

SAN JOAQUIN VALLEY AIR POLLUTION CONTROL DISTRICT

Request for Proposals

Residential Lawn Care, Wood Combustion, and Personal Commuting User Survey

The San Joaquin Valley Air Pollution Control District (District) is seeking proposals to develop and administer a public survey of residential lawn care, wood combustion and personal commuting activity levels in the San Joaquin Valley (Valley). The survey results will inform future planning efforts and help to update the emissions inventory for multiple pollution source categories.

Submittal: Proposals must be received at the address below on or before Thursday, June 27, 2013, 5:00 PM

Proposals received after the date and time stated above will not be accepted.

Submissions must include: one (1) signed copy of proposal delivered by mail or messenger to establish official receipt; **and** one (1) electronic copy (CD-ROM, DVD, or e-mail) of all submittal documents in Word or PDF format for electronic distribution to the review committee.

Address submissions to: Lisa Van de Water, Air Quality Specialist
San Joaquin Valley Unified Air Pollution Control District
1990 East Gettysburg Avenue
Fresno, CA 93726-0244

Mark envelope: "PROPOSAL: Residential Lawn Care, Wood Combustion and Personal Commuting User Survey"

RFP issuance date: May 13, 2013

Contact: Lisa Van de Water, (559) 230-6100
Lisa.Vandewater@valleyair.org

Contents

1.0	Background	3
2.0	Project Purpose	6
3.0	Project Description	6
3.1.	Objective.....	6
3.2.	Project Scope.....	6
	Part One: Survey Development and Administration.....	7
	Part Two: Survey Analysis and Reporting.....	8
3.3.	Work Products and Deliverables.....	8
4.0	Project Schedule.....	9
	Table 1 — Project Schedule and Deliverables	10
5.0	Budget	10
6.0	Required Qualifications.....	11
6.1.	Data Universal Numbering System Number (DUNS).....	11
6.2.	Excluded Parties List System (EPLS).....	12
6.3.	Compliance with Federal and State Requirements.....	12
7.0	Project Administration	13
7.1.	Project Initiation.....	13
7.2.	Submittal of Results.....	13
7.3.	Reporting Requirements.....	13
7.4.	Invoicing and Claims for Payment	13
8.0	Content of Proposals	14
9.0	Submission of Proposals.....	16
9.1.	Signature	16
9.2.	Due Date	17
9.3.	Proposal Format	17
9.4.	Identification	17
9.5.	Grounds for Rejection.....	17
9.6.	Disposition of Proposals.....	18
9.7.	Addenda and Supplements to the RFP.....	18
10.0	Evaluation Criteria and Selection Process.....	18
10.1.	Evaluation Criteria.....	18
10.2.	Contractor Selection Process.....	19
10.3.	Contract Negotiation and Approval.....	19
11.0	Insurance.....	19
12.0	Data Ownership and Publication.....	20
	EXHIBIT A — Debarment Certification.....	21
	EXHIBIT B — Proposal Budget Summary.....	22

1.0 Background

The San Joaquin Valley Air Pollution Control District (District) is issuing this Request for Proposals (RFP) to evaluate, by public survey, residential lawn care (RLC) and residential wood combustion (RWC), and personal commuting (PC) activity levels in the San Joaquin Valley (Valley). Such information will allow the District to build Valley-specific information that could be used to help update the emissions inventory for these source categories and to inform the District's outreach strategy.

The District is a regional public health agency responsible for air-quality management in the eight counties in the San Joaquin Valley Air Basin (Valley): San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the Valley air basin portion of Kern. The District works with local, state and federal government agencies; the business community; and the residents of the Valley to reduce emissions that create harmful air-quality conditions.

The Environmental Protection Agency (EPA) sets health-based particulate matter (PM) and ozone national ambient air quality standards (NAAQS) that the District must attain. PM is a mixture of solid particles and liquid droplets in the air, which can be emitted directly into the atmosphere (primary PM) or can form as secondary particulates in the atmosphere through photochemical reactions of precursors, where chemical reactions are generated by the energy provided by sunlight. The total mass of PM is made up of a number of components including acids (such as nitrates and sulfates), organic chemicals, metals, and soil or dust particles, each with varying degrees of health impacts. PM₁₀ (particles 10 microns or less in diameter) and PM_{2.5} (particles 2.5 microns or less in diameter) can be inhaled into the body through the mouth or nose. PM₁₀ can generally pass through the nose and throat and enter the lungs. PM_{2.5} can be inhaled more deeply into the gas exchange tissues of the lungs, where it can be absorbed into the bloodstream and carried to other parts of the body. Similarly, ozone inhalation can trigger a variety of health problems, including chest pain, coughing throat irritation, and congestion. Breathing ozone can reduce lung function and inflame the linings of the lungs, and repeated exposure may permanently scar lung tissue.

