



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

September 8, 2008

REQUEST FOR PROPOSAL TO PROVIDE DIRECT MAILING SERVICES# 2008-167

<b>SECTION I - SUMMARY .....</b>	<b>1</b>
<b>SECTION II - BACKGROUND .....</b>	<b>2</b>
<b>SECTION III – INSTRUCTIONS TO BIDDERS.....</b>	<b>2</b>
<b>SECTION IV – SCOPE OF WORK.....</b>	<b>3</b>
<b>SECTION V – PROPOSAL FORMAT AND CONTENTS .....</b>	<b>4</b>
<b>SECTION VI – PROPOSAL EVALUATION .....</b>	<b>6</b>
<b>SECTION VII – SAMPLE CONTRACT .....</b>	<b>6</b>

**SECTION I - SUMMARY**

This Request for Proposals (RFP) solicits proposals from companies that would, under contract with the Bay Area Air Quality Management District (Air District), provide direct mail services to attract voluntary sellers to the Air District's Vehicle Buy Back Program. The Air District's Vehicle Buy Back Program seeks to encourage the voluntary scrapping of eligible model year 1987 and older motor vehicles because of their higher emission rates of pollutants that lead to the formation of smog.

To respond to this RFP, an interested company should submit two (2) copies of its proposal to:

Matt Serier, Purchasing Agent  
Bay Area Air Quality Management District  
939 Ellis Street  
San Francisco, CA 94109

Proposals must address all information requested in this RFP. A proposal may add information not requested in this RFP, but the information should be in addition to, not instead of, the requested information and format. Minority business enterprises, women's business enterprises, and Certified Green Businesses are encouraged to submit proposals. **Any questions regarding this RFP should be directed to Michael Neward at: [mneward@baaqmd.gov](mailto:mneward@baaqmd.gov).**

**Proposals must be received at the Air District offices 939 Ellis Street, San Francisco, California, 94109 by 5:00 PM on September 22, 2008. Late proposals will not be considered.**

---

## SECTION II - BACKGROUND

---

The Air District is a regional governmental agency that regulates air pollution in the San Francisco Bay Area. The Air District includes Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, southwestern Solano, and southern Sonoma counties.

Research shows that motor vehicles are responsible for a large share of urban air pollution. Consequently, many smog control efforts concentrate on motor vehicles. One approach involves encouraging the voluntary retirement of older motor vehicles, by offering financial incentives for their owners to scrap them voluntarily. Older motor vehicles generally lack modern emission controls and produce more air pollution than newer motor vehicles. The objective of the Air District's Vehicle Buy Back Program is to purchase and scrap older vehicles, voluntarily retired by their owners, to reduce air pollution in the Bay Area.

**With this RFP, the Air District seeks a contractor to provide direct mail service to attract voluntary sellers of eligible model year 1987 and older motor vehicles.**

This RFP sets minimum standards for a proposal. The Air District staff will evaluate all the qualified proposals and may recommend one company as the selected contractor. The Air District Board of Directors must approve staff's selection of any company before the Air District can execute a contract with the selected company.

---

## SECTION III – INSTRUCTIONS TO BIDDERS

---

### A. General

1. All proposals must be made in accordance with the conditions of this RFP. Failure to address any of the requirements is grounds for rejection of this proposal.
2. All information should be complete, specific, and concise as possible.
3. Proposals should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
4. The District may modify the RFP or issue supplementary information or guidelines during the proposal preparation period prior to September 22, 2008.
5. Proposals shall constitute firm offers. Once submitted, proposals cannot be altered without the written consent of the District, but proposals may be withdrawn.
6. The District reserves the right to reject any and all proposals.
7. All questions must be in written form and directed to Michael Neward, Administrative Analyst, BAAQMD 415-749-4703 or [mneward@baaqmd.gov](mailto:mneward@baaqmd.gov) and arrive no later than one week prior to RFP due date. All questions will be answered and posted on the BAAQMD RFP webpage one week prior to the due date.
8. The cost for developing the proposal is the responsibility of the bidder, and shall not be chargeable to the Air District.
9. Using the Bid Summary Tables provided below, proposals must establish the cost for data management, letter and envelope production, and standard mail bulk rate postage and delivery for up to 330,000 pieces of mail. Provide a detailed description of what the data management cost will entail. Provide a detailed description of what the letter and envelope production cost will entail. Bid summary shall include price per piece as well as price for the entire 330,000 pieces. If the price per piece is dependent upon the number of pieces mailed in each mailing, this should be stated clearly in the price per piece section. Provide any

details of what the postage and delivery cost is based on and if the cost per piece will change or if it is a set price. Indicate if the postage rate is based upon the number of pieces mailed in each bi-monthly mailing. The proposal should include any potential postage increases planned by the United States Postal Service in calendar year 2008 and 2009.

