

# REQUEST FOR PROPOSAL

## CCRP, NCO

### CERF Project – Redwood Region RISE



### ***Calling all Artists, far and wide!***

*The California Center for Rural Policy (CCRP) together with North Coast Opportunities (NCO) is seeking **a logo** for our Region’s Community Economic Resilience Fund (CERF) initiative, ‘Redwood Region RISE’ (RRRISE).*

#### **Your Logo Here?**

RRRISE will pay for your design and creation. If you have the skills or know someone who does, please review the instructions and requirements for the chance of being selected. Only one artist will be chosen, but your information and artwork will be kept on file for future opportunities. Any technical inquiries or requests for clarification should be sent via email to the address provided below. RRRISE will only respond to the proposer’s questions via return email, and the information will not be shared with other applicants.

#### **Background Information**

CERF is a state-wide initiative to promote a sustainable and equitable recovery from the economic distress of COVID-19. As Regional Convener of one of the 13 CERF regions, CCRP has joined forces with Outreach & Community Engagement partner NCO to bring together diverse groups of partners to create inclusive planning tables for our Region’s CERF project: [Redwood Region Resilient Inclusive Sustainable Economy \(RRRISE\)](#), which comprises Del Norte, Humboldt, Lake, and Mendocino Counties. RRRISE aims to support new plans and strategies to diversify local economies; create high quality, broadly accessible jobs; and support the transition to a carbon-neutral economy.

If you would like to learn more about and get involved in our CERF initiative, we’d be thrilled to welcome you at our [monthly virtual meetings](#) for the Redwood Region RISE’s HRTC (High Road Transformation Collaborative). You can add [this Google Invite](#) to your calendar. We hope to see you at our next meeting on **June 29, from 11:00a.m. – 12:30p.m.**

- Contact Person: Leoni Fohr
- Organization: CCRP
- Address: 1 Harpst Street
- City, State, Zip: Arcata, CA 95521
- Telephone: 707-826-3400
- Email Address: [Leoni.Fohr@humboldt.edu](mailto:Leoni.Fohr@humboldt.edu)

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## 1. General Information

### Key Dates

The following table outlines RRRISE’s key dates and events in this RFP process:

Date	Event
06/02/23	RFP is Available
06/02/23 – 06/19/23	Question and Answer Period
06/19/23	Deadline for receipt of proposals
06/23/23 – 06/30/23	Oral interviews with selected respondents
07/07/23	Selection completed/contract negotiations begin

## 2. Rules Governing Proposals

### Confidentiality

The content of all proposals will be kept confidential throughout the selection process and afterward. Copies of any proposal will not be shared with other respondents.

## 3. Project Description

Redwood Region RISE (RRRISE) is seeking a logo to be used in all forms of promotion, such as social media channels, websites, newspapers, magazines, etc. RRRISE will also be purchasing the rights to the chosen logo to be used indefinitely. The logo is intended for business cards, website, letterhead, flyers, etc. The evaluation of previous artwork, as required in the RFP, may provide the opportunity for respondents to develop a future partnership with the RRRISE to develop artwork/graphic design services for events, activities, social media posts, and promotional items as we move forward into the future development of our Region’s CERF initiative. The logo should feature designs or images representing Del Norte, Humboldt, Lake, Mendocino Counties, and Tribal Lands. A nod to our region's majestic redwood trees, and the acronym ‘RISE’ could be a nice touch. Themes to highlight include equitable economic development, cooperation, environmental justice, carbon-neutrality, and thriving-wage opportunities for our community. Keep in mind that RRRISE will be receiving other submissions as well. Good luck!

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#### **Late Submissions**

We request that all submissions be delivered in digital format to the [e-mail listed](#). Submissions after the deadline will be automatically disqualified for this project, however we may keep your submission for future projects.

#### **Acceptance/Rejection of Submittal**

RRRISE has the right to decline any or all proposals received in response to this Request of Proposal (RFP), to overlook minor discrepancies in proposals or RFP procedures, and to choose the proposal that best fits the initiative’s specifications and serves its interests. However, the established deadlines for submission must be strictly adhered to and cannot be waived.

#### **Proposal Evaluation**

A panel of representatives from the Redwood Region RISE (RRRISE) initiative will evaluate all proposals submitted. After the evaluation process, the panel will invite selected respondents for an oral interview. The interview is an opportunity for the selected individual to expand on and discuss their artwork and design. A sample of previous work will be required as part of the RFP. We will consider draft versions of the logo as part of the proposal. Once selected, the successful respondent will have the opportunity to modify the logo with guidance from RRRISE’s Convener team.

#### **Oral Interviews**

Oral interviews are offered at the discretion of RRRISE and will serve to provide the respondent with the program goals and objectives to help them better understand and guide the projected use of the logo over the next several years.

#### **Final Selection**

The final selection of the successful respondent(s) is scheduled to be completed by **07/07/23**. The successful respondent will assume their responsibilities on **07/07/23**.

#### **Release of Liability**

The Redwood Region RISE wishes to inform all applicants that RRRISE will not be held responsible for any accidents or injuries that may occur during the creation of the logo. It is the sole responsibility of the artist to ensure their safety and well-being while working on the project. RRRISE will not be liable for any damages or injuries that may result from the production of the artwork. The artist should take appropriate measures to ensure their own safety and should take all necessary precautions while working on the logo design.

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#### **4. Selection Criteria**

- The design must be visually appealing, professional and of high quality, with attention to detail and a strong understanding of graphic principles.
- The cost of the design must be reasonable and within the budget of the department.
- The logo must be submitted in digital form, either as a vector graphic or high-resolution image.
- The design must accurately reflect the values of the RRRISE initiative and the community it serves. This may include symbols, colors, or motifs that are meaningful to local heritage and images that are significant to the people of Del Norte, Humboldt, Lake, and Mendocino Counties. The design should also embody the goals and aspirations of the RRRISE initiative and convey a positive image of the community it serves.

#### **5. Response Format (5 pages are maximum allowed)**

- a) Letter of Interest (up to 1 page)
- b) Qualifications of the Respondent (up to 2 pages)
- c) Portfolio with a minimum of three samples of relevant work

#### **6. Evaluation of Criteria**

The proposals will be evaluated based on the following criteria and point ranges:

Evaluation Criteria	Points
Quality of work	3
Costs	3
Digital Submission	2
Reflection of CERF Values	2
Met all proposal requirements in Request for Proposal	0-10
Total:	