



Direct Letter

# Shasta County

DEPARTMENT OF RESOURCE MANAGEMENT  
1855 Placer Street, Redding, CA 96001

Russ Mull, R.E.H.S., AICP  
Director  
Richard W. Simon, AICP  
Assistant Director

April 27, 2010

EDAW  
2022 J Street  
Sacramento, CA 95814

Notify

Dear Consultant:

## REQUEST FOR PROPOSALS TO PREPARE A REGIONAL CLIMATE ACTION PLAN FOR SHASTA COUNTY AIR QUALITY MANAGEMENT DISTRICT

Shasta County Air Quality Management District (District) is seeking the services of a qualified consultant to assist in preparing a Regional Climate Action Plan for the unincorporated and incorporated territory of Shasta County.

Enclosed is a Request For Proposals (RFP), which briefly describes the project, the preliminary scope of work and the guidelines for submitting the proposal. I have also attached a sample of the Shasta County Contract for Personal Services for your reference. This request is being sent to a total of eight firms.

**Please review the enclosed documents and submit a proposal by 5:00 p.m. on Friday, May 28, 2010.**

Thank you for your interest. If you have questions, please direct them to me at the address listed below. I may be reached at (530) 225-5674 or by email at: [afieseler@co.shasta.ca.us](mailto:afieseler@co.shasta.ca.us).

Sincerely,

Adam Fieseler  
Air Pollution Inspector II

af/m

enclosures: Request For Proposals  
Shasta County Contract for Personal Services

Suite 101  
AIR QUALITY MANAGEMENT DISTRICT  
(530) 225-5674  
FAX: (530) 225-5237

Suite 102  
BUILDING DIVISION  
(530) 225-5761  
FAX: (530) 245-6468

Suite 103  
PLANNING DIVISION  
(530) 225-5532  
FAX: (530) 245-6468

Suite 201  
ENVIRONMENTAL HEALTH DIVISION  
(530) 225-5787  
FAX: (530) 225-5413

Suite 200  
ADMINISTRATION & COMMUNITY EDUCATION  
(530) 225-5789  
FAX: (530) 225-5807

Toll Free Access Within Shasta County 1-800-528-2850

**Shasta County Department of Resource Management  
Air Quality Management District**

**Request for Proposals  
to Prepare a Regional Climate Action Plan for the  
Shasta County Air Quality Management District  
April 26, 2010**

The purpose of this Request For Proposals (RFP) is to obtain the services of a qualified consultant to assist the Shasta County Air Quality Management District (District) in preparing a Community Climate Action Plan within the unincorporated and incorporated territory of Shasta County.

**1. Explanation of the Project:**

The Plan will utilize a baseline greenhouse gas (GHG) inventory derived by the consultant, to develop a Community Climate Action Plan (Plan) for Shasta County. The District sees the climate action planning process as a vehicle for setting specific targets for GHG emissions, and for discussing and selecting specific reduction measures that are practical and implementable in Shasta County.

The project will be completed by accomplishing the three tasks outlined in this proposal. Task one is to inventory and forecast business-as-usual GHG emissions in Shasta County. The second task is to recommend reduction percentages and methodology to reduce GHG emissions. Task three is to formulate an implementable Plan for reducing GHG emissions throughout Shasta County. Throughout Plan development, the consultant will work closely with District staff and a Working Group. The Final Draft of the Plan will ultimately be adopted by the Shasta County Air Pollution Control Board (Board).

**2. Proposal Requirements**

**A. Criteria for Proposal Acceptance**

Primary consideration will be given to the technical competence and related experience of the consultant as demonstrated in the proposal and in the statement of qualifications, references, and/or samples of previous work. The consultant's willingness and ability to work closely with District staff, as well as the general aptness of the proposal, will also be considered. The District reserves the right to reject any and all proposals.

