



# **San Joaquin Valley**

## **AIR POLLUTION CONTROL DISTRICT**

**Request for Proposal (RFP)**

**School-based Community Outreach Campaign**

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## Section I – Introduction

Since its formation in March 1992, the San Joaquin Valley Air Pollution Control District has focused on improving air quality through a variety of rules, regulations, incentives and programs in Fresno, Kings, Madera, Merced, San Joaquin, Stanislaus, Tulare and the Valley air basin portion of Kern counties. The Air District's mission -- to protect public health by improving air quality in the San Joaquin Valley -- relies on the public's awareness, understanding and support of the agency and its air-quality improvement programs.

To effectively reach a specific, school-based target group, generate public interest in and support of air-quality improvement programs, and effect meaningful changes in public behavior in and around school campuses, the Air District is investing in comprehensive partnership with a non-government organization (NGO), public or private, to conduct targeted outreach.

The District is committed to providing outreach to all Valley schools. In the past eight years, the District's Governing Board has approved a substantial investment in partnerships that enhance the District outreach and communication to Valley public and private schools. The primary focus of past outreach to schools has been the Air Quality Flag Program and then, more recently, the Real-Time Air Advisory Program (RAAN).

The purpose of this RFP is to secure a partner to conduct outreach to Valley schools in all eight counties of the Valley Air District on five key topics:

1. RAAN Program  
[http://www.valleyair.org/Programs/RAAN/raan\\_landing.htm](http://www.valleyair.org/Programs/RAAN/raan_landing.htm)
2. Air Quality Flag Program  
[http://www.valleyair.org/Programs/FlagProgram/AirQualityFlagProgram\\_idx.htm](http://www.valleyair.org/Programs/FlagProgram/AirQualityFlagProgram_idx.htm)
3. Air Alert Program  
[http://www.valleyair.org/AirAlert/AirAlert\\_Landing.htm](http://www.valleyair.org/AirAlert/AirAlert_Landing.htm)
4. General school-based anti-idling campaign. The District currently does not have a formal school-based anti-idling campaign, but an example of such a program can be found <http://www.airwatchnw.org/anti-idling-programs/>
5. Leverage opportunities with *Safe Routes to Schools* grants  
<http://www.saferoutesinfo.org/>

The Air District is not merely looking for a partner to send information to schools. Rather, the District is looking for an organization whose skill set will complement the in-house abilities of the District team and leverage air quality-appropriate opportunities to further air-quality messages. Additionally, the District is looking for an organization that will both understand and believe in the mission and vision of this agency. The intent of this partnership is to ensure that all Valley schools have opportunities in place for students, parents, administrators, teachers and neighbors to learn about and become engaged in the air-quality improvement process.

Proposals are being solicited from organizations to implement a grassroots outreach and educational campaign for the five topic areas listed above. The campaign and funding parameters are outlined further in this document, yet may be changed prior to contract finalization.

The projected total annual budget allocation for the entire package is up to \$96,000. Furthermore, the contract could possibly be renewed up to four times pending evaluation of performance. An annual increase in funding is possible based on increases in costs and evaluation of performance. **All dollar figures and potential contract renewals require approval from the District's Governing Board through an annual contract approval process and annual budget approval process.**

Organizations throughout the Air District are invited to submit proposals for consideration as outlined in this packet. While it is not required that an agency be located in the Air District, a thorough understanding of the unique qualities of the San Joaquin Valley and the area's air-quality challenges will be an important scoring criteria for this RFP process.

**Again, all contracts & budgets are subject to approval by the Air District's Governing Board.**

All questions and inquiries concerning the RFP should be directed to:

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San Joaquin Valley Air Pollution Control District  
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## Section II - Schedule

<u>DATE</u>	<u>EVENT</u>
JUNE 28, 2012	RELEASE OF REQUEST FOR PROPOSAL
JULY 23, 2012	PROPOSAL SUBMISSION DEADLINE
JULY 23 - 27, 2012	PROPOSAL REVIEW BY DISTRICT STAFF
AUGUST 1, 2012	FINAL SELECTIONS ANNOUNCED
AUGUST 16, 2012	CONTRACT PRESENTATION TO GOVERNING BOARD FOR PUBLIC COMMENTS AND CONSIDERATION FOR FINAL APPROVAL
SEPTEMBER 1, 2012	PROPOSED CONTRACT START DATE
YEAR-ROUND	DEVELOP AND IMPLEMENT SCHOOL-BASED OUTREACH
JUNE 30, 2013	CONTRACT END DATE (potential for four annual renewals)

