

Request For Proposal: Short-term Researcher for Regional Housing Strategy Development

Submission Deadline: Thursday, July 18, 2024

Questions, notices of intent to apply, and submission may be submitted via email to:

Contact Name: The California Center for Rural Policy

Attn: Alisha Hammer

1 Harpst St.

Arcata, CA 95521

Email Address: ccrp@humboldt.edu

Phone: 707-826-3405

The California Center for Rural Policy (CCRP) is seeking a short-term researcher to contribute to the Regional Roadmap being produced for the California Jobs First initiative in the region-called locally “Redwood Region Resilient Inclusive Sustainable Economy” (RRRISE). The entity selected for this role will possess sector experience and will be responsible for producing a brief and well evidenced strategy for improving housing production, access, and affordability across the Redwood Region–Tribal Lands and Del Norte, Humboldt, Lake, and Mendocino counties.

A shortage of construction trades workforce, developers, and subsequently affordable housing creates immediate hardship for many residents and long-term barriers to thriving-wage opportunities for workers in our Region. Housing shortages also limit sustainable economic growth, further impacting earning potential and quality of life for residents. The researcher will surface strategies that can remove obstacles and grow the housing sector, with emphasis on approaches that address environmental and economic sustainability and contribute to improved equity in the region (through better housing access and stability, provision of high wage job opportunities, etc). The researcher should uphold core principles outlined in the RISE Partnership Agreement Letter, and deliver on work plan goals in the timeline stipulated here.

The California Center for Rural Policy is a community-driven research center dedicated to improving the lives of rural people in California. We are committed to improving the health and environment of rural people through our research with the goal of making recommendations that inform decisions and policies.

Project Background

The California Jobs First initiative is a \$600 million grant program created by state legislation SB162 to promote a sustainable and equitable recovery from the economic distress of COVID-19. The program will support the development of new plans and strategies to diversify local economies; create high quality, broadly accessible, thriving-wage jobs; and support the transition to a carbon-neutral economy. At present the fund has four components:

1. Planning Phase–Facilitated by a neutral convener (CCRP), the planning phase awards regions \$5 million to establish regional collaboratives of diverse partners called High Road Transition Collaboratives and engage them in creating a Regional Road Map which charts the region’s course towards achieving California Jobs First objectives and priorities for the implementation phase.

2. Catalyst Fund—\$14 million noncompetitive funding opportunity for the Region to engage in pre-development activities and invest in key sectors.
3. Implementation Funding—\$150 million (at the time of writing) to be released over three fiscal years starting in FY '24/25. Competitive across the state's 13 regions, Implementation grants provide funding for shovel-ready projects that advance California Jobs First goals and are aligned with regional strategies.
4. Tribal Funding Opportunity—A \$25 million competitive funding opportunity for California's federally recognized tribes. There is also an opportunity for a tribal-serving organization to become the fund's intermediary.

The California Center for Rural Policy (CCRP) is the Convener for the Redwood Coast Region. Our Region's initiative is called Redwood Region RISE (Resilient Inclusive Sustainable Economy), and includes Tribal Lands and Del Norte, Humboldt, Lake, and Mendocino counties. The Arcata Economic Development Corporation (AEDC) is the fiscal agent and North Coast Opportunities (NCO) is the Outreach & Community Engagement lead. True North Organizing Network is responsible for outreach and engagement in Del Norte County. In the Implementation Phase, the State will fund projects that are supported by the California Jobs First Collaborative. Criteria to evaluate proposed projects include support from the community, creation of high-quality jobs with pathways for underserved and incumbent workers, demonstration of labor standards, and alignment with climate goals.

Project Information

Regional Strategies

Four key sector groupings have been identified by Redwood Region RISE as critically important to driving equitable and sustainable economic development in the region:

1. Health and Caregiving
2. Arts, Culture, and Tourism
3. Renewable and Resilient Energy
4. Working Lands and Blue Economy

In addition, the RISE Collaborative has identified crucial cross-cutting and community development sectors that require investment to enable equitable growth in the economy. These include broadband, transportation, entrepreneurship, and the focus of this call, housing. Regional Plan Part 2 asks regions to detail strategies to grow and diversify these sectors in ways that are consistent with the program's vision and values.

See Appendix B for the outline of Regional Plan Part 2 and the CERF NOFA pages for more in depth explanation of the document and its intent.

