



San Joaquin Valley
AIR POLLUTION CONTROL DISTRICT



Request For Quotation (RFQ)

For Organizations to Assist with the Creation, Coordination, Facilitation and Support of Two Inclusive, Multi-Stakeholder Steering Committees Under AB 617

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Section I – Summary

Despite decades of progress and significant reductions in air pollution, the San Joaquin Valley continues to face challenges in meeting the latest federal health-based air quality standards due to its unique geography, frequently stagnant weather conditions, and significant impacts from heavy-duty trucks traveling through the Valley. These challenges are unmatched by any other region in the nation and, when coupled with the Valley's large number of disadvantaged communities, have warranted greater attention and investment by the state.

Towards that end, in September 2017, the California State Legislature and Governor agreed to extend Cap and Trade as part of a legislative package that included the appropriation of \$1.5 billion in Cap and Trade funding. The Cap and Trade deal also included the passage of AB 617 (Cristina Garcia, 2017) that requires the California Air Resources Board (CARB) and air districts to develop and implement additional emissions reporting, monitoring, and reduction plans and measures in an effort to reduce air pollution exposure in the state's most disadvantaged communities.

Through implementation of the AB 617 Community Air Protection Program, new resources have been committed to the Valley to reduce air pollution, improve quality of life, and help the region meet its clean air mandates. Building on the Valley's clean air efforts and investments to date, the San Joaquin Valley Air Pollution Control District (District) will continue its work to better understand the concerns of the selected communities and identify additional opportunities for working together with local partners to further reduce air pollution and improve quality of life. With 20 of the 30 most disadvantaged communities in the state being in the San Joaquin Valley¹, the CARB announced on September 27, 2018, that two communities, South Central Fresno (including Calwa and Malaga) and the City of Shafter, would be the first Valley communities prioritized for investment of additional resources under AB 617, with additional communities to be selected under AB 617 in the coming years.

The District is announcing the establishment of a steering committee for each selected community and is seeking an experienced organization to assist with community outreach and participation. The goal is for the District to engage interested residents, businesses and other members of these communities to further understand the specific needs of each community and develop effective clean air strategies. To ensure successful community engagement processes the District hopes the use of expert meeting-related service providers could provide the following benefits:

- Assist in establishing meeting facilitation that encourages participation and produces constructive and balanced input from steering committees
- Assist in securing steering committee locations and other necessary logistics
- Assist in localized outreach to complement existing comprehensive multilingual annual outreach campaign to assure participation by community stakeholders
- Provide necessary multilingual support to ensure effective meeting participation by community members

¹ CalEnviroScreen Version 3.0

Through this Request for Quotations (RFQ), the District expects to select a qualified organization such as a community-based organization, not-for-profit organization, non-government organization, faith-based organization, communications or public relations agency or a consultant to provide the services sought in this RFQ.

The projected total annual budget allocation for the entire package is up to \$200,000. Furthermore, the contract could possibly be annually renewed up to two times pending evaluation of performance. All dollar figures and potential contract renewals are pending approval from the District's Governing Board and the Air Pollution Control Officer (APCO) / Executive Director through an annual contract approval process and annual budget approval process. Selected organizations will be asked to provide a detailed Scope of Work.

Time is of the essence. Interested organizations must review the Section II – Schedule for Year One of Community Outreach and be prepared to meet the tight deadlines.

To respond to this RFQ, an interested organization should submit one (1) electronic copy (in Adobe Acrobat PDF file format) of its statement of qualifications to the District's staff contact listed below.

Statements of qualifications must be submitted and received by:
4:00 p.m. on Oct. 22, 2018
Late submissions will not be considered.

Statements of qualifications must address all information requested in this RFQ. A statement may add information not requested in this RFQ, but the information should be in addition to, not instead of, the requested information and format.

District staff contact for the RFQ is:
Jaime Holt
Chief Communications Officer
San Joaquin Valley Air Pollution Control District
1990 E. Gettysburg Ave.
Fresno, California 93726-0244
Phone (559) 230-5850
Fax (559) 230-6111
E-mail: jaime.holt@valleyair.org