Bid Summary Table for 330,000 Pieces of Mail	
Data Management Cost	
Letter and Envelope Production Cost	
Standard Mail Bulk Rate Postage and Delivery Cost	
Total Cost	

Bid Summary Table per piece of Mail	
Data Management Cost	
Letter and Envelope Production Cost	
Standard Mail Bulk Rate Postage and Delivery Cost	
Total Cost per piece	

**B. Submittal of Proposals**

1. Two (2) copies of the proposal must arrive at the address specified in Section I by 5:00 PM on September 22, 2008.
2. Proposals received after the time and date specified above will not be considered.

**C. Interviews**

1. The Air District, at its option, may interview bidders. The purpose of the interviews will be the clarification of the proposals.
2. Submittal of new material at the interview will not be permitted.

**SECTION IV – SCOPE OF WORK**

The contractor selected under this RFP will conduct a direct mail campaign in compliance with the following requirements and procedures:

**A. Data Management:**

1. Contractor shall convert a flat file database provided on compact disc (CD-ROM) to the Microsoft Access database format. The database file on the CD-ROM consists of approximately 20 columns and 450,000 rows. The only information that needs formatting will be vehicle owner name, owner address, city, state, zip code, vehicle model year and vehicle registration due date.
2. Contractor shall suppress or otherwise modify database to eliminate mailings to vehicle owners with 1970 and older model year vehicles and up to 8,000 individuals that have either requested to be removed from the mailing list or previously participated in the Vehicle Buy Back program. The Air District shall provide contractor with a Microsoft Excel spreadsheet of the names and addresses of these individuals. The Air District shall provide to the selected contractor, on a monthly basis, additions to this list. Monthly name suppression is estimated to be approximately 700 names.
3. Contractor will be required to send the database to the National Change of Addresses every six months to update the database. Address changes that are no longer in the Air District will be added to the suppress mail list.
4. Contractor shall provide the Air District with one (1) compact disc (CD-ROM) copy of the Microsoft Access database once items A.1 and A.2 have been completed initially. Each month thereafter, the contractor shall suppress from the database additional names provided by the Air District and the National Change of Addresses.

The contractor shall provide the Air District with one (1) compact disc which reflects the new database with the most recent suppressed names removed.

**B. Mailings:**

1. The Air District shall provide contractor with twenty-four (24) mail drop dates at approximately two-week intervals to coincide with the vehicle owner's receipt of registration renewal notices from the California Department of Motor Vehicles (DMV). The Air District shall provide contractor, using the DMV database, the date range of names and addresses of vehicle owners in the Bay Area to receive letters on the specific mail drop dates.
2. The contractor shall print the Air District's letterhead, which consists of the Air District logo and contact information, on 20-pound, 8.5" x 11", white, recycled paper. The recycled paper shall contain at least 30% post-consumer material. The text of the letter will be black and printed on one side. The Air District's logo shall be black and one color (blue in two shades). The Air District shall provide logo artwork in electronic format (jpeg). A sample sheet of letterhead is available upon request.
3. The contractor shall print the Air District's return address and logo on #10 standard left window envelope, 24-pound, white recycled stock. The Air District's logo shall be black and one color (blue in two shades). The recycled envelope paper shall contain at least 30% post-consumer material. The Air District shall provide logo artwork in electronic format (jpeg).
4. Contractor shall merge text of one page letter with names and addresses of vehicle owners and vehicle model year from the DMV database provided by the Air District. The Air District shall provide the text of the letter.
5. Contractor shall fold letters to fit window envelopes and insert a one-page letter into each envelope.
6. Contractor shall seal each envelope, provide postage (standard mail bulk rate), and deliver to the United States Post Office for mailing on the specified drop dates provided by the Air District.

**SECTION V – PROPOSAL FORMAT AND CONTENTS**

**A. Contents of Proposal**

Submitted proposals must follow the format outlined below and include all requested information. Failure to submit proposals in the required format can result in the proposal being eliminated from evaluation and consideration.