Scope of services

The researcher will be responsible for:

- Reviewing industry sector, climate, and public health data to better understand our region (provided by RRRISE).
- Identifying and surfacing constraints and what actions may be necessary for the sector to prosper and deliver thriving wage employment opportunities.

- Help identify firms, organizations, and other assets involved in housing development and name impacted residents, building trades companies and workforce, policy makers, related agency representatives, economic and workforce development partners, etc.
- Conduct up to ten focus groups and interviews to identify barriers to housing development with an aim to understand, at a regional level, how policy, infrastructure, market factors, and workforce constraints limit housing.

Research Deliverables

The final deliverable, not to exceed 10 pages, will provide draft recommendations to be incorporated into Regional Plan Part 2. The researcher will work with RISE to design a community feedback process for reviewing these recommendations.

Draft Work Plan:

July 19-26	Orient researcher to California Jobs First. Review existing data, identify data needs for work moving forward.
July 19-26	Conduct focus groups and interviews to incorporate into the report.
July 26	Report due to CCRP by end of day.

Estimated Timeline

Notification of Intent	July 18, 2024
Proposal Due Date	July 18, 2024
Award Notification	July 19, 2024
Initial Meeting	TBD
Contract Ends	September 30, 2024

Support & Resources

The Researcher will attend an initial meeting (date to be determined) to learn more about the project, expectations, and to meet the support team (CCRP). To facilitate regional meetings, videoconferencing equipment and meeting spaces are available at no charge to the Researcher.

Submission

Proposal Requirements

To be considered for the Researcher role, proposals must include the following:

1. **Contact Sheet:** Include the applicant's name, primary contact name, phone number, and email.
2. **Evaluation Questions:** Please answer the following questions in one brief paragraph each.
 - a. **Sector Knowledge:** Explain the applicant's role and how their knowledge can contribute to the creation of an effective regional housing strategy. If there are networks already established across our region, please include those here.
 - b. **Equity, Inclusion, Regionalism, and Collaboration:** Explain the applicant's philosophies on these values and give two examples of how these values have been practiced in applicant's work.
 - c. **Work plan:** Describe how the applicant will carry out the work of formulating the housing sector strategy.
3. **Quality of Work Samples and References:** Provide a sample of a similar project and a reference contact related to that work (if applicable).
4. **Budget Form:** Fill out the attached budget form (Appendix A). **CCRP has up to \$30,000 for the researcher.** The contracts will be based on cost reimbursement for services provided.

Proposal format

Please use font sizes no smaller than 10 pt. Proposals should be submitted as a PDF in one document and should be 3-5 pages. If for any reason a proposal needs multiple documents, these documents should be compiled into a zip folder, labeled appropriately (i.e. "Exhibit [#] [Document Title]"), and referenced as such in the primary document.

CCRP will not pay any costs associated with the preparation, submittal, or presentation of any proposal. Proposals submitted after the deadline will not be considered.

Submission Date

Proposals should be submitted to the California Center for Rural Policy by **July 18, 2024 by 11:59 p.m.** and should be addressed to Alisha Hammer via email to ccrp@humboldt.edu and include "Proposal for Housing Researcher" in the subject line.

Evaluation & Award

Qualifications

The Researcher should possess the following qualifications:

1. **Expertise:** The applicant should have knowledge of the housing sector.
2. **Experience:** The applicant should have a proven track record reflecting their work.
3. **Resources:** The applicant should have the necessary resources to complete the project on time.

4. **Feasibility:** The proposed process can be carried out in the allotted time.

Selection Process

Proposals will be evaluated based on the following criteria:

1. Qualifications and experience of the applicant (40 possible points).
2. Responses to evaluation questions (30 possible points).
3. Quality of work sample and references (30 possible points).

The California Jobs First convening team will review proposals submitted and select the housing sector researcher based on the evaluation criteria.

Proposal Award Expectations

The California Center for Rural Policy shall award the contract to the proposal that best accommodates the project requirements. CCRP reserves the right to award any contracts prior to the proposal deadline stated within the “Estimated Timeline” or prior to receipt of all proposals; award the contracts to more than one bidder; and refuse any proposals or contracts.

The awardee will be hired by CCRP as an independent contractor. Upon accepting the award, the following must be provided to complete the contract:

- The Scope of Work;
- A business license OR a copy of your Articles of Incorporation or Organization (for LLCs or Inc.s);
- A link to your website OR your current CV for the CEO/AO that lists current work with your business; and
- A budget by general cost category to accompany the bid.

