addition to paper copies.
 - c. The contractor will maintain copies of the information listed in Section B(4)(a)(i) 1 through 8 for a minimum period of three (3) years, and shall make those records available to the Air District upon request.
 - d. The Air District may conduct announced and unannounced audits and on-site inspections of the contractor's operations to ensure operations are being conducted according to all applicable rules and regulations. The Air District shall notify any noncompliant contractor of the nature of the violation and shall initiate any enforcement or remedial action necessary.
 - i. The contractor and their subcontractors shall allow the Air District to conduct announced and unannounced audits and inspections and shall cooperate fully in such situations.
 - ii. Violation of any provision of these regulations, including falsification of any information or data, shall constitute a citable violation making the violator subject to all applicable penalties specified in the California Health and Safety Code.
 - e. The contractor will provide monthly invoice reports to the Air District on the status of the incurred DC Fast Charger installation expenses. The reports shall include the monthly and cumulative number of DC Fast Charger installations.

C. Program Co-ordination (Optional)

The selected contractor will be responsible for coordination of home charging installations with local permitting agencies, utilities and installers including disbursement of best practices. Additionally, the successful applicant for this component will investigate some or all of the following: identification and provision of recommendations on locations for, best practices and business models for DC Fast and public charging infrastructure in the region.

1. Contractor Requirements

- a. The contractor is required to be a selected contractor or participant in the Air District DC Fast Charger Deployment Program or the EVSE Home Charger Rebate Program.
- b. The contractor is responsible for complying with all Program Co-ordination eligibility requirements contained in sections 1 through 3.
- c. The contractor shall have the demonstrated experience in convening stake holder workshops, co-ordination of installation processes, strategic planning and business model assessment.

2. Siting and Business Requirements

- a. Local Coordination Objectives
 - i. The contractor shall coordinate workshops for the public, planning officials, utilities, and other key and local stakeholders to present best practices on EVSE installation and facilitate coordination between involved parties. Workshops should seek input from local stakeholders and emphasize best practices for EVSE installations.
 - ii. The contractor shall be responsible for developing a guide that provides a Bay Area step-by-step process for EVSE installations.
 - iii. The contractor will provide recommendations for a streamlined process to communicate location of EVSE prior to installation to local electric utility companies throughout the Air District jurisdiction.
- b. Local And Regional Siting Objectives

At the Air District's discretion, the selected contractor will be tasked to do some or all of the following:

 - i. The contractor will be responsible for reviewing current and planned EVSE deployment in the Air District Jurisdiction with the view to identifying gaps and advising the Air District on current, planned, and future EVSE installations.
 - ii. The contractor shall review, evaluate, and recommend sustainable business models, including methods of generating sustainable revenue streams for EVSE deployment related to installation locations, EVSE technologies and consumer payment structures.
 - iii. The contractor shall be responsible for developing deployment strategies for public infrastructure to support a Bay Area DC Fast Charge Corridor.
 - iv. The contractor shall be responsible for developing deployment strategies for Level 2 public charge infrastructure.

3. Records, Auditing and Enforcement

- a. Within 15 business days prior to commencing work, the contractor will provide the Air District with a final scope of work for this component. This scope of work will be approved at the sole discretion of the Air District. Additionally, all materials disseminated by the contractor as part of this portion of the program must be approved by the Air District and must carry the Air District logo.
- b. The contractor must comply with the pre-approved scope of work, provide monthly invoices for the expenses incurred in the program implementation. The required monthly invoice reports shall include a summary of work performed, an itemized list of expenses incurred including, staff time sheets and all other invoices for expenses incurred during payment period.
- c. The following requirements for records, auditing, and enforcement shall be met:
 - i. The contractor shall be responsible for maintaining and storing the following information:
 - (1) Copies of listings and notifications (advertisements, e-mails, phone logs, etc.) provided to stakeholders to attend coordination meetings,
 - (2) A list of stake holder participants used in the evaluation including agency name, contact name, phone number, email address and mailing address,
 - (3) Copies of materials distributed at coordination meetings
 - (4) A transcript of notes from coordination meetings including a compilation of questions received,
 - (5) Reproduction of labor time sheets and invoices incurred during project implementation.
- d. Copies of items 2, 4 and 5 must be presented to the Air District on a monthly basis as an attachment to any invoices submitted by the contractor.
- e. The contractor will maintain copies of the information listed in Section C (3)(c)(i) 1 through 5 for a minimum period of three (3) years, and shall make those records available to the Air District upon request.
- f. The Air District may conduct announced and unannounced audits and on-site inspections of the contractor's operations to ensure work is being conducted according to all applicable rules and regulations.