The Air Pollution Control Officer, in conjunction with a selection committee, will evaluate all proposals according to their technical competence and the suitability of the prospective consultant for the project. The selection committee shall review the proposals and select at least three of the most qualified for further evaluation.\* These consultants will be invited for an interview, which will cover such items as the proposed work plan, work schedule, proposed fee, the consultant's background and experience, and qualifications of personnel that will carry out the project. Key personnel that will be responsible for working on the project will be expected to attend the interview. The Air Pollution Control Officer will make the final selection and the District will award the contract.

The consultant recommended for approval by the selection committee will be determined through the use of rating criteria to assist in identifying professional qualifications necessary for the timely and satisfactory completion of the project. Selection criteria including but not limited to the following will be used as part of the final rating process:

1. Evidence of adequate equipment, technical and financial resources for performance, or demonstrated ability to obtain such resources as required.
2. Demonstration that the firm has the necessary experience, organization, technical qualifications, skills, and facilities, or the ability to obtain them (including any subcontractor arrangements).
3. Demonstration that the firm has a record of successful and timely performance, with no or minimal, change orders in addressing the primary issues associated with the project.
4. Demonstration that the firm has the ability to cooperatively interface and be responsive and timely with District staff, agencies, the public, and hearing bodies.
5. Demonstration that the firm is otherwise qualified and eligible to receive a contract award under applicable laws and regulations.

## **B. Proposal Organization**

The organization of the proposal shall follow this general outline:

1. Introduction. An overall introduction to the proposal, the contents of which will be determined by the particular requirements of the consultant.
2. Study Plan. The following information should be covered in this section.
  - a. A description of the overall program being submitted including an explanation of the basic purpose and general focus of the work.
  - b. An explanation of the role of the consultant as related to the District, including the division of work on this project.
  - c. A thorough explanation of the consultant's proposed course of action. Reference should be made to the requirements of this RFP and an explanation of how the consultant proposes to meet these requirements. If the consultant proposes major changes in the approach or scope of work as described in this RFP, these changes shall be clearly specified.
  - d. A description of the products to be produced and submitted including:

- (1) Administrative Draft Plan: Submittal to the District of ten (10) printed copies and an electronic copy of all administrative draft text and graphics in Microsoft Word on a compact disc (CD). A time period of at least two weeks should be included for the District to review the Administrative Draft.
  - (2) Draft Plan: Submittal to the District of twenty-five (25) printed copies, an electronic copy of all text and graphics in Microsoft Word on a CD, and an Internet-ready copy in a .pdf format. A time period for review should be proposed to the District for review of the Draft Plan. This should include estimates for meetings with District staff, a Working Group, public meetings, and public hearings for discussion of suggested changes to the drafted sections.
  - (3) Final Plan: Submittal to the District of twenty-five (25) printed copies, a reproducible hard-copy master, an electronic copy of all text in Microsoft Word on a CD, and an Internet-ready copy in a .pdf format.
3. Technical Approach. Include an overall description of the techniques and studies which the consultant intends to pursue in undertaking the required work. If the consultant has detailed this information under specific work items in the study plan section, this section may serve as a synopsis of those techniques.
4. Costs. The submittal is to indicate a total not to exceed project cost and contract change order costs. Include a spreadsheet listing tasks, personnel, anticipated number of hours to complete task, and cost per task, etc. Special studies, if needed, need to be individually costed and included in the spreadsheet. The cost of the studies should be identified separately so that the study can be added or deleted from the work program as determined necessary during the course of the preparation of the Plan.
5. Program Management and Schedule. The consultant should explain in detail the system(s) to be used to assure that the project is completed within the scheduled time frame agreed upon by the District and consultant, and that quality is maintained in the required products.
6. Personnel, Equipment and Facilities. The lead personnel, and any other supporting personnel to be employed in preparing the Plan, are to be described. The project manager must attend the interview. Include an organization chart for the project. If consultants, advisors or subcontractors are to be used, describe their duties and include resumes and professional registrations and/or licenses of the key personnel. All equipment that is to be supplied by the District must be described.

