

SAN JOAQUIN VALLEY AIR POLLUTION CONTROL DISTRICT

REQUEST FOR PROPOSALS

LAWN AND GARDEN EQUIPMENT REPLACEMENT PROGRAM

The San Joaquin Valley Air Pollution Control District (District) is seeking proposals for lawn mower exchange projects to aid in exchanging more than 1,600 old gas mowers for new cordless electric mowers in the San Joaquin Valley.

Submittal: Three (3) hard copies and one (1) electronic copy of the proposal must be received at the address below on or before:

Wednesday, June 30, 2010 – 5:00 PM

PROPOSALS RECEIVED AFTER THE TIME AND DATE STATED ABOVE WILL NOT BE ACCEPTED.

Address to: Greg Brown
Air Quality Specialist
San Joaquin Valley Air Pollution Control District
1990 East Gettysburg Avenue
Fresno, CA 93726-0244

Issuance Date: June 8, 2010

Table of Contents

1.0	Summary	1
2.0	Background	1
3.0	Contact	2
4.0	Schedule of Events	2
5.0	Program and Contract Information	2
6.0	Response Submittal Requirements	4
7.0	Proposal Evaluation	5
8.0	Confidential Information	6

1.0 Summary

The San Joaquin Valley Air Pollution Control District (District) was awarded \$417,600 in California Air Resources Board (ARB) AB 118 funds, which will be used to provide approximately 1,670 vouchers for electric cordless lawn mower replacements. Under this RFP the District is seeking qualified vendors for exchange events to be held summer 2010 with an option to continue events until spring 2011. Contracts may be awarded to multiple suppliers/manufacturers.

Applicants for this RFP are encouraged to contact District staff for assistance with questions regarding this announcement.

2.0 Background

The challenges faced by the San Joaquin Valley with respect to air quality are unmatched by any other region in the State. The Valley's topography, climate, geography and the presence of two major transportation corridors connecting northern and southern California all contribute to the region's problem.

The District was created by the California legislature in 1992 as the regional agency to deal with air pollution in the San Joaquin Valley. The District is made up of eight counties in California's Central Valley: San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the San Joaquin Valley Air Basin portion of Kern. The Valley Air District is governed by a fifteen member Governing Board consisting eight county Supervisors from each of the eight Valley counties selected by their respective county Boards of Supervisors, five City Council members selected by the cities within the District, and two public members appointed by the Governor.

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

The air quality in the Valley is particularly dangerous in summer months. Lawn mowers and other gas powered yard equipment are notorious polluters usually lacking emission control equipment. The EPA estimates 1 lawn mower can emit as many smog forming pollutants as 43 new cars and that lawn mowers can account for as much as 1/10th of smog forming pollutants from mobile sources. Green yard equipment, such as cordless electric lawnmowers, can reduce dangerous criterion pollutants especially in the summer.

In 2007, Governor Schwarzenegger signed into law Assembly Bill (AB) 118, which created the Air Quality Improvement Program (AQIP). This voluntary incentive program administered by ARB is designed to fund clean vehicle and

equipment projects, air quality research, and/or workforce training. For fiscal year 2009-10 ARB estimates that \$34.6 million will be available for grant programs.

The Lawn and Garden Equipment Replacement Program is one of the programs available under AQIP. ARB drafted the program guidelines and issued a competitive solicitation for \$1.6 million in program funds. The District submitted an application based on this solicitation and was awarded \$417,000 in funds to be used for the replacement of gas powered lawn mowers with cordless electric models.

3.0 Contacts

Gregory Brown, Air Quality Specialist
Strategy and Incentives Program
San Joaquin Valley Air Pollution Control District
1990 East Gettysburg Avenue
Fresno, CA 93726-0244
(559) 230-5800, FAX (559) 230-6112

Brian Dodds, Grants Supervisor
Strategy and Incentives Program
San Joaquin Valley Air Pollution Control District
1990 East Gettysburg Avenue
Fresno, CA 93726-0244
(559) 230-5800, FAX (559) 230-6112

4.0 Schedule of Events

June 8, 2010	Release of RFP
June 30, 2010	RFP Closes (No Later than 5:00 PM)
July 2010	Review and Selection of Approved Projects

5.0 Program and Contract Information

5.1 Objective

The Lawn and Garden Equipment Replacement Program will provide qualified Valley residents with \$250 vouchers towards cleaner lawn mowers. The District is requesting competitive proposals for qualified lawn mower retail partners that will assist the District with the implementation of the Lawn and Garden Equipment Replacement Program. The partners must provide an adequate supply of qualified products, proper customer service and help to expend the funding in an expeditious manner, as described in section 5.2. The District will provide funds to reimburse the selected vendor for the subsidized cost of each lawn mower purchased; there will be no reimbursement for any administrative or overhead costs.

The Program intends to provide the participants the opportunity to choose from different makes and models and different methods of exchange. The District is seeking exchange models that utilize exchange events and/or phone in/on-line store fronts. Retailers utilizing the exchange model are expected to provide a minimum of three exchange events with an option to hold additional events throughout the Valley if necessary. One event shall be held in each of the Districts three regions: Northern (*San Joaquin, Stanislaus, Merced*), Central (*Madera, Fresno, Kings*) and Southern (*Tulare, Kern*). Proposals should identify locations that will best serve the populous of each area.