SECTION V ■ PROPOSAL FORMAT AND CONTENTS

A. Format

1. Technical Proposal

- a. Cover Letter – Must include the name, address, and telephone number of the company, and must be signed by the person(s) authorized to represent the firm.
- b. Table of Contents – Clearly identify material contained in the proposal by section.
- c. Firm Contact Information (Section II) – Provide the following information about the firm:
 - Address and telephone number of office nearest to San Francisco, California
 - Name of firm’s representative designated as the contact
 - Name of project manager, if different from the individual designated as the contact
- e. Firm Organization (Section III) – Provide a statement of your firm’s background and experience in providing the service to which they are applying to for governmental organizations. Describe the technical capabilities. Provide references of other, similar projects including contact name, title, and telephone number for all references listed.
- f. Program Contents (Section IV) - The proposal must contain information demonstrating the ability to perform all of the work in the Program you are applying to identified in Section IV of this RFP. In addition, the proposal must contain:
 - Where the proposal involves more than one company or entity, a letter of support or memorandum of understanding from all entities involved.
 - For each company, a list of all personnel to be assigned to the work discussed in this RFP, with a description of each person’s duties, experience, and training.
 - For EVSE Home Charger Rebate Program component applicants:
 - A timeline to implement the EVSE Home Charger Rebate Program after the contract has been awarded.
 - A detailed advertising plan for the EVSE Home Charger Rebate Program. The advertising plan shall include type of media proposed, frequency of advertising and geographic area that advertising reaches. Please note that the advertising plan is solely for promotion of the Air District’s EVSE Home Charger Rebate Program. The Air District may decide to rely on its own advertising campaign or direct mail campaign.
 - A description of the procedures to be followed in soliciting voluntary EVSE Rebate Applicants.
 - An estimate of the average time to install the EVSE residential device from the time the contractor is contacted and estimated time for each incremental step in the process.
 - A description of the procedures to be followed in obtaining and reviewing vehicle eligibility, local permit agency and EVSE documentation.
 - A description of the procedures to be followed in informing the local electricity utility of the EVSE installation.
 - A detailed cost estimate of the EVSE unit to be used in the deployment of the program and the final end cost to the consumer. If applicable, include additional funding.

EVSE Cost	Average Installation Cost	Less Air District Funding	Less Other Funding	Final Cost to Consumer
		(\$700)	<i>If Applicable</i>	

- A statement regarding the ability of rebate recipients to obtain competitive bids for EVSE installation, and if applicable, a description of that process.
- A description of the data that will be collected by each EVSE installed (i.e. vehicle miles traveled, kilowatt hours dispersed, time of the charge.)
- A description of the ability to share the data collected for each EVSE with other entities.
- A description of how the data will be collected from each EVSE rebate participant (i.e. annual survey, smart metering.)
- A description of record keeping practices to be followed.

- For DC Fast Charger Deployment Program component applicants:
 - A timeline for the deployment of the first 20 DC Fast Chargers after contract has been awarded.
 - A description of the procedures to be followed in the installation of each DC Fast Charger.
 - A detailed cost estimate of the DC Fast Charger to be used in the deployment and installation costs. If applicable, include additional funding.

