

BOARD MEETING DATE: October 2, 2015

AGENDA NO. 14

PROPOSAL: Execute Contract for Consultant Services for SCAQMD
Environmental Justice Outreach and Initiatives

SYNOPSIS: At the July 10, 2015 meeting, the Board approved release of an RFP to solicit proposals to provide assistance with community and stakeholder outreach efforts related to SCAQMD's Environmental Justice Program, including but not limited to, the Environmental Justice Community Partnership Initiative. This action is to execute a contract with Lee Andrews Group in an amount not to exceed \$160,000. The contract will be for one year, beginning in November 2015, and may be extended for up to two one-year terms, upon satisfactory performance, at the Board's discretion.

COMMITTEE: Administrative, September 11, 2015; Recommended for Approval

RECOMMENDED ACTIONS:

Authorize the Chairman to execute a contract with Lee Andrews Group for consultant services for SCAQMD Environmental Justice Outreach and Initiatives for one year beginning in November 2015, in an amount not to exceed \$160,000, with options for up to two one-year term renewals, upon satisfactory performance, at the Board's discretion.

Barry R. Wallerstein, D.Env.
Executive Officer

LBS:DJA:jns

Background

In February 2015 during the SCAQMD's conference, "Environmental Justice for All: A Conversation with the Community," Chairman Burke announced the Environmental Justice Community Partnership (the Partnership) initiative. The Partnership's goal is to both strengthen and build SCAQMD's relationships and alliances with community members and organizations to work towards achieving clean air and healthy sustainable communities for everyone. Throughout the year, the Partnership will host a series of

events and workshops to facilitate open dialogue and information sharing on air quality issues between SCAQMD and community members, government officials, government representatives, businesses, and academic institutions. The outreach efforts will include forums, training opportunities, and special presentations to educate and to receive feedback from the participants on air quality, SCAQMD rules and programs, and other related topics.

Discussions during the February 2015 Environmental Justice conference highlighted the need for ongoing dialogue and an external advisory council to ensure that the Partnership initiative remains relevant and represents the diverse communities and concerns within the South Coast Air Basin. Those discussions also included recommendations that SCAQMD hold subsequent environmental justice conferences to continue to bring the stakeholders together. All efforts will be designed to facilitate a two-way discussion between SCAQMD and the communities and residents it serves.

Legislative and Public Affairs (LPA) periodically releases Requests for Proposals (RFPs) for consultants to augment in-house expertise and assist staff with external advisory groups, and the development, planning, and implementation of specifically targeted workshops, events, and conferences.

On July 10, the SCAQMD Board approved the issuance of RFP 2016-05 for consultant services for environmental justice outreach and initiatives.

The consultant's expertise will assist LPA in the following:

1. Formation, coordination, and regular interaction with the Environmental Justice Community Partnership Advisory Council (Advisory Council);
2. Execution of a series of 4 annual Environmental Justice Community Partnership workshops, or events, each to be held in a different community identified throughout the South Coast Air Basin; and the second annual Environmental Justice for All Conference in 2016 and;
3. Execution of 4 community events, one in each county, to recognize outstanding local environmental justice community leaders.

Outreach

In accordance with SCAQMD's Procurement Policy and Procedure, a public notice advertising the RFP and inviting bids was published in the Los Angeles Times, the Orange County Register, the San Bernardino Sun, and Riverside County's Press Enterprise newspapers to leverage the most cost-effective method of outreach to the South Coast Basin.

Additionally, potential bidders may have been notified utilizing SCAQMD's own electronic listing of certified minority vendors. Notice of the RFP has been emailed to

the Black and Latino Legislative Caucuses and various minority chambers of commerce and business associations, and placed on the Internet at SCAQMD's website (<http://www.aqmd.gov>).

Bid Evaluation

Five proposals were received in response to the RFP. The proposals were evaluated and scored by a four-member evaluation panel. Of the five proposals evaluated, two were considered technically qualified and three were deemed to not be technically qualified. The two highest-ranked proposals, based on attaining a minimum average score of fifty-six, were referred to the Administrative Committee for its consideration. The attached matrix presents the scores and total proposal costs for the firms that were interviewed by the Administrative Committee.

Panel Composition

The panel composition consisted of two SCAQMD Assistant Deputy Executive Officers, one SCAQMD Community Relations Manager, and one Senior Vice President & Chief Operating Officer for California State University, Los Angeles; two Asian and two Hispanic; three male and one female.

Resource Impacts

Funding for the first year of the contract in the amount of \$160,000 will come from LPA Fiscal Year 2015-16 Budget. Funding for subsequent years of the contract will be requested in future Legislative and Public Affairs' budgets.

Attachment

RFP # P2016-05 Scores and Costs Matrix

**RFP # P2016-05 SCORES AND COSTS MATRIX
FOR QUALIFYING FIRMS**

| Firm Name | Technical Score | Additional Points | Cost Points | Total Points | Total Cost |
|-------------------------------|------------------------|--------------------------|--------------------|---------------------|-------------------|
| Estolano Lesar Perez Advisors | 56.5 | 15* | 29.8 | 101.3 | 160,000 / year |
| Lee Andrews Group | 59.5 | 15* | 30 | 104.5 | 159,032.20 / year |

*Small Business 10 pts; Local Business 5 pts.