The Valley is in attainment of the federal PM₁₀ NAAQS, but is still seeking attainment of the 1997 annual PM_{2.5} NAAQS (15 micrograms per cubic meter), the 2006 24-hour PM_{2.5} NAAQS (35 micrograms per cubic meter), the 1997 8-hour ozone NAAQS (84 parts per billion [ppb]), the new 2008 8-hour NAAQS (75 ppb), and the revoked 1979 1-hour NAAQS (124 ppb). The Valley's geography and meteorology exacerbate the formation and retention of high levels of air pollution. Surrounding mountains and consistently stagnant weather patterns prevent the dispersal of pollutants that accumulate within the Valley. The Valley also has a significant amount of naturally occurring biogenic emissions and receives additional air pollutants via transport from other regions of California. These natural factors will continue to impact the Valley's progress toward attainment of stricter air-quality standards—standards that are approaching the Valley's naturally occurring background concentrations. Although significant investment from the business community has already occurred and air quality has significantly improved over the past 20 years,

attainment of the NAAQS will require transformative air pollution controls and strategies. These strategies will need to include zero-emission technologies, alternatives to long-practiced development patterns and transportation systems, and quantifiable action from all Valley residents.

Not only is this research relevant to attainment of health-based standards, but also to the District's Health-Risk Reduction Strategy (HRRS). In September 2010, the District Governing Board adopted the research-driven strategy designed to maximize public health improvements resulting from the District's attainment strategies and related initiatives. The overall goal of the HRRS is to minimize cumulative population exposure to air pollution and corresponding health risk in the region. This risk-reduction goal is being pursued through the integration of emerging scientific knowledge into the District's control strategies, incentive programs, public communication and enforcement actions.

Primarily, winter PM_{2.5} levels are preventing attainment of the 2006 24-hour PM_{2.5} NAAQS, and residential wood combustion (RWC) is one of the primary sources of wintertime PM_{2.5} in the Valley. District wood-burning prohibitions through Rule 4901 (Wood Burning Fireplaces and Wood Burning Heaters) are a key component of the District's HRRS because they reduce harmful PM_{2.5} emissions in the Valley. No-burn days were first implemented during the 2003–04 winter season. The District strengthened the rule prior to the 2008–09 winter season. Both of these actions have had significant impacts on winter PM_{2.5} concentrations in the Valley, contributing to lowering the winter average 24-hour PM_{2.5} concentration by 41 percent between the 2003–04 and 2011–12 winter seasons. The significant increase in the number of curtailment days resulting from the lower threshold has resulted in a parallel reduction in nighttime neighborhood exposure to ultrafine particles (particulates less than 0.01 microns in diameter or PM_{0.1}), including exposure that has been shown to occur as a result of indoor infiltration. Reducing the frequency of elevated exposure to PM_{0.1}, which induces immune system sensitization and cardiovascular inflammation, has been carried forward into the HRRS. The District's prioritization of Rule 4901 is one of the best examples of a District policy aimed at maximizing public health benefits based on a rigorous assessment of population exposure and risk.

In addition to regulatory measures to reduce residential PM, the District's Burn Cleaner Program helps Valley residents upgrade their current wood-burning devices through financial incentives to any interested resident with additional incentives to low-income residents. The program has helped upgrade over 2,300 wood-burning devices, and continues to receive application.

Despite the positive impacts of Rule 4901, other factors may be negatively influencing the public's use of wood-burning devices, such as energy prices or economic hardships. As part of a public outreach effort, the District surveyed Valley residents in 2010 regarding their use of fireplaces and RWC activity primarily to evaluate the effectiveness of the District's *Check Before You Burn* outreach program. The California Air Resources Board (ARB) also surveyed statewide RWC activity levels in 1997. Given the limited scope and age of these

previous surveys and the downturn in the economy, there is a need to conduct a new assessment of activity patterns in the Valley.

The use of lawn care equipment is also important to the HRRS. Use of such equipment presents a multi-pollutant problem that exposes users and others close to the activity to harmful PM_{2.5} and PM_{0.1}. Handheld lawn and garden equipment (such as leaf blowers) typically use two-stroke engines, while larger equipment (such as lawn and garden tractors) uses four-stroke engines. Lawn mowers are available in both engine types. Two-stroke engines rely on oil mixed with the gasoline to lubricate the engine components. Incomplete combustion of oil in these engines creates high exhaust emissions, including oil-based particulates, PM_{2.5}, oxides of nitrogen (NO_x), volatile organic compounds (VOCs), carbon monoxide, and a mixture of hydrocarbons, which combine with other gases in the atmosphere to form ozone and other toxic air contaminants. Lawn care equipment, particularly leaf blowers, can also cause a significant amount of fugitive dust, toxic air contaminants and ultrafine particles. Health researchers have more recently documented the negative cardiovascular and immune system effects of PM_{0.1} based on these particles' ability to penetrate the alveolar region of the lungs and deliver chemicals into the bloodstream.