## Section III – Background

The San Joaquin Valley air basin struggles with attainment issues for two primary pollutants: ozone, which is generally a summertime problem; and particulate matter (PM), which is generally a problem during fall and winter. Accordingly, the Air District has supplemented its regulatory authority with a robust outreach program aimed at creating behavior change and a growing number of incentives programs to voluntarily reduce these pollutants. The District conducts a variety of specific outreach aimed at educating the public on forecasted and current air quality levels. The purpose of these programs is to assist the public in making healthy decisions regarding outdoor activities and to link high pollution levels with individual behavior.

Since its formation, the District has developed more than 500 rules and amendments, which have reduced emissions from stationary sources – the District’s sole regulatory authority – 75 percent. However, vehicle use – including passenger vehicle idling at schools throughout the Valley – accounts for about 80 percent of the air basin’s current overall pollution problems. (For more detail about the District’s accomplishments and challenges, visit [www.valleyair.org](http://www.valleyair.org).)

The District also, in 2008, retired its longtime Spare the Air summertime, voluntary emission-reduction program, and unveiled Healthy Air Living, a year-round, broad-based program, which has also expanded to include regulatory measures. The Healthy Air Living program is focused on having individuals make real, tangible behavior changes every day to improve air quality in the San Joaquin Valley. A key part of the Healthy Air Living campaign is educating the public on air-quality levels through the Air Quality Flag Program and the RAAN Program (see links on page 3 for details).

The purpose of this Request for Proposals is to select a qualified partner to assist the District in conducting air-quality outreach to schools.

## Section IV – Project Specifications

This Request for Proposal process includes one written component, which will be judged based on criteria outlined below. We anticipate the initial contract budget to be approximately \$96,000. The budget will be used to conduct as much outreach as possible to schools in the Valley on the key focus areas of the partnership. Additionally, the outreach needs to be equitable across the eight counties of the San Joaquin Valley air basin. The District will pay for flags, posters, brochures and magnets, yet all additional costs must be outlined in the proposal budget.

Please note that budget may change and is contingent on approval from the District's Governing Board.

The chosen organization will be required to develop and implement comprehensive outreach to Valley schools with the intent of engaging them in the following programs (in order of importance):

1. RAAN Program
2. Air Quality Flag Program
3. Air Alert Program
4. Anti-Idling Campaign
5. Safe Routes to Schools

If approved by the Governing Board, the term of the contract will be for approximately one school year, from September 1, 2012 to June 30, 2013. The contract will include an option for four annual renewals, each for approximately 10 months to align with standard school years.

An authorized representative from the contracting organization must be available for project meetings throughout the life of the contract. The project meetings will be held at the Air District office in Fresno and, on occasion, may be conference-call meetings. The meetings will be set as needed throughout the year and held with the Air District's OC team to discuss, develop, review, edit and revise the strategies for the school outreach. The District will not reimburse the agency for travel associated with these types of meetings.

All outreach strategies must be submitted for review by Air District staff and management. The Air District reserves final approval rights for any strategy being used to promote District messages or programs. It should be noted that any District program, campaign, message or other outreach product created in partnership prior to or during this contract, cannot be copyrighted or trademarked.

Upon notification of the project award, the selected organization will need to furnish the Air District with written proof of workers' compensation and liability insurance. Additional insurance requirements may be outlined in the contractual agreement.

## Section V - Written Proposal Contents

All proposals must follow the format outlined below, and all of the requested information must be supplied in a proposal packet and received in the Air District Central Office, 1990 E. Gettysburg Ave., Fresno, CA., 93726 by 5 p.m. on Monday, July 23, 2012. Incomplete proposals or proposals arriving after the deadline will be automatically disqualified from consideration. **No exceptions or extensions will be granted.**

Written proposals may not exceed 11 sheets of paper including the cover letter. This means paper 8.5 X 11 inches and printed on both sides, therefore total printed pages can be 22. An original plus four copies must be provided for the review panel.

### Targeted County/Region Outreach

While the District hopes to contract with an organization that can conduct school outreach in all eight counties of the District, staff also understands that there may be smaller organizations that are better suited to conducting outreach in a specific county or region. For this reason, we are allowing organizations to submit a smaller proposal focusing on a certain county or region. Be aware that in sub-sections “D” and “F” below, these types of organizations will need to outline details of this targeted approach.