7. Statement of the Offer and Signature. The proposal shall provide the name, title, address, and telephone number of the individual(s) with authority to negotiate and contractually bind the company, and to respond to questions during the proposal review period. The proposals shall be signed by the individual authorized to bind the company, and shall contain a statement to the effect that the proposal is a firm offer for a minimum sixty (60) day (or more) period. The proposal should contain a statement that all work will be performed at a "not to exceed" contract price. Contract change orders allowing more time and/or money for completion of the Plan will be made only where new levels of analysis or additional tasks not originally contemplated, are required to complete the Plan.

**C. Contract Price**

1. The total contract price is to be noted on the proposal and is subject to approval and/or ratification by the District's project team.
2. Submittal is for a firm project cost. No schedule or hourly calculations are authorized except as a means to define separate work tasks. And as authorized by written change orders.
3. Payment shall be via the increments noted in the contract.
4. The project cost shall include at least two (2) public hearings before the Board, in addition to meetings with District staff, Working Group, and informal public in-put.
5. The project cost shall not exceed \$200,000.

**D. Proposal Submission**

Seven copies of the completed proposal must be received by the Shasta County Department of Resource Management, Air Quality Management District by 5:00 p.m. on May 28, 2010. Submissions should be addressed to:

Shasta County Air Quality Management District  
Attention: Ross Bell  
1855 Placer Street, Suite 101  
Redding, CA 96001  
Telephone (530) 225-5674/Fax (530) 225-5237  
E-mail: rebell@co.shasta.ca.us

### **3. General Information**

1. Adam Fieseler, will serve as the initial project manager, who may be contacted at the District office at (530) 225-5674.
2. Fancy proposal format, costly bindings, color plates or glossy brochures are not necessary. Auxiliary films or exhibits other than the proposal will not be accepted, although the consultant is encouraged to submit samples of prior work that is representative of the project team and pertinent to the proposal.
3. The consultant must represent himself/herself solely by the written proposal, and live interview, if invited.
4. Proposal costs accrued by the consultant will not be reimbursed by the District.
5. The selected consultant will be notified by phone (plus follow-up letter) regarding selection for this project.
6. The scope of work may be amended and, if necessary, the cost adjusted, after the consultant is selected by mutual agreement by the District and consultant.
7. It is anticipated that a contract will be negotiated and signed within approximately four weeks after the consultant is selected and the scope of work finalized, with work to begin upon signing of the contract.

### **4. Limitations**

1. All reports and pertinent data and/or materials shall be the sole property of the District and may not be used or reproduced in any form without the explicit written permission of the District.
2. The consultant should expect to have access only to the public records and public files of local government agencies in preparing the proposal or reports. No compilation, tabulation or analysis of data, or definition or opinion, should be anticipated by the consultant from the District unless volunteered by a responsible County official. Good business practices such as formal letters of request and the making of appointments should be followed.
3. This RFP does not commit the District to award a contract, to pay any costs incurred in the preparation of the proposal submitted in response to this request, or to procure or contract for services or supplies. The District reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with any qualified source, or to cancel in part, or in its entirety, this RFP, if it is in the best interest of the District to do so. The District may require the selected proposer to participate in negotiations and to submit such price, technical, or other revisions of their proposals as may result from negotiations.

4. Responses to this RFP shall contain a statement as to any contractual arrangements the consultant may have with the District, with other agencies, individuals, or projects involved with the District for the purpose of identifying any potential conflict of interest.

**5. Shasta County Personal Services Agreement - Draft**

A draft *Personal Services Agreement* is attached. Indicate your firm's acceptance of or objection(s) to its provisions. Specific terms of the agreement may be negotiable by both the District and the selected consultant during proposal review and selection.