The District does not currently regulate the use of lawn care equipment, but does have incentive programs to promote the use of cleaner equipment. The District encourages the replacement of polluting, gas-powered lawn mowers with electric lawn mowers through the Clean Green Yard Machine Residential Grant Program, which has provided \$1,472,977 in grant money toward the replacement of 8,600 gas-powered lawn mowers in the Valley. For the commercial sector, the District is administering the Cordless Zero-Emission Commercial Lawn and Garden Equipment Demonstration Program using Assembly Bill 118 funding from ARB. This demonstration program has generated significant interest and support from the commercial lawn and garden operators, which include businesses that provide landscaping services and organizations that have their own maintenance team. District staff is working with 61 participants to complete the contract phase and order the cordless, zero-emission, commercial lawn and garden equipment for the two-year demonstration program. Participants will begin using the equipment and provide feedback on the performance and durability of the cordless, zero-emission, commercial lawn and garden equipment.

ARB recently conducted a statewide survey of lawn care activity levels, but the results and emissions have not been quantified specifically for the Valley. More information is needed to accurately portray the lawn care activity levels and address the risk posed by lawn care emissions.

Finally, emissions from motor vehicles also contribute to summertime smog and unhealthy air conditions. Over 80 percent of the Valley's NO_x emissions are directly related to mobile sources, and NO_x is the key pollutant responsible for the formation of ozone and PM_{2.5}. National, state and District policies and public outreach have had an effect on how the public use—or don't use—their personal vehicles. District efforts to reduce these

emissions include Health Air Living outreach programs, the Drive Clean! Rebate Program, and the Reduce Motor Vehicle Emission (REMOVE) Program. The results of this survey will help the District understand changes in public commute patterns, and help inform its outreach, incentive, and other strategies aimed at reducing emissions from personal vehicles.

The District has spent significant effort and funding to provide vital information to the public regarding residential lawn care, wood combustion and the need for better commuting options. This survey will provide essential data needed to gauge the continued effectiveness of the District's outreach program.

2.0 Project Purpose

The project solicited by this RFP is intended to gain insight into the Valley-wide activity levels of residential lawn care equipment, wood combustion and commuting habits for emission inventory improvement in those categories, and to set outreach priorities and strategies. The existing inventories may reflect outdated information and are not specific to the Valley, and they do not fully reflect the impacts of successful District programs.

3.0 Project Description

3.1. Objective

The objective of the project solicited by this RFP is to develop a survey and administer it to Valley residents to quantify RLC, RWC and PC activity levels. The survey information will be used by the District to extrapolate Valley-wide use activities for a better understanding of the emissions produced from these three sources.

The goal for the contractor is to develop a suitable survey instrument consistent with District goals, provide valid analytical results with documented precision and uncertainty, and to convey the methodologies and results to the District with sufficient detail in a timely manner.

3.2. Project Scope

The District desires a contractor experienced in phone survey development, administration and analysis. The contractor will work closely with the District to develop appropriate questions to fulfill the ultimate needs of the District, including the District's estimation of emissions from all three sources. The survey shall be conducted in two phases to best capture winter- and summer-time activity levels and build on previous District surveys and research, where possible and appropriate (reports from previous work can be found at http://www.valleyair.org/General_info/pubdocs/pubdocs.htm). The contractor's analysis of the survey results will be submitted to the District as a final report and presentation to key District personnel. Additionally, the District desires the contractor to conduct at least

30 but no more than 50 in-depth, qualitative interviews with District-identified stakeholders. This qualitative element should build upon similar interviews conducted during the *2010 Public Opinion Survey*.

Part One: Survey Development and Administration

The contractor shall design and develop a survey of Valley households targeting owners or renters of single-family homes and covering questions pertaining to RLC, RWC and PC activity levels. The survey shall include participants from representative rural and urban communities in all eight District counties and be available in English and Spanish. If a phone survey is used, it should take eight to 10 minutes to conduct and include both cell and land line phone numbers. Consideration will be given to proposals that include (in part) an online, secure survey instrument, provided the contractor can show success in using such methods. Questions *may* inquire about, *but are not limited to*, the following:

1. General demographics of the household (e.g. number of bedrooms, year of home construction);
2. Household use of lawn care services versus self-care of lawn and yard;
3. Weekly or monthly costs for household with lawn-care service;
4. Details regarding the lawn care equipment owned and used (e.g. provide a list of emission-producing equipment);
5. Duration and frequency of emission-producing lawn care equipment use;
6. Knowledge of the District lawn care incentive program;
7. Whether the respondent resides in an area that is exempt from Rule 4901;
8. Knowledge of the District's *Check Before You Burn* Program;
9. Ownership and use of fireplace, other wood-burning or pellet-burning device (if no device, survey ends here);
10. Willingness to invest in a clean-burning device if able to use that device on *No-Burn* days;
11. Number of days, time of day, number of logs (if known) and type of fuel used in fireplaces or other wood-burning device, if they have a device;
12. Type of natural wood (general wood type, e.g. fruit or hardwood), if natural wood is used;
13. Use of outdoor fireplaces, fire pits, or chimineas (use and how often);
14. Impression of wood burning in neighborhoods (Do you notice it? Is it a problem?);
15. Type of vehicle, number of miles and number of trips used for daily commuting;
16. Willingness to use and actual use of alternative transportation (bus, bike, walking, carpool);
17. Chance for opinion or comment based on preset choices.