All proposal packets must contain the following:

- A. Cover Letter: Include the name, address, telephone number, email and signature of the person authorized to commit the organization to the terms specified in the proposal.
- B. Summary of Qualifications: Provide a description of the organization’s capabilities:
  1. Number of years in operation.
  2. Brief description of the key staff's professional experience (highlight educational, environmental or government experience), the address of their office and their role or management level in the organization.
  3. Address the District’s high level of expectations regarding:
    - a. Understanding of air-quality issues in the Valley,
    - b. Understanding of health effects of poor air quality,
    - c. Buy-in with the District’s overall mission, vision and core values,
    - d. Knowledge of the educational community in the Valley,
    - e. Budget management expertise,
    - f. Unique qualities of public agency, and
    - g. Timely turnarounds.
  4. Detail any existing educational partnerships or relationships that might be beneficial for this outreach program. (10 points)

- C. Strategy to engage Valley schools, public and private: Explain your organization's ability to build relationships and trust with school districts, administrators, teachers, students, coaches, parents and other stakeholders. (20 points)
- D. Explain equitable resource allocation to efficiently reach all eight counties of the District: Outline how your agency plans to equitably conduct outreach in all eight counties of the District and how your agency will allocate resources to ensure this equitable distribution of funds. (15 points)
- a. Targeted County/Region Outreach: If submitting this level of proposal, please use this section to outline the regional area of focus your organization is interested in and justify why this targeted strategy is beneficial.
- E. Knowledge of five key focus areas and strategy to ensure schools are receiving all messages: The District intends for this partnership to have a primary goal of enrolling schools in the RAAN and Flag programs; a secondary goal to engage schools in the Air Alert Program and the Anti-Idling messages; and a tertiary goal to leverage any Safe Routes to Schools programs as appropriate. Please explain how your agency plans to achieve these three goals.(20 points)
- F. Budget allocation: Provide a detailed budget outlining the allocation of \$96,000 in funding on a per-county and per-school basis. Make sure that all expenditures are accounted for and be as detailed as possible. Be aware that the District, using the \$96,000 budget, is hoping to reach as many schools as possible and enroll, engage or reacquaint them in all five focus areas. (25 points)
- a. Targeted County/Region Outreach: If submitting this level of proposal, please use this section to outline your proposed funding level for your target area. Please be aware, targeted county/region outreach will only be funded at a fraction of the overall district-wide \$96,000 budget. Please justify your proposed funding level knowing that other counties or regions will also need equitable funding.
- G. Record management and accountability: The District hopes to have a very comprehensive understanding and accounting of all outreach conducted to schools. Provide a description and or example of how records will be maintained and how detailed information will be communicated to the District. It is the intent of the District for a tracking spreadsheet to be kept with details regarding:
1. School including address and contact information.
  2. Meeting dates and times.
  3. Key school contacts individuals with emails and phone numbers.
  4. Level of school commitments to District goals,
    - a. Are they enrolled in RAAN?

- b. Are they running the Flag Program?
    - i. When did they receive flags?
  - c. Are they taking steps to communicate Air Alerts?  
What steps?
  - d. Are they promoting anti-idling? How?
  - e. Are they leveraging Safe Routes to Schools grants?  
How?
5. Additional comments regarding schools commitment to air quality.

This is the deliverable product that the District will require to distribute funds under the contract. (10 points)

## Section VI – Written Proposal Evaluation & In-House Interview Details

An evaluation committee comprised of District staff will review and score the written proposals. A point value has been assessed for each of the elements to the written proposal. The District is looking for, among other things:

- accuracy,
- thoroughness,
- creativity,
- technical ability,
- accessibility,
- Valley knowledge,
- proximity to schools in the Valley,
- topic area and program knowledge,
- flexibility,
- fiscal accountability,
- an understanding of the limitations of public agencies,
- budget management and allocation,
- an ability to best meet the goals of the outreach,
- efficiency and effectiveness with District funds, and
- an ability to follow the direction of the RFP.

Upon review of the proposals, District staff will select the winning organization(s). However, Air District staff has the option to request additional information and/or an in-house interview with one or more of the submitting organizations to assess, among other things, staffing levels, work style, budget oversight and customer-service philosophy.

The selected agency will be notified by telephone and in writing of project award and will be requested to submit a signed contract and proof of insurance within the specified time period.

Please contact Jaime Holt at [jaime.holt@valleyair.org](mailto:jaime.holt@valleyair.org) anytime if you have questions about this RFP.