Appendix A–Budget Sheet

Redwood Coast Region–California Jobs First RFP for Researcher Budget Template



Applicant or Organization Name:

Brief Description of Deliverable or Task	Cost
Total Project Cost	\$0.00



Planning Phase Deliverables

Regional Plan Part 2: Outline and Additional Guidance

Updated April 18, 2024

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Purpose:

This document is intended to serve as additional guidance in the development and submission of the Regional Plan Part 2. The outline expands on the requirements for the Regional Plan Part 2 detailed in the [Planning Phase Solicitation for Proposals](#) on pages 15-17. Sections in the outline have been marked as either required or recommended based on the Planning Phase SFP. Staff recommend a maximum of 100 pages for the Regional Plan Part 2.

1) Vision and Goals (required): Reiterate the narrative of the Regional Plan Part 1 and describe the region's anticipated goals and outputs for the strategy development process. Additionally, describe the region's ongoing and long-term strategy for incorporating community engagement and feedback throughout the strategy development process. Considerations include:

- Tailored engagement strategies
- Feedback mechanisms
- Transparent and accessible decision-making processes

- 2) **Regional Snapshot and SWOT (recommended):** Include a condensed version of the analyses from Regional Plan Part 1 that provides an overview of the region and a summary of the SWOT analysis.
- 3) **Regional Strategies:** Regions should develop strategies in all three categories.
 - a) **Target Sector Strategies** (Follow for each Target Sector)
 - i) **Define Sector and Justify Prioritization by Region (required)**
 - (1) **Sector Development:** This section should provide a snapshot of current trends and projected growth for the Target Sector. It should consider, but is not bound by, existing relevant plans such as CEDS (if applicable and appropriate) along with the following elements that work together to support creation of quality jobs:
 - (a) **Clear Local Market Signals:** Assess how proposed sector and affiliated investments align with market trends and local/state/federal policies.
 - (b) **Value Chain and Infrastructure:** Explain how investments support the growth and clustering of businesses in the value chain of the proposed sector. Identify specific infrastructure required to grow the sector.
 - (c) **Innovation Ecosystem:** Describe how investments connect the private sector to local innovation resources, facilitate the movement of new technologies to market, incubate early-stage businesses, etc.
 - (d) **Regional Assets:** Describe specific resources within the region – local services, expertise, natural resources, community spaces and networks, etc. – that will be leveraged to strengthen the development of the target sector.
 - (2) **Increasing Economic Diversification and Resilience:** Describe the growth, diversification, and/or resilience potential of the target sector.
 - ii) **Alignment with Job Quality & Access, Equity, and Climate (required):**
 - (1) **Job Quality & Access:** Explain how the Target Sector Strategy will prioritize family-sustaining jobs with healthcare and retirement benefits, career advancement opportunities, access to training, consistent scheduling, safe working conditions, and opportunities for collective worker input and representation. This could include creating new high-quality jobs, retaining existing high-quality jobs, or improving the quality of existing jobs. Quality jobs should focus on equitable access for members of disinvested communities,

including – but not limited to – tailored training programs, clear pathways for attaining necessary education or skills, and inclusive recruitment practices.

(a) Specifically, refer to the analyses of workforce and demographic trends and focus on closing gaps, reaching universal levels of service, and/or include outcomes disaggregated by race, ethnicity, income, etc.

(b) Strategy must support workers potentially impacted by at-risk industries and must prevent displacement of incumbent workers or replacement of high-road jobs with low-quality jobs.

(2) Equity: Explain how the Target Sector Strategy will provide indirect and/or direct community benefits, particularly to disinvested communities. Describe how the needs and interests of disinvested communities impacted the selection of the Target Sector Strategy.

(a) Analysis and recommendations must highlight how this strategy will serve historically marginalized and disinvested groups and how those groups will be engaged and learn about proposed interventions.

(3) Climate: Explain how the Target Sector Strategy will limit the impacts of economic development activities on the natural environment. The strategy must also avoid exacerbating the effects of climate change and include pathways for mitigating the effects of anticipated climate impacts on targeted industries and occupations. It must also address public health needs, with special attention to the needs of disinvested communities.

iii) Workforce Development (required): Explain how the strategy plans to match skills to available jobs, address talent and recruitment, and facilitate strategic collaboration among businesses, training and education institutions, labor, etc.

iv) Alignment with State Strategies (required): An assessment of how the Target Sector Strategy can align with, support, and be supported by existing state strategies in areas like clean energy, air pollution reduction, transportation decarbonization, climate adaptation, sustainable water management, and natural and working lands.