These questions and topics will provide the contractor with general guidance, but the design of the survey instrument and methodology for sampling and interviewing will require working closely with the District project manager to ensure that information received will meet the eventual needs of the District. The results should quantitatively

inform future planning efforts and the enhanced understanding of the emission inventories of both emission sources.

The contractor also shall design and develop an in-depth survey of District-identified stakeholders. In addition to the questions listed above, this survey will gauge attitude and opinions of the District, air quality in the Valley and potential new strategies to improve air quality. The design of the survey instrument and methodology for sampling and interviewing will require working closely with the District project manager to ensure that information received will meet the eventual needs of the District. The results should qualitatively inform District strategic planning and outreach efforts.

Before initiating the surveys, the contractor will need to identify and receive approval of the methodologies to be used to ensure randomness, comprehensiveness (of population), impartiality and privacy (of the interviewee). This will be the primary deliverable of Part One.

Part Two: Survey Analysis and Reporting

Following administration of the survey, the contractor will process the data and interpret the findings. The contractor will share preliminary data and findings with the District prior to delivery of the draft and final report. The draft and final report shall include all methodologies used in designing and administering the survey instrument, the survey instrument, the data processing methodologies and the interpretation of the findings. The draft and final report shall also identify the margin of error in the sampling methodology and any statistical significance derived from the analysis.

3.3. Work Products and Deliverables

Initial Meeting. At the start of the contract period, the contractor and key District personnel will meet, preferably in person, to discuss the overall plan, the details of performing the tasks, the project schedule and any other issues that need resolution before work can begin.

Progress Reports. The contractor will provide progress reports at least every quarter (by calendar year), but may be required to submit interim reporting consistent with the approved work program and contract. The contractor may be required to provide verbal updates, either in person or by conference call, to discuss details of the progress report. Each progress report shall include current status of work products and deliverables, action items in progress, action items completed and new action items. The contractor must be willing to receive guidance and direction from District staff and adjust methods based on progress reports and review of draft survey questions and methodology.

Electronic Data Submittal. The contractor shall provide reports and data to the District in a format specified by the District using Microsoft Office 2007, or later, and when applicable, searchable PDF format.

Reports. The contractor will prepare a draft report and final report, including graphic representations, of the results of the residential lawn care, wood combustion and personal commuting survey. The reports shall include the District-approved survey instrument, the approach and evaluation methodology, and the results of the survey and evaluation.

The reports shall include an executive summary to summarize key findings. Supporting technical documents and calculations shall be included in the report as appendices, as applicable. The District requires that the technical writing clearly explains the process used to develop the survey and assessment. Multiple revisions of the draft report may be required if the report is not written to the satisfaction of the District.

The draft report and final report shall be submitted to the District as outlined in the Electronic Data Submittal section above. Upon approval of the final report by the District, the contractor shall submit three bound copies of the report that incorporate all final alterations, additions and appendices. The District may request copies of any reference materials cited in the report to provide complete documentation of the report. Furthermore, the District requests the contractor present the final report at a regularly scheduled Governing Board Meeting.

4.0 Project Schedule

The District intends for the project to be completed according to the following schedule. Payments must correspond with the submission of identified deliverables and final reports. Progress and conference calls are not included in the schedule.

Table 1 — Project Schedule and Deliverables

Action or Work Product	Approximate Date
Release of RFP	May 13, 2013
Deadline for Proposal Submittal	June 27, 2013
Review Proposals & Contractor Selection	July 2013
Contract Development	August 2013
Contract Approval (Governing Board)	September 19, 2013
Deadline for Initial Meeting	October 1, 2013
District Approval of Phase I Survey Instrument and Procedure	November 4, 2013
Deadline for Initiation of Phase I Survey	December 15, 2013
District Review of Preliminary Phase I Survey Results	January 31, 2014
District Approval of Phase II Survey Instrument and Procedure	March 1, 2014
Deadline for Initiation of Phase II Survey	May 1, 2014
District Review of Preliminary Phase II Survey Results	June 12, 2014
Draft Final Report for Review	July 15, 2014
Report Presentation	August 21, 2014

5.0 Budget

Costs will be a factor in evaluating proposals in response to this RFP. Contractors are directed to provide task-related costs in their proposal budget summary rather than a lump-sum amount. Proposals will be evaluated both by comparison of cost for comparable tasks, as well as by projected total cost. The District’s review committee is authorized to consider the comprehensiveness of proposed efforts and robustness of anticipated analytical results. All evaluation criteria are described in Section 10.1.