Please note that the draft agreement includes provisions regarding liability and insurance. All provisions will be subject to, governed by, and construed according to the laws of the State of California. The proof of insurance refers to a one-page document such as the ACORD 25-S *Certificate of Insurance* form.

**6. Community Climate Action Plan (Plan) Requirements**

**A. Technical Requirements**

1. All technical, statistical, and factual information taken from outside references will be noted and cited in the Plan. Also, the Plan shall contain a statement regarding the person(s) and his/her qualifications responsible for the preparation of each section.

Although the use of registered professionals is not required for the preparation of the Plan, sub-consultants and other persons that practice specialty disciplines, as defined in the California Business and Professions Code, must submit the Plan products with professional certifications and signatures as required by prevailing practice and law.

2. When any information is used in the Plan, which is taken from a previously written source, published or not, that source will be cited in a list of references and footnoted in the text.
3. All Administrative, Draft and Final Plans shall be printed on both sides of the page except for the reproducible original, which is to be printed on one side only. Paper used in printing all versions of the Plan must be printed on 100% post consumer recycled paper using soy based ink. All report covers and bindings must contain at minimum 50% or greater recycled content. Bulky, cumbersome reports are to be avoided.
4. The Plan shall be written in layperson terms to be understandable by persons who do not possess technical expertise.

B. Preliminary Scope of Work

**SHASTA COUNTY  
COMMUNITY CLIMATE ACTION PLAN**

**PRELIMINARY SCOPE OF WORK**

Shasta County Air Quality Management District (District) is seeking the services of a qualified consultant to assist in developing a Community Climate Action Plan (Plan) for the incorporated and unincorporated areas of Shasta County. The selected consultant will be expected to lead the effort in developing the Plan, and will be expected to have close coordination with the District through all phases of this project.

1. The selected consultant will be expected to lead the effort to develop the Plan with a focus on the following tasks:

**Task 1- Conduct a baseline emissions inventory and forecast**

This task shall use a professionally accepted methodology to conduct a GHG emissions inventory and develop an emissions forecast. The intent of the inventory and forecast is to establish a baseline emissions inventory that will be monitored, measured, and updated on an annual basis by the District. Baseline emissions numbers will be used to establish thresholds for Lead Agencies during California Environmental Quality Act project review. The forecast will be used as a basis for emissions reduction policies. The baseline data and forecast will be presented to the Working Group for review and input.

**Deliverables for Task 1**

- Develop a justifiable numerical GHG emissions inventory split into District approved categories and subcategories.
- All methodologies, techniques, contacts, and any software or spreadsheet calculators used must be made available to the District.
- The baseline inventory data shall be presented in layperson terms to be understandable by persons who do not possess technical expertise.
- The baseline inventory will include emissions of carbon dioxide, methane, nitrous oxide, hydrofluorocarbons, perfluorocarbons, and sulfur hexafluoride.
- The inventory will be expressed in terms of Carbon Dioxide equivalents.
- Calculation methods and data shall be made available as appendices in the Plan, copied to Compact Disk and saved as .pdf files. The table of contents in each .pdf shall be linked electronically to the respective section.
- A "business-as-usual" forecast of GHG emissions to the year 2020, 2035, and 2050 will be required.
- Present a draft inventory to the Working Group. Use input and direction given by the Working Group to finalize the emissions inventory for presentation to the Board. The consultant will produce and present the emissions inventory to the Board for adoption.



### **Task 2- Emissions Target Adoption**

Once the inventory and forecast are complete, the hired consultant shall lead the presentation and discussion of the inventory and Working Group recommended emissions targets to the Board. The consultant will develop and describe opportunities for reduction through techniques and technology based on inventory findings. Emissions targets and techniques presented must be in line with the intent of The Global Warming Solutions Act of 2006.