DC Fast Charger Cost	Average Installation Cost	Less Air District Funding	Less Other Funding	Final DC Fast Charger Cost
		(\$15,000)	<i>If Applicable</i>	

- A description of record keeping practices to be followed for the records specified for the program.
 - Identify who will be responsible for the maintenance and operation of the DC Fast Charger.
 - A description of the data that will be collected by each DC Fast Charger installed (i.e. vehicle miles traveled, kilowatt hours dispersed, time of the charge.)
 - A description of the ability to share the data collected for each DC Fast Charger with other entities.
 - A description of how the data will be collected from each DC Fast Charger (i.e. annual survey, smart metering.)
 - Identify costs to the consumer/public for the use of the DC Fast Charger.
- For Program Co-ordination component applicants:
 - A timeline to implement the Program Co-ordination after the contract has been awarded.
 - A description of the procedures that will be used to implement the project.
 - A description of the applicant's experience in implementing similar coordination programs.
 - A description of the resources and methodologies that will be used to coordinate outreach and education of stakeholders.
 - A description of the applicant's previous experience in developing or identifying best practices documentation to be disseminated to stakeholders.
 - A description of the resources and methodologies that will be used to review current and planned status of EVSE installations.
 - A description of the applicant's prior experience in determining business and revenue models for EV infrastructure deployment.
 - A description of the applicant's prior experience in developing regional deployment plans for EV infrastructure deployment.
- g. Exceptions. In the event that the contractor is unable to meet any of the above mentioned proposal requirements, they may request an exemption for the proposal requirement. The request should be made in writing as part of the application and clearly identified as an exception to the proposals requirements. Any such requests should identify the nature of exception and any mitigating or alternative approaches to the project that may not have been considered by the Air District as part of this RFP. The Air Districts reserves the right to determine if the reported exception can substitute any of the requirements listed in this RFP.

2. Proposal Submission

- a. 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.
- b. Signature – All proposals should be signed by an authorized representative of the bidder.
- c. Due Date – All proposals are due, via courier or mail, no later than 4:00 p.m., January 5, 2011, and should be directed to:

Tom Flannigan, Administrative Analyst
 Bay Area Air Quality Management District
 939 Ellis Street
 San Francisco, CA 94109

- d. Submittal – Submit two (2) complete hard copies of the proposal in a sealed envelope. Proposals are not to exceed fifteen pages (15), **Note**, the proposal letter, table of contents and firm contact information is excluded

from the 15 page proposal limit. Plainly mark the upper, left-hand corner with the name and address of the bidder and the RFP number. An electronic version of the proposal shall also be submitted by the deadline, January 5, 2011, emailed to f.lannigan@baaqmd.gov. Late proposals will not be accepted. Any correction or re-submission of proposals will not extended the submittal due date.

- e. Addenda – The Air District may modify this RFP and/or issue supplementary information or guidelines relating to the RFP during the proposal preparation period.
- f. Grounds for Rejection – A proposal may be immediately rejected at any time after the deadline; is not in the prescribed format; or is not signed by an individual not authorized to represent the firm.
- g. Disposition of the Proposals – All responses to this RFP becomes property of the Air District.
- h. Modification – Once submitted, proposals, including the composition of the contracting team, cannot be altered without prior written consent of the Air District. All proposals shall constitute firm offers valid for ninety (90) days from January 5, 2011.

■ SECTION VI ■ PROPOSAL EVALUATION

A. Evaluation Criteria

Each proposal will be evaluated and point totals will be awarded in each of the categories listed below. If a tie-breaker is necessary, the Air District will first consider the lower cost responsive proposal.

40 pts	Price. Cost to the end user will be a major factor in the evaluation of the proposal.
15 pts	Past Experience/Demonstrated ability to complete work. Applicants' past experience with implementing similar programs and EVSE deployments.
25 pts	Project Implementation Timeline/Available Resources: The time needed for the Applicant to implement and complete the project. Demonstration that Applicant has ability including sufficient resources available to successfully implement the component.
10 pts.	Understanding of the Program and Thoroughness/Responsiveness of the Proposal. Extent to which proposal demonstrates an understanding of the Program component and responds thoroughly to the RFP.
10 pts	Local/Green Business. Business located within the boundaries of the Air District
100 pts Total	

The Air District may divide the award of the contract between one or more contractors to ensure that the EVSE Deployment Program provides essential services, such as experience and costs to the end user.

B. Evaluation Panel

An evaluation panel of Air District staff will evaluate all proposals. The panel will recommend the selection of a contractor or contractors to the Air Pollution Control Officer who will, in turn, make a recommendation to the Air District Board of Directors. The Air District Board of Directors must approve the selection of the contractor(s) to carry out the work described in this RFP.