The District’s budget for this project is \$50,000. The budgeted amount is available to the contractor for survey development, survey administration, analysis, coordination, meetings, report writing, subcontractors, and all other efforts undertaken by the contractor for this project.

The budgeted costs must be **itemized per task** by the following categories:

Labor. List an hourly labor rate for each assigned principal and technical specialist. The rate quoted must include labor, general, administrative and overhead costs.

Materials and Supplies. Identify the materials and supplies necessary to complete each task.

Subcontractor Costs. If subcontractors will be used, identify subcontractors by name, list their cost per hour or per day, and list the number of hours or days their services will be used.

Travel Costs. Identify estimated travel costs, including the number of trips required, destinations and approximate costs of travel. Travel costs are reimbursed at prevailing rates for the contracting company or rates approved by the District, whichever is lower, unless negotiated otherwise. Note: Given the nature of this project, the District anticipates little to no travel costs.

Miscellaneous Costs. Detail any miscellaneous costs not covered by previous budget categories.

Total task and total project costs must be clearly indicated in the Project Costs section of the proposal. The District reserves the right to remove tasks deemed unnecessary to remain within budget.

The District expects that general overhead and administrative costs are included in the hourly rate for labor. It will be assumed that all contingencies and anticipated escalations are included. No additional funds will be paid above and beyond the contracted amount for the services specified in the proposal.

6.0 Required Qualifications

To be selected, a contractor must have demonstrated extensive experience and expertise in the following areas:

- Development and analysis of survey instruments
- Experience working with government agencies
- Skill in preparing clear and timely reports
- Excellent technical writing skills

To be selected, the contractor must also demonstrate the ability and resources to produce the deliverables requested in this RFP. The District reserves the right to reject any proposal deemed non-responsive to the RFP, not responsible or not reasonable.

6.1. Data Universal Numbering System Number (DUNS)

All program applicants must have and include a Data Universal Numbering System (DUNS) number in their proposal. A DUNS number is the nine-digit number established and assigned by Dun and Bradstreet, Inc. (D&B) to uniquely identify business entities. A DUNS

number may be obtained from D&B by telephone (currently 866-705-5711) or the Internet (currently at <http://fedgov.dnb.com/webform>).

6.2. Excluded Parties List System (EPLS)

A proposer or any individual or subcontractor identified in the proposal that appears in the *Excluded Parties List System* (EPLS) is not eligible for award of a contract with the District. The EPLS is a central registry that contains information regarding entities debarred, suspended, proposed for debarment, excluded or otherwise declared ineligible from receiving federal contracts. Go to www.epls.gov for access to the EPLS.

The proposer certifies by signing the signature page of the original copy of the submitted proposal, and any amendment signature pages, that the proposer is not presently debarred, suspended, proposed for debarment, declared ineligible, voluntarily excluded from participate, or otherwise excluded from or ineligible for participation under federal assistance programs. The proposer should complete and return the attached certification regarding debarment (Exhibit A) with their original proposal. This document must be satisfactorily complete prior to award of any contract.

6.3. Compliance with Federal and State Requirements

The selected contractor shall comply with applicable federal requirements including but not limited to Office of Management and Budget Circular No. A-87 (Cost Principles for State, Local, and Indian Tribal Governments) and Circular No. A-102 (Grants and Cooperative Agreements with State and Local Governments), and Circular No. A-133 (Audits of States, Local Governments, and Non-Profit Organizations).

California Government Code Section 1090 generally prohibits a public official from being financially interested in a contract that he or she has made or participated in an official capacity. Under certain circumstances, persons who perform work pursuant to a contract with a government agency may be subject to the restrictions of Government Code Section 1090. With respect to this RFP, this means that based on participation in the planning of the project, certain consultants are precluded from participating in all or some of the post-planning contracts. This preclusion would apply to a contractor as either a prime contractor or a subcontractor. In most cases, whether a particular contractor is eligible to bid will depend on an analysis of all of the circumstances surrounding the contractor's earlier participation in previous District projects and the work that the contractor now proposes to perform. Any response to this RFP that includes a paid participant who is ineligible based on Government Code Section 1090 will be rejected during the review of the proposals.

Questions concerning the eligibility of a potential contractor must be directed to the District's attorney at the address provided below prior to the preparation of a proposal.

General Counsel
San Joaquin Valley Unified Air Pollution Control District
1990 East Gettysburg Avenue
Fresno, CA 93726

7.0 Project Administration

For the purposes of this project, District staff will write and monitor contracts. A District project manager will be assigned as the primary contact with the contractor, and once selected, the contractor shall report to the assigned project manager, who will be identified in the award letter.

7.1. Project Initiation

The contractor must not begin work on the project until a contract is fully approved by the Governing Board of the San Joaquin Valley Air Pollution Control District.

