



## **TECHNICAL ADVISORY COMMITTEE OF THE MSRC ADMINISTRATIVE SUBCOMMITTEE AGENDA**

**Tuesday, March 26, 2024 at 4:15 p.m.**

A meeting of the MSRC-TAC Administrative Subcommittee will be held at 4:15 p.m. on Tuesday, March 26, 2024 through a hybrid format of in-person attendance in Conference Room CC3-5 at the South Coast AQMD Headquarters, 21865 Copley Drive, Diamond Bar, California, and remote attendance via video conferencing and by telephone. Please follow instructions below to attend the meeting remotely.

### **TELECONFERENCE LOCATION**

Los Angeles County MTA  
One Gateway Plaza  
Planning Conference Room, 23<sup>rd</sup> Floor  
Los Angeles, CA 90012

Please refer to the MSRC's website, [www.cleantransportationfunding.org](http://www.cleantransportationfunding.org), for information regarding the format of the meeting, updates if the meeting format is changed to full remote via webcast format, and details on how to participate.

### **INSTRUCTIONS FOR ELECTRONIC PARTICIPATION AT BOTTOM OF AGENDA**

**Join Zoom Webinar Meeting - from PC or Laptop**

**<https://scaqmd.zoom.us/j/97619533167>**

**Zoom Webinar ID: 976 1953 3167 (applies to all)**

**Teleconference Dial In**

**+1 669 900 6833**

**One Tap Mobile**

**+16699006833,,97619533167#**

Audience will be allowed to provide public comment through telephone or Zoom connection during public comment periods

**PUBLIC COMMENT WILL STILL BE TAKEN**

**Subcommittee Members**

Jenny Chan, representing Riverside County Transportation Commission  
Kelly Lynn, representing San Bernardino County Transportation Authority  
Steven Lee, representing Los Angeles Metropolitan Transportation Authority  
Jason Farin, representing Riverside County Board of Supervisors

*Members of the public may address this body concerning any agenda item before or during consideration of that item (Gov't Code Section 54954.3(a)). If you wish to comment on an agenda item or during the public comment period, please "raise your hand" on Zoom or dial \*9 on your phone. All agendas for regular meetings are posted at District Headquarters, 21865 Copley Drive, Diamond Bar, California, at least 72 hours in advance of the regular meeting. Speakers may be limited to three (3) minutes each.*

**CALL TO ORDER**

- Roll Call

**ACTION CALENDAR**

1. Consider Draft Request for Proposals for MSRC Programmatic Outreach Services **Ravenstein**

For the past several years the MSRC has retained the services of a consultant to assist in promoting the MSRC’s **Clean Transportation Funding** programs, as well as providing outreach assistance to current and prospective MSRC project implementers. The MSRC-TAC Administrative Subcommittee will consider a draft Request for Proposals for MSRC Programmatic Outreach Services and whether to initiate the RFP process.

**OTHER BUSINESS**

2. *\*Any member of the Subcommittee, on his or her own initiative or in response to questions posed by the public, may ask a question for clarification, may make a brief announcement or report on his or her own activities, provide a reference to staff regarding factual information, request staff to report back at a subsequent meeting concerning any matter, or may take action to direct staff to place a matter of business on a future agenda. (Gov’t Code Section 54954.2)* **Ravenstein**

**PUBLIC COMMENT PERIOD - (Public Comment on Non-Agenda Items, Pursuant to Government Code Section 54954.3)**

*At the end of the regular meeting agenda, an opportunity is provided for the public to speak on any subject within the Subcommittee’s authority that is not on the agenda. Speakers may be limited to three (3) minutes each.*

**ADJOURNMENT**

***Americans with Disabilities Act and Language Accessibility***

*Disability and language-related accommodations can be requested to allow participation in the Administrative Subcommittee Meeting. The agenda will be made available, upon request, in appropriate alternative formats to assist persons with a disability (Gov’t Code Section 54954.2(a)). In addition, other documents may be requested in alternative formats and languages. Any disability or language-related accommodation must be requested as soon as practicable. Requests will be accommodated unless providing the accommodation would result in a fundamental alteration or undue burden to the District. Please contact Ms. Maria Allen at (909) 396-2714 from 7:00 a.m. to 5:30 p.m., Tuesday through Friday, or send the request to [mallen@aqmd.gov](mailto:mallen@aqmd.gov).*