Section II – Schedule for Year One of Community Outreach

<u>DATE</u>	<u>EVENT</u>
October 11, 2018	RELEASE OF REQUEST FOR QUOTATION
October 22, 2018	PROPOSAL SUBMISSION DEADLINE 4PM
October 22-26, 2018	PROPOSAL REVIEW BY DISTRICT STAFF, FINALISTS NOTIFIED FOR IN-HOUSE INTERVIEWS IN THE DISTRICT'S FRESNO OFFICE WITH EXECUTIVE MANAGEMENT IF NECESSARY
Week of October 29, 2018	FINAL SELECTION ANNOUNCED, SCOPE OF WORK & BUDGET DEVELOPED, CONTRACT FINALIZED
October 30, 2018	ATTEND FIRST GENERAL KICK-OFF PUBLIC MEETING IN SHAFTER
November 1, 2018	ATTEND FIRST GENERAL KICK-OFF PUBLIC MEETING IN SOUTH CENTRAL FRESNO
Before Nov. 28, 2018	HOST FIRST FORMAL STEERING COMMITTEE MEETING IN EACH COMMUNITY
YEAR ROUND	ASSIST DISTRICT TO DEVELOP, FACILITATE, MODERATE, REPORT AND SUPPORT COMMUNITY STEERING COMMITTEES
July 31, 2019	CONTRACT END DATE

Section III – Background and Purpose

The San Joaquin Valley communities of South Central Fresno and Shafter have been selected as first year communities of focus under AB 617. These communities have been initially described as encompassing or including a portion of the following zip codes:

Community name	Zip Code
SC - Fresno (Including Calwa & Malaga)	93721
SC - Fresno (Including Calwa & Malaga)	93701
SC - Fresno (Including Calwa & Malaga)	93725
SC - Fresno (Including Calwa & Malaga)	93702
SC - Fresno (Including Calwa & Malaga)	93728
SC - Fresno (Including Calwa & Malaga)	93703
Shafter	93263

However, exact communities boundaries may be revised by the individual steering committees.

Each community has unique air quality challenges, and local community members have first-hand knowledge of necessary information, including emissions sources, sensitive receptor locations, and cultural context. Community participation and engagement is critical to developing and implementing successful community emissions reduction programs, and the District will foster active community partnerships.

Community Steering Committee²

Providing an inclusive venue for discussion and meaningful participation of community members is critical to ensuring a collaborative process in developing and implementing community emissions reduction programs and consideration of community-specific challenges and opportunities.

Understanding a community's air quality challenges and developing effective solutions requires the expertise and participation of a variety of stakeholders. Governmental agencies including air districts, CARB, local health departments and other health organizations, schools, and land use and transportation agencies also have valuable expertise and will be involved in implementing various aspects of the community emissions reduction program. Building an effective community emissions reduction program will require consistent and frequent engagement with community members and other stakeholders at all stages of the development process. To facilitate community participation and guidance on community emissions reduction program development

² Full details of Criteria For Community Emissions Reduction Programs as detailed in CARB's Community Air Protection Blueprint is available here https://ww2.arb.ca.gov/sites/default/files/2018-08/final_draft_community_air_protection_blueprint_august_2018_appendix_c.pdf

and implementation, the District must establish an inclusive, multi-stakeholder community steering committee.

To ensure that the public can inform the early stages of community emissions reduction program development, the District will hold a public kick-off meeting to learn about AB 617 and discuss the process for convening the steering committee.

- October 30, 2018, Shafter, 6-8PM, Golden Oak Elementary School
- November 1, 2018, South Central Fresno, 6-8PM, Vang Pao Elementary School

The expectation is hold the first meeting of the community steering committees by Nov. 27, 2018.

The purpose of the community steering committee is to support active community involvement and collaboration in the community emissions reduction program process by providing a forum for identifying community issues and potential solutions with all relevant parties. Details regarding Steering Committee include:

Membership:

- The core of the steering committee should directly represent the residents and businesses in the community.
- Additional committee members may include representatives from city and county planning agencies, transportation agencies, health departments, and schools.
To further encourage a comprehensive discussion and more thorough understanding of issues impacting the community, and possible solutions, the District will invite additional participants to inform the process as necessary (e.g., academia, health services providers, professional engineering services, etc.).
- All interested stakeholders not appointed to the steering committee will be encouraged to participate at all public meetings.

Role:

The steering committee's consultative role can take many forms, including the following:

- Work with the District to establish a Steering Committee Charter (see below for further details)
- Help the District understand community concerns, including socioeconomic burdens, location of sensitive receptors, etc.
- Identification of local mobile and stationary sources
- Assist in developing any community monitoring plan necessary to determine whether local sources are impacting community air quality
- Assist in developing the community-specific webpage envisioned in the CARB's AB 617 Blueprint
- Assist with the public engagement process
- Assist in identifying and evaluating emission reduction opportunities, including socioeconomic considerations of actions identified

Charter:

In convening and coordinating the community steering committee, the District should work with the steering committee to establish a charter to clearly set out the committee goals, process, and structure. Elements of the charter that should be considered include the following topics:

- Committee objectives
- Roles and responsibilities of committee members
- Meeting procedures
- Meeting frequency
- Meeting dates, times, and locations to ensure accessibility
- Meeting notice requirements
- Deliberation and consensus expectations and processes
- Use of interpretation services

The community steering committee must be comprised primarily of community members, which includes participants who live, work, or own businesses within the community (e.g., community residents, small businesses, facility managers/facility workers, school personnel). The District is responsible for convening the committee and is partnering with local community-based organizations to promote broad community engagement and participation. Examples of community-focused committee structures are the Transformative Climate Community Program and Comité Civico del Valle. To further encourage a comprehensive discussion of issues impacting the community and needed solutions, CARB recommends the District bring in additional participants from city/county agencies, land use planning agencies, transportation agencies, local health departments (e.g., hospitals, clinics, physical rehabilitation centers, public health counseling services), academic researchers, and labor organizations, as appropriate.

Section IV – Description of Services

Minimum qualifications: A minimum of three years proven experience coordinating, convening and facilitating a multi-stakeholder group

The goal is to work collaboratively with the District to engage interested residents, businesses and other members of these communities to further understand the specific needs of each community and develop effective clean air strategies. In the support of this goal the District seeks to obtain the following services:

- A. Assistance with Creation, Coordination, and Support of Inclusive, Multi-stakeholder Steering Committees (one in south central Fresno and one in Shafter)**
- B. Localized Public Outreach and Meeting Promotion**
- C. Neutral Meeting Facilitation**

PLEASE INDICATE IN YOUR SUBMITTAL IF YOU ARE PROPOSING TO PROVIDE ALL, ONE OR TWO OF THE ABOVE SERVICES.

Service Category A: Assistance with Coordination and Support of Inclusive, Multi-stakeholder Steering Committees (one in South Central Fresno and one in Shafter)

Services may include:

- Assist with the identification and recruitment of Steering Committee members
- Host regular Steering Committee meetings at a convenient and accessible location open to the public
- Work with the District and Steering Committee to identify meeting and workshop objectives and prepare agendas
- Assist District in tracking and communicating progress
- Provide meeting and workshop materials in hardcopy and an online file-share including sign-in sheets, agendas and other materials
- Take notes and prepare meeting summaries
- Develop and implement process for continuous communication with District and Steering Committee
- Send invitations for meetings and workshops, track responses and meeting/workshop attendees
- Arrange for accessibility for Steering Committee members and participants (e.g. interpretation services, child care, etc.)

Service Category B: Localized Public Outreach and Meeting Promotion

Services may include:

- Distribute District-approved materials to local civic, faith-based, business and other community organizations to encourage diverse participation
- Conduct door-to-door outreach to inform residents about key opportunities for engagement and participation

- Provide culturally-relevant information in appropriate languages (translation of materials)
- Identify and share local stakeholder contacts with District and Steering Committee
- When relevant, promote meetings, workshops, events and program progress

Service Category C: Neutral Meeting Facilitation

Services may include:

- Design and run successful steering committee meetings that are inclusive and neutral by bringing out different points of view and preventing individuals from monopolizing discussions
- Provide meeting facilitation that keeps meetings on schedule and on topic using a variety of collaborative facilitation strategies
- Provide post meeting recap summaries to District staff and Steering Committee to document meeting outcomes

Section V – Submission Requirements

General

1. All submittals must be made in accordance with the conditions of this RFQ. Failure to address any of the requirements is grounds for rejection of this submission.
2. All information should be complete, specific, and as concise as possible.
3. Please indicate in your submittal if you are proposing to provide all, one or two of the services requested.
 - a. *Assistance with Creation, Coordination, and Support of Inclusive, Multi-stakeholder Steering Committees (one in south central Fresno and one in Shafter)*
 - b. *Localized Public Outreach and Meeting Promotion*
 - c. *Neutral Meeting Facilitation*
4. Submittals should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
5. The District may modify the RFQ or issue supplementary information or guidelines during the submission preparation period prior to the due date.
6. The District reserves the right to reject any and all submittals.
7. The cost for developing submittals is the responsibility of the responding firm, and shall not be chargeable to the District.
8. A firm's selection and the execution of a contract with the District does not guarantee any particular amount of work.