7.2. Submittal of Results

All completed files or reports shall be released by the contractor to the project manager for District review. The District may review any of the results in whole or in part and submit comments or questions to the contractor through the project manager. The contractor shall not undertake additional work to address issues raised by this process without the express written approval of the project manager.

7.3. Reporting Requirements

The contractor shall deliver brief, written quarterly reports to the District project manager. The contractor shall deliver two, draft electronic results reports (in Word 2007 or later) for preliminary data obtained from Phase I and Phase II. The contractor shall also submit a draft final report covering both phases (in Word 2007 or later). The contractor will receive comments on the draft final report and provide revisions in the final report within 15 days after receipt of the comments and prior to final submittal and presentation of the report.

7.4. Invoicing and Claims for Payment

The District shall pay the contractor on a reimbursement basis for services rendered and upon receipt of deliverables per the project and payment schedules. The contractor shall submit a request for payment with supporting documentation (invoices, checks, receipts or self-certification) using the District's official claim-for-payment form. Upon verification, the District will issue payment to the contractor within 60 calendar days of receipt of proper documentation.

The District will withhold 10 percent of each invoice payment until all work is complete and approved.

Additional tasks performed by the contractor or its subcontractors to develop supporting information or analysis not specified in the proposal will not be reimbursed without prior written approval by the District. Unapproved additional tasks are not reimbursable.

8.0 Content of Proposals

Proposals must be signed by a duly authorized official of the responder and must state that the proposal is valid for a period of not less than 120 days from the date of submittal. The proposer's name and address as used in contractual agreements shall be provided. The name, address, title, phone number, fax number and e-mail address of the person(s) authorized to execute agreements and the person(s) acting as principal for the work to be conducted shall be included in the proposal.

Proposals should convey a maximum of technical content related to the relevant task with a minimum of extraneous material. Proposals should convey a high degree of technical understanding and innovation while demonstrating the ability to present complex scientific or statistical results to technically qualified decision makers. The proposal should be clear and concise. The response to the RFP is expected to be brief, with text of the proposed approach to completing the tasks limited to 20 pages or less, exclusive of qualification information (resumes, CVs, etc.), budget summary table, and timeline.

The response to the RFP must include the following:

1. Qualifications of the proposer, including in-house staff and subcontractors as needed to complete the required tasks.
2. Approach to completing the tasks identified in Section 3 of this RFP. This portion should include information on the proposer's specific expertise to conduct and analyze a public survey.
3. Discussion of any missing tasks identified by the proposer, that would enhance fulfillment of the Section 3 objectives.
4. Estimated timeline for completion of the tasks subsequent to contract execution. Indicate and explain, or justify, adjustments to the schedule anticipated by or proposed by respondent.
5. Budget for RFP tasks and additional identified tasks. The proposed payment for each deliverable should be provided, as well as hourly billing rates for additional services that may be necessary to complete additional processing identified by the investigative tasks, if authorized for completion by the District.

Submitted proposals must follow the format outlined below and all requested information must be supplied. The submitted **proposal shall be limited to 20 single-sided pages or 10 double-sided pages**, with one-inch margins on white paper using Arial font 11 point or

Cambria font 12 point for the body of the text. Failure to submit proposals in the required format may result in elimination from consideration.

Cover Letter. The cover letter must include the name, address and phone number of the proposer's company; the total cost; the name of the contact person for the proposal; the proposer's DUNS number; and the original signature of the person(s) authorized to represent the firm or organization.

Table of Contents. The table of contents must clearly identify the material contained in the proposal by section (as identified below) and page numbers.

Summary, Section 1. The summary must state the overall approach to the analysis and the objectives of the proposal. It should demonstrate a clear understanding of the analytical goals, include the total study costs, and provide specific examples of steps to be taken to complete the analysis, as well as measures to assure validity, reliability, and applicability of the analysis.

Work Program, Section 2. The work program shall describe the work activities or tasks to be performed including the sequence of activities and a description of methodologies or techniques to be used.

Project Schedule, Section 3. The project schedule shall provide projected milestones or benchmarks for major tasks, deliverables and reports within the total time allowed.

Project Organization, Section 4. The project organization shall describe the proposed management structure, organization of the contracting group and facilities to be used.

Assigned Personnel, Section 5. Section 5 shall identify the principals having primary responsibility for conducting the analysis. It shall discuss each primary's professional and academic backgrounds and provide a summary of similar work previously performed. This section shall also list the amount of time, on a continuous basis, that each principal will spend on the project. Beyond the responsibilities of the principals, Section 5 shall include the responsibilities and capacity of the technical personnel involved. Substitution of the principal or the lead personnel shall not be permitted without prior written approval of the District project manager.

District Resources, Section 6. Section 6 shall describe any District services or staff resources needed to supplement contractor activities to achieve the identified objectives.