***Pursuant to SB 343***

*All documents (i) constituting non-exempt public records, (ii) relating to an item on an agenda for a regular meeting, and (iii) having been distributed to at least a majority of the Subcommittee after the Agenda is posted, are available by contacting Maria Allen at (909) 396-2714 or send the request to [mallen@aqmd.gov](mailto:mallen@aqmd.gov).*

Contacts: Cynthia Ravenstein, MSRC Contracts Administrator – (909) 396-3269  
Maria Allen, MSRC Administrative Liaison – (909) 396-2714

\*\*\* Visit Our Website At: [www.cleantransportationfunding.org](http://www.cleantransportationfunding.org) \*\*\*

## INSTRUCTIONS FOR ELECTRONIC PARTICIPATION

### **Instructions for Participating in a Virtual Meeting as an Attendee**

As an attendee, you will have the opportunity to virtually raise your hand and provide public comment.

Before joining the call, please silence your other communication devices such as your cell or desk phone. This will prevent any feedback or interruptions during the meeting.

**Please note:** During the meeting, all participants will be placed on mute by the host. You will not be able to mute or unmute your lines manually.

After each agenda item, the Chair will announce public comment.

A countdown timer may be displayed on the screen for each public comment.

If interpretation is needed, more time will be allotted.

**Once you raise your hand to provide public comment, your name will be added to the speaker list. Your name will be called when it is your turn to comment. The host will then unmute your line.**

### **Directions for Video ZOOM on a DESKTOP/LAPTOP:**

- If you would like to make a public comment, please click on the “**Raise Hand**” button on the bottom of the screen.
- This will signal to the host that you would like to provide a public comment and you will be added to the list.

### **Directions for Video Zoom on a SMARTPHONE:**

- If you would like to make a public comment, please click on the “**Raise Hand**” button on the bottom of your screen.
- This will signal to the host that you would like to provide a public comment and you will be added to the list.

### **Directions for TELEPHONE line only:**

- If you would like to make public comment, please **dial \*9** on your keypad to signal that you would like to comment.



***Request for Proposals***

***For***

# **Programmatic Outreach Services**

***in Support of MSRC Clean Transportation  
Funding Programs***

**RFP P2024-XX**

**May 3, 2024**

## SECTION 1 - INTRODUCTION

The purpose of this RFP is to retain a public relations firm, communications firm, or other public or private entity (consultant) to assist the MSRC in promoting mobile source emission reduction programs funded under the AB 2766 MSRC Discretionary Fund, referred to as MSRC **Clean Transportation Funding**™ Programs, as well as providing outreach assistance to current and prospective MSRC project implementers.

The AB 2766 Discretionary Fund was enacted by the California State Legislature to reduce air pollution from motor vehicles, including automobiles, trucks, buses, etc. Over the past 32 years, the MSRC has funded the implementation of hundreds of projects. Examples of air pollution reduction strategies pursued by the MSRC include incentives for the purchase of alternative-fuel vehicles and their supporting infrastructure, replacement of old, high-polluting engines with new, cleaner engines, implementation of ridesharing and other transportation demand management programs, public education programs, and research and development projects.

Every one to three years, the MSRC, with assistance from its Technical Advisory Committee (MSRC-TAC), undertakes a Work Program development effort that establishes their funding priorities and identifies the specific categories for which projects will be solicited.

It is envisioned that the scope of Programmatic Outreach Services will include, but not necessarily be limited to, the following:

- Development and dissemination of press releases pertaining to specific MSRC-sponsored projects or programs;
- Development and dissemination of programmatic outreach, public awareness, and marketing materials to the general public and/or targeted markets;
- Provide direct outreach assistance to current and potential MSRC contractors as well as participants, users, and stakeholders of specific MSRC-sponsored programs.

