

BOARD MEETING DATE: September 7, 2018

AGENDA NO. 7

**PROPOSAL:** Appropriate Funds and Execute Contract for Planning, Organizing, and Facilitating SCAQMD's Martin Luther King, Jr. Day of Service Forum and Cesar Chavez Day of Remembrance

**SYNOPSIS:** On June 1, 2018, the Board approved release of an RFP to solicit proposals for planning, organizing, and facilitating two annual air quality events. Three proposals were submitted to the Administrative Committee for consideration at its July 13, 2018 meeting. After the Committee interviewed representatives of each of the firms, Lee Andrews Group was selected for recommendation to the full Board, and the Committee recommended a three-year contract. This action is to appropriate funding to Legislative, Public Affairs & Media's FY 2018-19 Budget and execute a three-year contract with Lee Andrews Group in an amount not to exceed \$150,000 per year.

**COMMITTEE:** Administrative, July 13, 2018; Recommended for Approval

**RECOMMENDED ACTIONS:**

1. Appropriate \$150,000 from the General Fund, Undesignated Fund Balance, to the Legislative, Public Affairs & Media FY 2018-19 budget, Services and Supplies Major Object, Professional and Special Services account.
2. Authorize the Chairman to execute a contract with Lee Andrews Group for planning, organizing, and facilitating two annual air quality events, in an amount not to exceed \$150,000 from Legislative, Public Affairs & Media FY 2018-19 budget, Services and Supplies Major Object, Professional and Special Services account.

Wayne Nastri  
Executive Officer

DJA:FW:RAR

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**Background**

For the last four years, SCAQMD has annually hosted two separate events: Martin Luther King, Jr. Day of Service Forum, and Cesar Chavez Day of Remembrance. Board Members, students, individuals from across the region, and civil rights activists from various communities attend the events. SCAQMD's engagement with the public

through these events enables diverse members of the community to come together to commemorate social and environmental progress. These events also provide SCAQMD with an opportunity to educate and provide information to attendees on ways we can work together to improve air quality.

### **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 were also notified utilizing SCAQMD's own electronic listing of certified minority vendors. Notice of the RFP was 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**

Three proposals were received in response to the RFP. The proposals were evaluated and scored by a three-member evaluation panel. The three proposals were considered technically qualified and forwarded to the Administrative Committee for its consideration. The Attachment presents the scores and total costs for the proposals received.

The evaluation panel consisted of the following SCAQMD staff: one (1) Assistant Deputy Executive Officer, one (1) Community Relations Manager, and one (1) Senior Public Information Specialist. Of the three panelists, two were African-American, and one Caucasian; two male, and one female.

### **Proposal**

The Administrative Committee interviewed the three firms: Evan Brooks Associates, Inc., Fruition Consulting and Lee Andrews Group. After the interviews were concluded, the committee recommended the Board authorize the execution of a contract with the Lee Andrews Group for a three-year period.

### **Resource Impacts**

Upon approval, sufficient funding will be available in the Legislative, Public Affairs & Media FY 2018-19 budget, Services and Supplies Major Object. Funding for the remaining two years of the contract will be included in the Legislative, Public Affairs & Media annual budget requests.

### **Attachment**

RFP #P2018-14 Scores and Cost Matrix

### RFP #P2018-14 Scores and Cost Matrix

<b>Proposal</b>	<b>Technical Score</b>	<b>Cost</b>	<b>Cost Points</b>	<b>Additional Points</b>	<b>Total Score</b>
Fruition Consulting	57	\$137,525	29.4	17	103.4
Evan Brooks Associates, Inc.	56	\$135,000	30.0	15	101.0
Lee Andrews Group	67	\$150,000	26.7	15	108.7