Subcontractors, Section 7. If applicable, Section 7 shall identify each subcontractor to be used to complete the project. This section shall describe the work to be performed by each subcontractor and the number of hours or the percentage of time they will devote to the study, including a list of their assigned staff, their qualifications and their relationship to project management, schedule, costs, and hourly rates.

Contractor Capability and References, Section 8. Section 8 shall provide a summary of the contractor's relevant experience and the applicability of each experience to this RFP. For previous projects that are similar in nature to the work proposed for this RFP, include a brief summary of the completed work. Previously completed reports may be included as attachments to the proposal and will not be included as part of the 20-page limitation.

Project Costs, Section 9. The project costs section shall identify all costs associated with the execution of project requested by this RFP. In addition to Section 9, include a *Proposal Budget Summary Table* similar to Exhibit B of this RFP.

Conflict of Interest Statement, Section 10. The conflict of interest statement must identify any actual or potential conflicts of interest resulting from any contractual work performed, or to be performed, for other clients as well as any such work done or to be done by any subcontractors to the contractor. Specifically, Section 10 must disclose any recent or current contracts with the District, business entities regulated by the District, or any environmental group or business-interest group. In addition, Section 10 must disclose any contracts with the District or public or private entities that are scheduled to be performed in the future or are currently under negotiation. The District will consider the nature and extent of such work in evaluating the proposal.

Additional Data, Section 11. Section 11 shall include any work generated similar to what is requested in this RFP, if the contractor chooses to do so. It may also include other essential data that may assist in the evaluation of the proposal. Items included in Section 11 will not be considered part of the 20-page limitation set for the proposal.

Attachments. Extensive documentation is discouraged, but attachments for the budget summary table, resumes and report examples can be included in the proposal. Attached documents are not part of the 20-page limitation set for the proposal.

9.0 Submission of Proposals

All proposals must be submitted according to the specifications set forth in this RFP in **Section 8, Contents of Proposals**, and this section. Failure to adhere to these specifications may result in rejection of the proposal.

9.1. Signature

All proposals shall be signed by an authorized representative of the proposer.

9.2. Due Date

Proposals, both hard-copy and electronic versions (CD-ROM, DVD, or e-mail), must be received at the addresses below (postmarks not accepted) no later than 5:00 p.m. Pacific Standard Time on June 27, 2013, and shall be directed to

Hard-copy version: Lisa Van de Water, Air Quality Specialist
San Joaquin Valley Unified Air Pollution Control District
1990 East Gettysburg Avenue
Fresno, CA 93726-0244

Electronic version: Lisa.Vandewater@valleyair.org
(or included as a CD-ROM or DVD with the original hard copy)

9.3. Proposal Format

All proposers shall submit one complete hard copy of the proposal. In addition, all proposers shall submit an electronic copy of their proposal as a Portable Document Format (PDF) file or files. The electronic copy shall be in no more than two PDF files.

If submitting a proposal using multiple PDF files, one shall contain the body of the proposal as defined in Section 8 above (Cover Letter, Table of Contents, and Sections 1 through 10); the second file may contain any attachments not included in Sections 1 through 10. The portion of the electronic copy containing Sections 1 through 10 must be in a searchable format.

9.4. Identification

To accommodate processing and verification of time of receipt, the proposer shall submit the required copies of the proposal in a sealed envelope, plainly marked in the upper left-hand corner with the name and address of the proposer and the words

***“PROPOSAL: Residential Lawn Care, Wood Combustion, and
Personal Commuting User Survey.”***

9.5. Grounds for Rejection

A proposal may be immediately rejected for any of the following:

- The proposal is received at any time after the exact due date and time set for receipt of proposals
- The proposal is not prepared in the format prescribed
- The proposal is not signed by an individual authorized to represent the proposing firm or organization.

9.6. Disposition of Proposals

Once a proposal is submitted, the composition of the proposal team cannot be altered without prior written consent of the District. The proposal shall constitute a firm offer and may not be withdrawn for a period of 120 days following the last day to accept proposals. Proposals become property of the District and the District reserves the right to reject all proposals and make no award. Any proposal selected for funding will be included as an exhibit to the grant agreement, and at such time will be considered public information and subject to disclosure under the Public Records Act.

9.7. Addenda and Supplements to the RFP

The District may modify the RFP or issue supplementary information or guidelines relating to the RFP at any time. If the District modifies the RFP, the modification will be posted on the District website. Proposers whose proposals are received prior to a modification will be notified of the modification and will be allowed to submit a new proposal; however, if a new proposal is submitted, it must be received prior to the deadline. The District will review the new proposal in lieu of the prior proposal. The District will not review multiple proposals from a single proposer for the same project.

10.0 Evaluation Criteria and Selection Process

The District will establish a selection committee of internal staff to review all eligible proposals based on preset evaluation criteria. The selection committee will generally evaluate the proposer's ability and expertise to perform the services requested in the RFP. The proposer's cover letter should provide a brief statement of qualifications and a brief description of the duties to be performed along with relatively recent experience, all of which should be detailed in the body of the proposal.