The selected consultant will work closely with the MSRC-TAC, the MSRC, the MSRC Contracts Administrator, and the MSRC Technical Advisor. The consultant will also interface with the South Coast AQMD's Public Affairs office, as well as with similar departments at MSRC member agencies.

## SECTION 2 - PARTICIPATION GUIDELINES

The following guidelines, requirements, and conditions have been established and apply to all proposers:

1. **Number of Awards:** One award is anticipated under this RFP.
2. **Contract Term:** The anticipated period of performance for any contract awarded under this solicitation is three (3) years commencing January 1, 2025 and ending December 31, 2027. In addition, the contract will contain an option provision for one (1) additional two-year period that can be exercised at the sole discretion of the MSRC based upon the MSRC's determination of satisfactory performance by the Consultant.
3. **Contract Value:** It is anticipated that the most competitive proposals under this solicitation would fall within the \$240,000 to \$300,000 range (base contract period of performance not including option). In the event the MSRC chooses to exercise a contract option provision, funding for the contract option will come from a subsequent MSRC Work Program funding allocation.

4. **Contract Type:** The selected bidder will enter into a Time and Materials (T&M) contract with the South Coast AQMD. The contract will include a base level of effort corresponding to Tasks included in the Contract Statement of Work, plus a provision allowing the issuance of Task Orders for specific special projects identified by the MSRC.

### **SECTION 3 – STATEMENT OF WORK**

The following paragraphs outline the broad parameters of the Programmatic Outreach Services sought by the MSRC. Not all tasks or subtasks outlined below will necessarily be authorized during the performance of any ensuing contract. The MSRC reserves the right to modify or substitute Tasks on an as-needed basis during the contracted period of performance. In addition, Special Projects may be assigned via Task Order at any time during the contract period of performance.

#### **Task 1 – Development of Programmatic Outreach Strategy**

With input from the MSRC-TAC, and with consideration of budgetary constraints, CONTRACTOR shall develop an Outreach Strategy outlining supplemental activities to be undertaken under this contract as well as activities which might be undertaken in subsequent years through the end of 2024. CONTRACTOR shall present the Outreach Strategy to the MSRC for review and approval. CONTRACTOR shall revise the Outreach Strategy as directed by the MSRC. Based on the approved Outreach Strategy, additional Tasks shall be identified and Task Orders issued by the MSRC Contracts Administrator. The Outreach Strategy shall include, at a minimum:

- A description of Special Projects and focused outreach activities recommended for implementation by the Programmatic Outreach Coordinator;
- The recommended implementation timing for each Special Project or related focused outreach activity identified above,
- The targeted audience for each identified Special Project or focused outreach;
- Marketing and outreach materials to be developed in support of Special Projects and focused outreach activities, including a rough-order-of magnitude budget estimate for materials and labor;
- Identification of other products to be developed in support of Special Project and/or focused outreach.

#### **Task 2 - Outreach and Promotion of MSRC Work Program Achievements**

Assist the MSRC in the promotion of the MSRC **Clean Transportation Funding™** Program. Contractor shall develop strategies for on-going communication between the MSRC and local government agencies, councils of governments, other public agencies, the media, community organizations, legislators, private entities, contractors, and the general public. In addition, the contractor will provide outreach support to existing MSRC contractors, by assisting them with the promotion of their MSRC-funded projects. Programmatic outreach activities under this Task include, at a minimum:

CONTRACTOR shall identify opportunities/venues for CONTRACTOR, MSRC and MSRC-TAC members, and/or MSRC staff to promote MSRC clean air achievements, including accomplishments of MSRC contractors and participating stakeholders. CONTRACTOR shall describe and provide analysis of the communication value posed by each opportunity, considering such factors as the relation to the MSRC's current and recently concluded Work Programs, the potential size and composition of the audience, and any costs to participate. CONTRACTOR shall submit each description and analysis to the MSRC Contracts Administrator as opportunities are identified.

MSRC contractor support activity may include meeting with contractors, drafting press releases, assisting with media, attending community events related to the project, and assisting with key speaking points.