Submittal of Statements

1. Due Date – All submittals are due no later than 4:00 p.m., Oct. 22nd, 2018, and should be submitted via email:

Jaime Holt
Chief Communications Officer
San Joaquin Valley Air Pollution Control District
1990 E. Gettysburg Ave.
Fresno, California 93726-0244
Phone (559) 230-5850
Fax (559) 230-6111
E-mail: jaime.holt@valleyair.org

2. Submittals received after the date and time previously specified will not be considered.
3. Signature – All submittals should be signed by an authorized representative of the responding firm.
4. Submittals – Submit one (1) electronic copy (in Adobe Acrobat PDF file format).
5. Grounds for Rejection – A submittal may be immediately 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 Submittals – All responses to this RFQ become property of the 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 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. Statements marked “confidential” in their entirety will not be honored, and the District will not deny public disclosure of any portion of submittals so marked. By submitting a document 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 District for, and to indemnify, defend, and hold harmless the 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 statement.

Interviews

1. The District, at its option, may interview firms that respond to this RFQ. The interviews will be for the purpose of clarifying the submittals.
2. Submittal of new materials at an interview will not be permitted.
3. Interviews may involve a presentation and/or a question-and-answer session.

Section VI – Submission Contents

Contents

Submittals should follow the format outlined below and include all requested information. Please number your responses exactly as the items are presented here, and limit to ten (10) one-sided pages, except work samples, which should be included in a separate appendix.

1. Experience, Structure, Personnel
 - a. Organization Contact Information – Provide the following information about the firm:
 - i. Address and telephone number of office nearest to Fresno, California.
 - ii. Name of organization’s representative designated as the primary contact and their email address
 - iii. Name of project manager, if different from the individual designated as the primary contact
 - b. Organization History – Provide a history of your organization’s experience in providing services similar to those sought through this RFQ, including any services provided to governmental organizations. Provide references for any similar projects listed, including contact name, title, and telephone number. Describe the technical capabilities of the organization in all areas relevant to the services sought through this RFQ.
 - c. Assigned Personnel – List all key personnel who would be assigned to contract fulfillment by name and role. Provide descriptions of education and training, along with a summary of experience in providing services similar to those sought through this RFQ. Background descriptions can be a resume, CV, or summary sheet. Note that the standard District contract will not permit substitution of project manager without prior written approval of the District’s assigned program manager.
 - d. Work Samples (Does not count against 10-page limit) – Samples of up to five (5) major projects that the organization has completed in the areas sought through this RFQ. Include the client, the name of a contact person who is able to provide a reference, a description of the nature of the work, and the size and complexity of the project.
 - e. Subcontractors – List any subcontractors that will be used and the work to be performed by them.
 - f. Conflict of Interest – Address possible conflicts of interest or appearance of impropriety regarding other clients of the organization that could be created by providing services to the District.
 - g. Additional Information – Provide any other information that the firm wishes the District to consider in evaluating the submission.
2. Fee Information (Does not count against 10-page limit)
 - a. The normal hourly rate of each principal and staff member whose resume is provided or whose job category may be required, and the rate that would be charged to the District.

- b. A list of anticipated reimbursable expenses, such as expenses for translation, interpretation, meeting logistic support, presentation materials, supplies, deliveries, B/W and color printouts and copies, faxes, photo scans and travel, copywriting and copyediting services and the rate charged for each.
 - c. Any reduced fees offered to other municipalities, governmental entities, economic development or nonprofit organizations, and civic organizations.
 - d. Any other fees or charges.
3. Please indicate in your submittal if you are proposing to provide all, one or two of the services requested.
- a. *Assistance with Creation, Coordination, and Support of Inclusive, Multi-stakeholder Steering Committees (one in south central Fresno and one in Shafter)*
 - b. *Localized Public Outreach and Meeting Promotion*
 - c. *Neutral Meeting Facilitation*

SECTION VI – EVALUATION

A panel of District staff will evaluate all submittals. The panel will recommend the selection of one or more contractors to the Air Pollution Control Officer (APCO) / Executive Director. Upon approval by the APCO, District staff will work with the contractor(s) to develop a scope of work and a budget not to exceed a total of \$200,000 to be included in the final contract(s) to carry out the work described in this RFQ.

In evaluating statements of qualifications submitted pursuant to this request, the District places high value on the following factors, not necessarily in order of importance:

- Demonstrated understanding of and ability to provide services required to the District
- Quality and diversity of work product as demonstrated through submitted work samples
- Experience of the organization with comparable communities, stakeholders and types of services
- Understanding of the unique environmental, social, and economic realities of the San Joaquin Valley
- Willingness to work collaboratively with existing District stakeholders including community, environmental and industry partners
- Proposed fee structure relating to services the firm would provide

The District reserves the right to reject any and all statements of qualifications submitted and/or request additional information.