Examples of State Strategies include, but are not limited to:

- California Climate Adaptation Strategy
- California Climate Scoping Plan
- Sustainable Groundwater Management Act (SGMA)
- California's 30x30 Initiative

- v) Strategy Implementation (recommended):** Describe the necessary partnerships and resources required for sector development. Explain the Collaborative's and/or other partners' roles in the management and governance of the strategy. If possible, include an anticipated budget and/or possible funding sources, a high-level workplan with example tasks and assignments, and a mitigation plan for any potential risks associated with the strategy. Sector investment coordinators will continue this work during the Catalyst Predevelopment Phase.
- b) **Sector-Neutral and Economic Mobility Strategies** (e.g., building more climate-resilient infrastructure, strengthening locally serving sectors, etc.) (follow for each sector-neutral and/or economic mobility strategy)
- i) Identify Problem and Opportunity (required):** Define the strategy and demonstrate the need in the region. Incorporate findings from the Regional Plan Part 1 analyses, including information from the stakeholder mapping exercise, regional summary, labor market analysis, industry cluster analysis, and/or the SWOT analysis.
- (1) Regional Assets:** Describe specific resources within the region – local services, expertise, natural resources, community spaces and networks, etc. – that will be leveraged to strengthen the development of the strategy.
- ii) Increasing Economic Diversification and Resilience (required):**
Describe the growth, diversification, and/or resilience potential of the particular strategy.
- iii) Alignment with Job Quality & Access, Equity, and Climate (required):**
- (1) Job Quality & Access:** Explain how the strategy will prioritize family-sustaining jobs with healthcare and retirement benefits, career advancement opportunities, access to training, consistent scheduling, safe working conditions, and opportunities for collective worker input and representation. This could include creating new high-quality jobs, retaining existing high-quality jobs, or improving the quality of existing jobs. Quality jobs should focus on equitable access for members of disinvested communities, including – but not limited to – tailored training programs, clear pathways for attaining necessary education or skills, and inclusive recruitment practices.
- (a) Specifically, refer to the analyses of workforce and demographic trends and focus on closing gaps, reaching universal levels of

service, and/or include outcomes disaggregated by race, ethnicity, income, etc.

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Describe how the needs and interests of disinvested communities impacted the selection of the Target Sector Strategy.

(a) Analysis and recommendations must highlight how this strategy will serve historically marginalized and disinvested groups and how those groups will be engaged and learn about proposed interventions.

(3) Climate: Explain how the strategy will limit the impacts of economic development activities on the natural environment. The strategy must also avoid exacerbating the effects of climate change and include pathways for mitigating the effects of anticipated climate impacts on targeted industries and occupations. It must also address public health needs, with special attention to the needs of disinvested communities.

iv) Workforce Development (required): Explain how the strategy plans to match skills to available jobs, address talent and recruitment, and facilitate strategic collaboration among businesses, training and education institutions, labor, etc.

v) Alignment with State Strategies (required): An assessment of how the strategy can align with, support, and be supported by existing state strategies in areas like clean energy, air pollution reduction, transportation decarbonization, climate adaptation, sustainable water management, and natural and working lands. Examples of State Strategies include, but are not limited to:

- California Climate Adaptation Strategy
- California Climate Scoping Plan
- Sustainable Groundwater Management Act (SGMA)
- California's 30x30 Initiative

i) Strategy Implementation (recommended): Describe the necessary partnerships and resources required for this strategy. Explain the Collaborative's and/or other partners' roles in the management and governance of the strategy. If possible, include an anticipated budget and/or possible funding sources, a high-level workplan with example



tasks and assignments, and a mitigation plan for any potential risks associated with the strategy.

c) **Additional Regional and Community Development Strategies (recommended)** Include description of strategies that are critical to building resilient regions and communities but are outside the scope of the Regional Investment Initiative. These strategies include, but are not limited to:

- Housing
- Transportation
- Food Access and Security
- Mental Health Services

4) A Path Forward: Institutionalizing Community-Led, Climate Forward Planning (recommended):

Describe how the region plans to maintain the partnerships of the Collaborative and the governance structure beyond California Jobs First. Identify different resources needed to sustain the Collaborative, and discuss the Collaborative's vision for developing engagement opportunities for communities and stakeholders during and beyond the Catalyst Predevelopment and Implementation Phases, including project-specific engagement considerations.