Upon direction, CONTRACTOR shall perform content review of the MSRC website. CONTRACTOR shall support preparation of material for inclusion on the MSRC's website, including editorial suggestions and content for the electronic newsletter. CONTRACTOR shall regularly review content of the MSRC Facebook page and provide editorial suggestions and content.

### **Task 3 - Development and Dissemination of Marketing/Promotional Materials**

Develop marketing/promotional materials tailored to the media, general public or other MSRC-targeted markets. Materials shall promote the environmental, health, social, and economic benefits of the MSRC's **Clean Transportation Funding™** efforts. This can include materials such as letters to the editor as well as a crisis communication plan that may be needed for rapid response to news issues/opportunities. Incorporate costs of translation into language(s) other than English, when appropriate. Programmatic outreach activities under this task shall include, at a minimum:

- Design and update promotional materials as needed;
- Development of press releases, press kits, or other materials tailored specifically to the print and/or broadcast media.

### **Task 4 - Participation in Events and Meetings**

Participate in outreach coordination meetings with MSRC staff at least every other month. At the direction of the MSRC or MSRC staff, participate in other meetings, special events, technical conferences, etc. This includes, at a minimum:

- Attendance and participation in MSRC, MSRC-TAC, and TAC Subcommittee meetings as requested to solicit input and/or provide status reports on outreach and promotional activities and to remain current on program activities.

### **Task 5 – Strategic Market Direction for MSRC Work Programs**

The MSRC Work Programs may be impacted by upcoming local, regional, and state budget and regulatory efforts. Taking into account existing tools available to update the MSRC on these impacts, the Outreach Coordinator shall provide necessary market research and information gathering on regulatory direction and emerging strategies. The Coordinator will identify possible new strategic directions and partnership opportunities for the MSRC to address, enabling the MSRC to respond to these changes and to perform and communicate its mission in a more effective manner. CONTRACTOR shall, at a minimum:

- Review the monthly South Coast AQMD legislative agenda, as well as other materials from the South Coast AQMD, other environmental agencies, and the State, which outline budget and regulatory efforts with possible impacts to the MSRC;
- Research and clarify impact of these efforts on the MSRC Work Program;
- Report back to the MSRC on the status of these efforts, assessing the strategic changes and possible impacts to the MSRC Work Programs;
- If directed by the MSRC, provide outreach to these entities about the successes and possible impacts to the MSRC Work Programs; and
- If directed by the MSRC, assist with coordinating contacts with potential program partners.

## SECTION 4 – PROPOSER QUALIFICATIONS

Proposers responding to this solicitation should have significant prior experience in the following areas:

- Demonstrated experience in the development and dissemination of marketing/public awareness materials, including brochures, press kits, press releases, etc.;
- Demonstrated experience in the coordination and facilitation of media events, including press conferences and media interviews, as well as the preparation of written commentary and speeches;
- Direct experience working with public relations departments of both private and government agencies;
- Recognized expertise and resources to provide necessary market research and information gathering on regulatory direction and emerging air pollution reduction strategies.

Proposers should also demonstrate knowledge of the MSRC, its mission, past accomplishments, and areas of programmatic emphasis.

## SECTION 5 - SCHEDULE OF EVENTS

The Programmatic Outreach Services selection process will be conducted in accordance with the timeline illustrated in Table 5-1, below. Proposals may be submitted at any time during the period commencing May 3, 2024 and ending June 19, 2024. *Please note that proposals must be received no later than 5:00 p.m. PDT on June 19, 2024. Late proposals will not be evaluated and will not be eligible for MSRC funding.*

Table 5-1 - Key Programmatic Outreach Solicitation Dates

Program Event	Date
Request for Proposals Release	May 3, 2024
All Proposals Due No Later Than	June 19, 2024 @ 5:00 p.m.
MSRC Consideration of Contract Award	August 15, 2024
South Coast AQMD Board Approval of Contract Award	September 6, 2024
Anticipated Contract Start	January 1, 2025

## SECTION 6 - PROPOSAL PREPARATION INSTRUCTIONS

A formal written proposal must be completed and submitted for consideration under this RFP. Proposals must be prepared and submitted in accordance with the instructions included herein.