**1. Technical Proposal**

- a. Cover Letter – Must include the name, address, and telephone number of the company, and must be signed by the person(s) authorized to represent the firm.
- b. Table of Contents – Clearly identify material contained in the proposal by section
- c. Summary (Section I) – State overall approach to providing direct mail services for the Air District, including the objectives and scope of work.
- d. Firm Contact Information (Section II) – Provide the following information about the firm:
  - Address and telephone number of office nearest to San Francisco, California
  - Name of firm's representative designated as the contact
  - Name of project manager, if different from the individual designated as the contact
- e. Program Schedule (Section III) – Provide projected time frames from compiling the mailings and delivery to the post office for mailing.
- f. Firm Organization (Section IV) – Provide a statement of your firm's background and experience in providing direct mailing services for governmental organizations. Describe the technical capabilities of the firm. Provide references of other, similar projects including contact name, title, and telephone number for all references listed.
- g. A list of primary personnel, for each company, to be assigned to the work discussed in this RFP, with a

description of each person's duties, experience, and training.

- h. Conflict of Interest (Section IX) – Address possible conflicts of interest with other clients affected by clients actions performed by the firm on behalf of the Air District. The Air District recognizes that prospective bidders may have contracts to perform direct mailing services for other clients. Include a complete list of such clients for the past three (3) years with the type of work performed and the total number of years performing such tasks for each client. The Air District reserves the right to consider the nature and extent of such work in evaluating the proposal.
- i. Additional Data (Section XI) – Provide other essential data that may assist in the evaluation of the proposal.

**2. Cost Proposal**

- a. Name and Address – The Cost Proposal must the name and complete address of the bidder in upper, left hand corner.
- b. Cost Proposal – The cost proposal must list the fully-burdened hourly rates and the total number of hours estimated for each level of professional and administrative staff to be used to perform the tasks required by this RFP. In addition, have each of the different tasks required by this project broken down into separate cost schedules.

**3. Proposal Submission**

All Proposals must be submitted according to the specifications set forth in Section V (A) – Contents of proposal and this section. Failure to adhere to these specifications may be cause for the rejection of the proposal.

- a. Signature – All proposals should be signed by an authorized representative of the bidder.
- b. Due Date – All proposals are due no later that 5:00., September 22, 2008 and should be directed to:

Matt Serier, Purchasing Agent  
Bay Area Air Quality Management District  
939 Ellis Street  
San Francisco, CA 94109

- c. Submittal – Submit two (2) complete copies of the proposal in a sealed envelope. Plainly mark the upper, left-hand corner with the name and address of the bidder and the RFP number. Late proposals will not be accepted. Any correction or re-submission of proposals will not extended the submittal due date.
- d. Addenda – The Air District may modify this RFP and/or issue supplementary information or guidelines relating to the RFP during the proposal preparation period.
- e. Grounds for Rejection – A proposal may be immediately rejected at any time after the deadline; is not in the prescribed format; or is not signed by an individual not authorized to represent the firm.
- f. Disposition of the Proposals – All responses to this RFP become property of the Air District.
- g. Modification – Once submitted, proposals, including the composition of the contracting team, cannot be altered without prior written consent of the Air District. All proposals shall constitute firm offers valid for ninety (90) days from September 22, 2008.

**SECTION VI – PROPOSAL EVALUATION**

A panel comprised of Air District staff will evaluate all proposals. The panel will recommend the selection of the contractor to the Air Pollution Control Officer (APCO), who will, in turn, make a recommendation to the Air District Board of Directors. The Air District Board of Directors must approve the contract to carry out the work described in this RFP. An example of a typical contract for professional services used by the Air District is included in Section VII.

Proposals will be evaluated on the following criteria:

- |   |     |
|---|-----|
| 1. Technical expertise, size and structure of the firm and personnel assigned to RFP tasks; firms ability to perform and complete the work in a professional and timely manner. | 30% |
| 2. Past experience of the firm and, in particular, experience of the team working on projects of similar scope for other governmental agencies, References of the firm.         | 10% |
| 3. Responsiveness of the proposal, based upon a clear understanding of the work to be performed.  | 10% |
| 4. Cost   | 40% |
| 5. Local business/Green Business*   | 10% |

\*The District supports green operating practices and local businesses and gives a preference to local businesses engaged in green business practices.

Green Business Operating Practices – Provide sufficient information to determine the extent of bidder’s commitment to environmentally sound operational practices.

Bidder’s Contact Information – Describe bidder’s ability to staff the project locally, i.e., the availability of staff in a local office with requisite qualifications and experience. Provide the following information on the firm:

1. Address and telephone number of office in, or nearest to, San Francisco, California.
2. Name and title of representative designated as firm contact.
3. Name of contract manager, if different from representative designated as contact.

The Air District reserves the right to reject any and all proposals submitted and/or request additional information. During the selection process, the Air District’s evaluation panel may interview bidders. The interviews will be for clarification only. The submittal of new material will not be permitted at that time.

If two or more proposals receive the same number of points, the Air District will accept the lower cost offer.

**SECTION VII – SAMPLE CONTRACT**

---

A sample Air District contract is available upon request.