10.1. Evaluation Criteria

The proposal evaluation criteria include the following:

1. Cost of proposal
2. Clarity and thoughtfulness of proposal
3. Presentation, including good organization, formatting and a minimum of grammatical errors
4. Thoroughness and appropriateness of the proposed work program
5. Timeliness of proposed schedule for completion of work tasks
6. Innovation in approach to work tasks

7. Previous experience with similar projects
8. Working relationships with government agencies

10.2. Contractor Selection Process

A District selection committee will evaluate all proposals received by the deadline to determine responsiveness to the RFP, ensure the requirements for this project will be satisfied and ultimately recommend a contractor for approval. Failure to adhere to specification in the RFP may cause for rejection of the proposal. The District and review committee retain the right to reject all proposals received and conduct direct negotiations with a selected contractor if all proposals are considered to substantially nonresponsive to key issues.

During the selection process, the District may interview proposers with scores above a natural break for clarification purposes only. No new material will be permitted in such a circumstance.

The District will award a contract to the proposer with the most acceptable proposal based on the criteria described in this section. The selection of a contractor, final project budget and award of a contract are subject to approval by the District Governing Board. The District may choose to reject all proposals. All proposers will be notified of the selection process results by letter.

10.3. Contract Negotiation and Approval

The District will negotiate a contract with the contractor after contractor selection. All agreements must be approved and executed by the District Governing Board. Standard contract language is available for advance review by request to the project manager.

11.0 Insurance

A proposer awarded a contract under this RFP shall be required to provide proof of insurance coverage acceptable to the District.

Without limiting the District's right to obtain indemnification from a contractor or any third party, the contractor, at its sole expense, shall maintain in full force and effect throughout the term of the agreement the following insurance policy(s):

1. Liability insurance for bodily injury, including automobile liability, with limits of coverage of not less than \$500,000 each person and \$1 million each occurrence; and
2. Liability insurance for property damage with limits of coverage not less than \$50,000 each occurrence; and
3. Workers compensation insurance in accordance with the California Labor Code; and

4. Commercial general liability insurance with minimum limits of coverage of not less than \$1 million per occurrence.

The foregoing insurance policy(s) shall not be canceled, reduced or changed without a minimum of 30 calendar days' advance, written notice given to the District.

Prior to performing any obligation under any agreement with the District, the contractor shall provide the District with a certificate of insurance from an insurer acceptable to the District as evidence of complying with the insurance requirements described above.

12.0 Data Ownership and Publication

The District shall have the right, at reasonable times during the project, to inspect and reproduce any data received, collected, produced or developed by the contractor. No reports, professional papers, information, discoveries or data obtained by the contractor shall be released or made available (except to the District) without prior, express written approval from the District. At the completion of the project, the contractor shall provide the District all data developed through conduct of the project that is in its possession. All data received, collected, produced or developed under the project shall become the exclusive property of the District; however, the contractor shall be allowed to retain a copy of any non-confidential data received, collected, produced or developed by the contractor. Should the contractor subsequently include data collected in this project for other evaluations and publications, the District would appreciate a notification of publication or a copy of the article or manuscript published.

EXHIBIT A — Debarment Certification

Certification Regarding
Debarment, Suspension, Ineligibility and Voluntary Exclusion
Lower Tier Covered Transactions

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98 Section 98.510, Participants' responsibilities. The regulations were published as Part VII of the May 26, 1988, Federal Register (pages 19160-19211).

(1) The prospective recipient of Federal assistance funds certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency.

(2) Where the prospective recipient of federal assistance funds is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

Name and Title of Authorized Representative

Signature _____ Date_____

EXHIBIT B — Proposal Budget Summary

Direct Costs:

- | | |
|--|-----------------|
| 1. Labor & Employee Fringe Benefits (provide detailed breakdown by task and employee on separate sheet [including subcontractors]) | \$ _____ |
| 2. Equipment (provide detailed breakdown on separate sheet) | \$ _____ |
| 3. Travel & Subsistence | \$ _____ |
| 4. Electronic Data Processing | \$ _____ |
| 5. Photocopying/Printing/Mail/Telephone/FAX | \$ _____ |
| 6. Materials and Supplies | \$ _____ |
| 7. Miscellaneous (please specify) | \$ _____ |
| TOTAL DIRECT COST: | \$ _____ |

Indirect Costs:

- | | |
|---|-----------------|
| 1. Overhead (specify rate) | \$ _____ |
| 2. General & Administrative Expenses (specify rate) | \$ _____ |
| 3. Other Indirect Costs (please specify) | \$ _____ |
| 4. Fee or Profit (specify rate) | \$ _____ |
| TOTAL INDIRECT COST: | \$ _____ |

TOTAL DIRECT AND INDIRECT COST: \$ _____