- A. **Proposal Preparation** - The maximum length of proposals accepted will be twenty (20) pages. All pages and appendices must be numbered. Portfolios of no more than fifty (50) pages, including information on bidder's past outreach or public relations activities and other relevant experience, may be attached. Samples of previous relevant work may also be submitted in video, CD-ROM, and/or audio formats. The following information must be included in all Proposals:

1. **Cover Letter** - Transmittal of the proposal must specify the subject of the proposal, the RFP number, and Bidder's name, address, e-mail address, and telephone number. The letter shall specify contact person(s) for technical and contractual matters, and be signed by the person(s) authorized to contractually bind the bidding entity. For joint proposals (from more than one entity) the bidder must include a statement confirming authorization to act on behalf of other co-bidders. The bidder must include a letter of support, teaming agreement, memorandum of understanding, etc., including contact name, e-mail address, and telephone number from all proposing entities of a joint proposal.
2. **Summary Sheet** - Provide basic information indicated. The summary sheet form is included in this RFP as Attachment A.
3. **Approach to Accomplishing the Statement of Work** – This section comprises the body of the proposal. The proposer should:
  - a) Describe their qualifications and experience in detail, addressing all requirements as specified in RFP Sections 3 and 4, above;
  - b) Provide samples of materials developed under previous outreach efforts that are relevant to the Statement of Work requirements specified in this solicitation. Please submit examples of previous work in accordance with the page limitations and format requirements specified above;
  - c) Include references for similar work performed during the past three (3) years, including contact name, organization, title, and telephone number.
4. **Organization** - This section shall describe the organization proposed to perform Programmatic Outreach on behalf of the MSRC. Please list all proposed staff by name and responsibility. Provide a resume or similar statement of qualifications for each individual named in the proposal.
5. **Cost Proposal** – Please provide the following cost proposal information:
  - a) Labor - Identify each professional category of direct project support and the fully burdened rate per hour. The rates quoted must include labor, general, administrative, and overhead costs;
  - b) Equipment and Supplies - Provide an itemized list of any equipment and/or supplies to be used and/or purchased during performance of the contract, including the item to be purchased, number, and unit cost. Please note that the MSRC will not pay for any equipment or supply costs unless adequately justified;
  - c) Subcontractor Costs - Identify subcontractors by name, the basis for the subcontractors selection and describe in detail the work the subcontractors will be hired to perform, list their cost per hour or per day, and the number of hours or days their services will be used;
  - d) Options – As stated in Section 2 above, the contract will include a three-year base period of performance with an option provision for one (1) additional two-year period. Please include a cost proposal for continuing Programmatic Outreach Services for one (1) additional two-year period. The cost breakdown for the option should include fully-burdened labor rates, equipment and supply costs, and subcontractor costs. Any labor rate increases for the option period **must** be reflected in the cost proposal.
  - e) Billing Procedures - Describe billing procedures for the project and how costs will be documented for invoicing the District for reimbursement of expenditures;

f) Miscellaneous Costs - if any.

Please consider the following when preparing the cost proposal:

- Charges for supplies, equipment, and subcontractors will be paid at cost. No profit will be paid on these costs;
  - Costs are reimbursed on an as-incurred basis only;
  - Some portion of the cost proposal should be allocated for special projects which may be assigned via Task Order;
  - The Bidder is required to certify as part of their proposal submission that the prime contractor and subcontractor rates contained in the proposal are no higher than the rates offered to the prime or subcontractor's most-favored customer.
6. **Co-funding** – Co-funding is not required under this solicitation. However, if financial or in-kind co-funding is offered by the proposer, the forms and sources of all co-funding must be specified. In addition, describe how co-funding will be used in relation to specific Programmatic Outreach tasks.
7. **Conflict of Interest** - Address possible conflicts of interest with other clients affected by actions performed by the firm on behalf of the MSRC. Although the bidder will not be automatically disqualified by reason of work performed for such firms, the MSRC reserves the right to consider the nature and extent of such work in evaluating the proposal.
8. **Certifications** – All proposers must complete and submit the following Attachment B forms as an element of their Proposal (unless specifically exempted below):
- Internal Revenue Service Form W-9 – Request for Taxpayer Identification Number and Certification, and Franchise Tax Board Form 590 – Withholding Exemption Certificate. If you are selected for an award, you cannot be established as a vendor without this information.
  - Campaign Contributions Disclosure. This information must be provided at the time of proposal in accordance with California law.
  - Disadvantaged Business Certification. The South Coast AQMD needs this information for their vendor database.
9. **Certificates of Insurance** - Bidders are required to provide a statement that upon notification of award, a certificate(s) of insurance naming the South Coast AQMD as an additional insured will be provided within forty-five (45) days. Entities that are self-insured are required to provide a statement to that effect in their proposal.

