

BOARD MEETING DATE: October 4, 2024

AGENDA NO. 8

PROPOSAL: Approve Contract Award as Approved by MSRC

SYNOPSIS: The MSRC approved a contract with Better World Group Advisors for programmatic outreach services for the MSRC. The MSRC seeks Board approval of the contract award as part of the FYs 2024-27 Work Program.

COMMITTEE: Mobile Source Air Pollution Reduction Review, September 19, 2024; Recommended for Approval

**RECOMMENDED ACTIONS:**

1. Approve a contract with Better World Group Advisors, in an amount not to exceed \$300,000, for programmatic outreach services for the MSRC for a three-year period, with an option for an additional two-year period subject to future approval by the MSRC and South Coast AQMD Board, as part of approval of the FYs 2024-27 Work Program, as described in this Board Letter;
2. Authorize the MSRC to increase the contract award up to five percent, as necessary and previously granted in prior Work Programs; and
3. Authorize the Chair (or the Chair's designee) to execute the contract under the FYs 2024-27 Work Program, as described above and in this Board Letter.

Larry McCallon  
Committee Chair, MSRC

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**Background**

In September 1990, Assembly Bill 2766 was signed into law (Health & Safety Code Sections 44220–44247) authorizing an annual \$4 motor vehicle registration fee to fund the implementation of programs exclusively to reduce air pollution from motor vehicles. AB 2766 provides that 30 percent of the annual \$4 vehicle registration fee subvented to South Coast AQMD be placed into an account to be allocated pursuant to a work program developed and adopted by the MSRC and approved by the Board.

## **Proposal**

At its September 19, 2024 meeting, the MSRC considered recommendations from its MSRC-TAC and approved the following:

### Programmatic Outreach Services

The MSRC released a Request for Proposals for the solicitation of Programmatic Outreach Services on May 3, 2024. The RFP established a funding target level not to exceed \$300,000 for an initial three-year period, with an option clause for another two-year period. The selected contractor would assist in promoting the MSRC's Clean Transportation Funding™ programs as well as providing outreach assistance to current and prospective MSRC project implementers. Due to an error in the publication process, the notice for the RFP was not published when originally intended. To remedy this situation, the deadline was extended to July 10, 2024 and the notice was published. A total of four proposals were received by the deadline. One proposal was deemed non-responsive. The remaining proposals were reviewed by a panel comprised of members of the MSRC's Technical Advisory Committee. The MSRC approved a contract award to Better World Group Advisors in an amount not to exceed \$300,000 for the base three-year period as part of the FYs 2024-27 Work Program, with an option clause for an additional two-year period subject to future approval by the MSRC and South Coast AQMD Board.

### Outreach

In accordance with South Coast AQMD's Procurement Policy and Procedure, public notices advertising the Programmatic Outreach Services RFP were published in the Los Angeles Times, the Orange County Register, the San Bernardino Sun, and Riverside County's Press Enterprise to leverage the most cost-effective method of outreach to the South Coast Basin. Additionally, potential bidders may have been notified utilizing South Coast AQMD's own electronic listing of certified minority vendors. Notice of the RFP was emailed to the diverse spectrum of Legislative Caucuses and chambers of commerce and business associations and placed on South Coast AQMD's website (<http://www.agmd.gov>), where it could be viewed by making the selection "Grants and Bids." Further, the RFP was posted on the MSRC's website at <http://www.cleantransportationfunding.org> and electronic notifications were sent to those subscribing to this website's notification service.

At this time, the MSRC requests that the South Coast AQMD Board approve the contract award as part of approval of the FYs 2024-27 Work Program as outlined above.

### **Resource Impacts**

South Coast AQMD acts as fiscal administrator for the AB 2766 Discretionary Fund Program (Health & Safety Code Section 44243). Money received for this program is recorded in a special revenue fund (Fund 23) and the contract specified herein will be drawn from this fund.