#### **Deliverables for Task 2**

- The hired consultant will present the GHG emissions inventory and forecast at public meetings. A discussion of existing climate change science, the effects and impacts of climate change, and actions being taken by State, Federal and local agencies on climate change.
- All presentations must be organized and presented in a manner so as not to confuse the public. Presentations will be reviewed and approved by the District.
- A .pdf version of all presentations and hand outs must be supplied to the District.
- Emission Targets will be based on a percentage reduction and be shown in Carbon Dioxide Equivalents.
- A GHG emissions forecast based on specific reduction strategies that could potentially be adopted to lead the District in meeting reduction percentage goals will be required.

### **Task 3- Develop a Climate Action Plan for reducing GHG emissions**

After a percentage reduction is approved by the Board, a Plan to reduce GHG will be developed by the consultant. The Plan must contain measures and polices that reduce GHG based on the categories and subcategories from the inventory. GHG reductions must not cause an increase in criteria pollutants.

#### **Deliverables for Task 3**

The Administrative Draft, Draft and Final Plan which must contain all of following:

- A discussion of existing climate change science, the effects and impacts of climate change, and actions being taken by State, Federal and local agencies on climate change.
- A forecast based on specific GHG emissions reduction strategies that can be taken for the year 2020, 2035, and 2050 will be required.
- At least five (5) public meetings to accept comments on proposed emission reduction strategies are required. Meeting locations will be throughout Shasta County.
- A summary of the emissions inventory, including reasoning and methodology.
- A discussion of the GHG emissions forecasts from Task 1.
- Measures and policies currently implemented by State and local agencies within Shasta County.
- Proposed measures and policies
  - Measures and policies must be specific to Shasta County.

- The measures and policies must be comprehensive and not focused on one particular category or subcategory.
- Measures and policies that may be unfunded should also be explored
- Implementation Strategies
  - Implementation strategies must include the agency responsible for action; and
  - A time line for implementation must be included.
- Present the Working Group recommended emissions reductions strategies to the Board for adoption.

The Administrative Draft, Draft and Final Plan will be reviewed as follows:

- Administrative Draft: Working Group members will review and make recommendations to the consultant through the District.
- Draft: The Draft will be approved by the Working Group. A minimum of five (5) public meetings will be required. The Draft Plan will be made available for public comments. Due to the amount of public outreach, the consultant should plan on receiving and responding to at least 200 public comments. Changes to the Draft will be made by the consultant after reviewing the public comments with the Working Group.
- Final: Board-recommended changes on the Final Plan will be prepared and presented by the consultant. At least two (2) public hearings will be required before the Board.

2. The Proposal should include and address at least the following tasks:

- a. Initial meeting(s) and on-going communication with District and County Staff.
- b. Meeting(s) with (and documentation of) federal, state and local government agencies, schools, businesses, etc.
- c. Coordination of a local Working Group (to be formed).
- d. Coordination and documentation of the public outreach effort including the number of meetings and presentations.
- e. Familiarization with relevant elements of the County General Plan and the related plans and programs of the three incorporated cities, state and federal agencies, and others.
- f. Advising District staff regarding CEQA compliance; preparation of appropriate CEQA documents that provide for integration into local general plans.
- g. Preparation and submission of administrative, draft and final draft(s) of the Plan for review.
- h. Preparation and publication of the Final Plan.

3. The Proposal must also include:

- a. A proposed timeline for Plan completion.
- b. A list of project team members, including resumés.
- c. A list and samples of previous work.
- d. A list of optional tasks not included in the cost proposal, if any.
- e. A "not to exceed" cost proposal.

**7. Special Studies, Related Plans and Existing Facilities**

The consultant will be expected to independently review existing studies, and related plans and facilities for relevancy and potential linkage with the District's Plan.

**8. Time Schedule**

The consultant shall submit a detailed time schedule of events and the approximate times to complete each component of the Plan.

**9. Attachment**

Example of the Personal Services Agreement required by the District.

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\*The number of consultants selected for interview may be reduced if fewer than three qualified proposals are received by the District.