## SECTION 7 - PROPOSAL SUBMITTAL INSTRUCTIONS

1. Proposers must submit one (1) original proposal and two (2) copies (total of three) in a sealed envelope, marked in the upper left-hand corner with the name and address of the proposer and the words "P2015-31, Programmatic Outreach". The original proposal should be submitted unbound on white, 8 ½" x 11" recycled paper. The last date and time to submit is June 19, 2024 at 5:00 p.m. All proposals should be directed to:

Procurement Unit  
South Coast Air Quality Management District  
21865 Copley Drive  
Diamond Bar, CA 91765

All proposals will be time and date stamped upon receipt by the South Coast Air Quality Management District. **PLEASE NOTE THAT ANY PROPOSAL TIME STAMPED 5:01 P.M. OR LATER ON JUNE 19, 2024 WILL NOT BE REVIEWED AND WILL NOT BE AWARDED FUNDING.** No exceptions will be granted regardless of reason or circumstances.

2. In addition to the paper proposal, proposers must also submit an electronic copy of their proposal in either PDF-format or Microsoft Word. A CD-ROM disk or USB drive should be enclosed with the paper copies described above.

*Please note that the Proposal is only deemed "received" when the three (3) complete paper copies are submitted in accordance with the above instructions - submittal of an electronic proposal only does not constitute receipt by the South Coast AQMD.* In addition, please note that faxed proposals will not be accepted.

3. A proposal may be immediately rejected if:
  - It is not prepared in the format described; or
  - It is not signed by an individual authorized to represent the bidding entity.
4. The MSRC reserves the right to reject any or all proposals. All responses become the property of MSRC. One copy of the proposal shall be retained for South Coast AQMD files. Additional copies and materials will be returned only if requested and at the proposer's expense.
5. The Mobile Source Air Pollution Reduction Review Committee may modify the Request for Proposals and/or issue supplementary information or guidelines relating to the RFP during the proposal preparation period of May 3, 2024 to June 19, 2024. Amendments will be posted on the MSRC website at [www.cleantransportationfunding.org](http://www.cleantransportationfunding.org).
6. Once submitted, proposals cannot be altered without the prior written consent of the Mobile Source Air Pollution Reduction Review Committee.

## SECTION 8 - IF YOU NEED HELP...

This Request for Proposals can be obtained by accessing the MSRC web site at [www.CleanTransportationFunding.org](http://www.CleanTransportationFunding.org). MSRC staff members are available to answer questions during the proposal preparation period. In order to help expedite assistance, please direct your inquiries to the applicable staff person, as follows:

- For **General and Administrative Assistance**, please contact:  
Cynthia Ravenstein  
MSRC Contracts Administrator  
Phone: 909-396-3269  
Fax: 909-396-3682  
E-mail: [Cynthia@CleanTransportationFunding.org](mailto:Cynthia@CleanTransportationFunding.org)
- For **Contractual Assistance**, please contact:  
Anish Pathak  
South Coast AQMD Procurement Manager  
Phone: 909-396-2808  
E-mail: [apathak@aqmd.gov](mailto:apathak@aqmd.gov)

## SECTION 9- PROPOSAL EVALUATION PROCESS

The MSRC and its Technical Advisory Committee (MSRC-TAC) will evaluate all proposals to determine responsiveness to the RFP. MSRC and South Coast AQMD staff will provide administrative and technical assistance during the proposal evaluation process.