Public participants will pre-register and be given a chance to select the model they wish to utilize. It is expected that successful Proposals will establish routes to ensure the old lawn mowers are recycled properly. Ideally the bidder will provide a location for the events and staff to aid in the lawn mower swaps.

5.2 Partner Roles

District

- Promote program utilizing District resources including email list serves, social networks, press releases and more.
- Pre-register and verify qualifications of participants. The District expects to reserve time slots for qualified participants to manage the volume of customers attending the event at a given time.
- Provide District staffing at events to aid in coordination and field participant questions.
- Provide voucher reimbursement payments in a timely manner following events as specified in contract.

Vendor(s)

- Promote program through available resources.
- Have adequate supply of lawnmowers to meet participant demand at each event.
- Provide staffing to adequately handle workload of processing old mowers and completing transaction selling new mower. It is expected that the highest level of customer service is provide including the ability to process each customer through the exchange event in a timely manner. This also includes providing assistance to the customers in handling the old and new lawn mowers.
- Ideally, provide sufficiently-sized locations in all three regions to hold exchange events.

- Secure a recycler who will be responsible for collecting and disposing of old lawn mowers. Ensure units exchanged are recycled and no parts from mowers are salvaged. Recyclers can use the mower for their scrap value.
- Additional points will be available if an applicant is able to provide a second exchange option, i.e. internet or phone based systems; to allow participation for applicants not able to attend the exchange events.

5.3 Available Funding

The District currently has \$417,000 available in Lawn and Garden Equipment Replacement funds. These funds will provide over 1,670 vouchers to be used by valley residents to replace gas powered lawn mowers with cordless electric models. The District reserves the right to award multiple agreements and allow applicants to choose which method they want to utilize to obtain their replacement mower. The participant will be responsible for the cost of the mower beyond the \$250 voucher.

6.0 Response Submittal Requirements

Each proposal submitted must include, at a minimum, the following sections:

1. Executive Summary Page
2. Project Proposal
3. Attachments

6.1 Executive Summary Page (Not to exceed 1 page)

The first section of the proposal should be an executive summary which includes:

- A brief statement describing the process.
- Summary of the bidder's organization and related experience.
- Project period, including expected beginning and end dates.

6.2 Project Proposal

This section should contain a detailed project summary including:

- Description of experience in previous exchange events
- Walk through of applicants' experience in the exchange
- Description of space available if necessary
- Timeline to organize, promote and stock inventory for events
- Number of events, locations and proposed dates
- Specifications and price of electric cordless lawn mowers offered
- MSRP of mowers for District program participants
- Explanation of methods to recycle mower and drain it of fluids if necessary

- Description of staff available for the events and program
- Description of the roles of the applicant and partners (Pre-registration)
- Additional Marketing- Advertising or Promotions
- Contact(s) for questions regarding this proposal
- Primary contact information for individual responsible for coordinating events
- Company signing authority information
- Attach W-9

6.3 Attachments

This section may include attachments necessary to support portions of the proposal.

7.0 Proposal Evaluation

7.1 Evaluation Criteria

Each proposal shall be evaluated and point totals shall be awarded in each of the categories listed below.

25 pts Price and Options of Mowers for Program Applicants (including tax)

Proposals should include the specifications and price of each lawn mower to be offered to the customer at the exchange event. It is expected that the customer will pay the difference between the District's incentive and the price offered at the exchange event.

25 pts Location, Availability, Staff and Experience – The proposal should include a discussion on the number of staff available for each event with a focus on providing excellent customer service and processing each customer through the exchange event in a timely manner. If proposing a specific location, a description of the location and discussions of how the event would be set up at this location are necessary. Please include potential dates for holding the exchange events and a Gantt chart or similar project management tool showing key milestones necessary to organize and hold the proposed exchange events. A discussion of the experience in promoting, organizing, and holding past exchange events is required. Please include dates, locations, and contact information for 3 previous exchange events.

20 pts Marketing and Outreach – The proposal should include a detailed discussion of the resources available to promote and advertise the proposed lawn mower exchange events. Also describe outreach efforts targeting low-income and minority groups in the Valley, i.e. bilingual promotion efforts.

20 pts Participant Experience – The proposal should describe the customer experience on the day of the event, the District expects the highest level of customer service to be provided to customers at the exchange events. This includes providing assistance in handling the old and new lawn mowers, minimizing the amount of time a customer spends waiting in line to purchase the new mower, answering any questions the customer may have about the device, and ensuring that a high volume of customers can flow through the exchange event during the allotted time.

10 pts Associated Recycling Process – Please include all appropriate contact information. In addition, proposals should include a description of the role of the recycler at the exchange event. All lawn mowers are required to be completely destroyed following the exchange events. No parts are to be removed from the lawn mower prior to destruction.

100 pts Total

7.2 Evaluation and Approval

District staff will evaluate and rank all proposals and make a vendor selection based on the best overall proposal.

Confidential Information

Proposals containing trade secret or confidential information must be received with a request for confidential treatment of information in accordance with District Rule 1030. Information about District Rule 1030 can be found at www.valleyair.org under Rules and Regulations.

Proposals selected for funding, excluding confidential attachments, will become public records upon execution of a funding agreement with the District.