Proposals will be evaluated and points awarded based upon the criteria outlined in Section 10. The evaluation criteria are included to provide the bidder additional guidance as to the particular components of the proposal that will be evaluated.

The most qualified Bidders will be short-listed and may be interviewed by an MSRC-TAC Evaluation Subcommittee during the week of July 15, 2024 at the South Coast AQMD Headquarters in Diamond Bar, California. While an attempt will be made to accommodate Bidders' schedules, the MSRC cannot guarantee that an interview can be scheduled at a time convenient to the Bidder. The proposals, and any interviews, will be evaluated based on the selection criteria below.

## SECTION 10 - EVALUATION CRITERIA

The following evaluation criteria form the basis upon which proposal scoring and selection will be conducted. The maximum score available is 110 points.

### 1. PROPOSER QUALIFICATIONS & RELATED EXPERIENCE:

Total Points Available: 85 points

As discussed in RFP Section 6.A.3., proposers are required to address their qualifications and past experience as they relate to the Proposer Qualifications and Statement of Work Requirements delineated in RFP Sections 3 and 4, respectively. Each proposal will be evaluated and assigned a score relative to the following four criteria:

- Responsiveness of proposal to RFP requirements and clearly stated understanding of the work to be performed; 25 points
- Overall experience and qualifications of the proposer; 25 points
- Demonstrated past performance on relevant outreach projects. 25 points
- Certified as DVBE, local business and/or small business. 10 Points as described below

#### A. DVBE/LOCAL BUSINESS/SMALL BUSINESS STATUS

On May 27, 1999, the MSRC approved a policy regarding other evaluation factors for inclusion in MSRC procurements. MSRC procurements, where the services/product solicited are assistance to the MSRC in implementing its work program and where a portion or all of these services are not readily quantifiable, the MSRC shall only have the following "Other" Criteria in the evaluation component of the procurement which do not emphasize quantifiable emissions reductions:

It is the policy of the MSRC to encourage participation by disabled veteran business entities, local businesses and small business and in the bidding process. The MSRC shall provide five (5) points each for Proposers who meet the following criteria, with the maximum points available not-to-exceed ten (10) points. Points shall only be awarded

should the Proposer, upon submission of its proposal, provide documents from a state or local agency certifying that it qualifies in the categories described below:

**#1 "Disabled Veteran"** as used herein is a United States military, a naval, or air service veteran with at least 10 percent service-connected disability. "Disabled Veteran Business Enterprise" as used herein means a sole proprietorship or partnership or corporation which is at least 51 percent owned by one or more disabled veterans and whose management and control of the daily business operations are by one or more disabled veterans.

**#2 "Local Business"** as used herein means a Proposer which can demonstrate that it has an on-going business within the South Coast AQMD at the time of the bid proposal and performs 90% of the work related to the contract with the South Coast AQMD.

**#3 "Small Business"** as used herein means a business that is:

- 1) independently owned and operated business, and
- 2) is not dominant in its field or operation and
- 3) together with affiliates is either a service, construction, or non-manufacturer with 100 or fewer employees, and average annual gross receipts of ten million dollars or less over the previous three years, or a manufacturer with 100 or fewer employees.

2. **COST:**

Maximum Points Available: 25 points

As discussed in RFP Section 6.A.5., bidders are required to submit a cost proposal for the proposed project. Following a review of the cost proposal, the Evaluation Subcommittee will assign a score based upon the competitiveness and completeness of the information provided.

**SECTION 11 - PROPOSAL ATTACHMENTS**

**ATTACHMENT A: PROPOSAL SUMMARY INFORMATION**

Please provide the following proposer information in the space provided:

Business Name	
Division of:	
Subsidiary of:	
Website Address	
Type of Business <i>Check One:</i>	<input type="checkbox"/> Individual <input type="checkbox"/> DBA, Name _____, County Filed in _____ <input type="checkbox"/> Corporation, ID No. _____ <input type="checkbox"/> LLC/LLP, ID No. _____ <input type="checkbox"/> Other _____

Address			
City/Town			
State/Province		Zip	
Phone	(    )	-	Ext
Contact			Title
E-mail Address			
Payment Name if Different			