



Request For Proposals: Reviewers (short term) for Redwood Region RISE Regional Plan

Submission Deadline: Monday, August 12, 2024, 11:59 p.m.

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

Contact Name: North Edge Attn: Susan Seaman; 707 K Street, Eureka, CA 95501;

susan@northedgefinancing.org; (707) 798-6132 ext. 212

North Edge and The California Center for Rural Policy (CCRP) are seeking up to six short-term researchers to review and provide input 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 entities selected for this role will possess subject matter expertise and will be responsible for reviewing strategies and tactics for inclusive economic development drafted by the RRRISE Collaborative and convening team members against state guidance and providing constructive feedback on:

- Opportunities to strengthen strategies based on evidence-based best practices;
- Opportunities to draw on case studies and models from other rural and tribal communities;
- Opportunities to create stronger alignment with State and Federal Policies; especially those promoted by agencies on the newly created California Jobs First Council;
- Opportunities to name clear market signals and how sector strategies align with them;
- Opportunities to strengthen equity, climate resilience and environmental sustainability, economic mobility (for ‘disinvested’ or priority communities, see Appendix A), and economic diversification in existing strategies or by introducing new ones.

- Clearly identifying pathways to innovating key industries, promoting growth and clustering of industry, and matching available skills and workers with thriving wage job opportunities, and facilitating strategic collaboration among businesses, training and education institutions, and labor.

Reviewers applying should have demonstrated experience in one or more of the following subject areas:

1. Climate Resilience and Adaptation, Climate Finance, Sustainability Science, Environmental Economics, Sustainable Regional Planning;
2. Community Development, Social Justice and Equity, Economic Mobility, Social Determinants of Health, Trauma-informed practices, Workforce Development, Rural and Remote Communities of the Redwood Coast (see Appendix B); Tribal Communities and their Strategic Plans and Priorities (see Appendix C).
3. Regional Science, Industry Development, Industry-Labor Relations, Business attraction and retention, Foreign Direct Investment, Rural Development.

Analysis must account for communities across the Redwood Region–Tribal Lands and Del Norte, Humboldt, Lake, and Mendocino counties. The reviewers should uphold core principles outlined in the RISE Partnership Agreement Letter, and deliver on work plan goals in the timeline stipulated in this call.

The California Center for Rural Policy (CCRP) will supervise work under this contract. CCRP 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. North Edge (formerly 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
- Housing
- Social Determinants of Health
- Food Security and Access
- Workforce Development

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 D 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, economic, and public health data to better understand our region (Regional Plan Part 1).
- Reviewing a draft of Regional Plan Part 2, providing recommendations and concrete suggestions for improving alignment and strategic direction, as outlined above.
- Consult with other experts and community members to strengthen connection to the needs of ‘disinvested’ communities and priority populations across the region.
- Be available for one round of commenting, questions, and follow up from the convening team.

Deliverables

The deliverable will provide draft recommendations to be incorporated into Regional Plan Part 2. Reviewers will be asked to produce:

1. A copy of draft Regional Plan Part 2 with their comments and additions provided in ‘track changes’.
2. A brief (1-2 paragraph) description of their process for reviewing the draft ie were other experts or communities consulted? Specific literature used?
3. Invoices for work performed.

Draft Work Plan:

August 15th	Orient Reviewers to California Jobs First, provide final Regional Plan Part 1 for background and context, and draft Regional Plan Part 2 for review.
August 15-26th	Reviewers provide comments and feedback- consulting with RRRISE communities, outside experts, and outside materials as necessary and appropriate.
August 26th	Report due to CCRP by end of day.
September 25th	Final responses to questions/clarifications sought by CCRP due by end of day.

Comments, feedback, and copy for the report must meet professional standards, and citations are to be provided in APA style.

Estimated Timeline

Proposal Due Date	August 12, 2024
Award Notification	August 13, 2024
Initial Meeting	August 15, 2024
Contract Ends: No more charges to the project after this date!	September 30, 2024
Final invoices submitted to North Edge	October 9, 2024

Support & Resources

The reviewers will attend an initial meeting on August 15th to learn more about the project, expectations, and to meet the support team (CCRP and North Edge).

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:** Briefly explain the reviewer's experience pertaining to one or more of the subject matter expertise areas on page two. What qualifications prepare the applicant to provide expertise and strategic direction for the Region?
 - b. **Experience producing strategic planning documents and reports:** What experience does the reviewer have working on complex projects involving State, Federal, and/or Industry partners, and/or funders?
 - c. **Work plan:** Describe how the applicant will carry out the work within the time allotted.
3. **Quality of Work Samples and References:** Provide a writing sample demonstrating subject matter expertise and a reference contact related to that work (if applicable).
4. **Budget Form:** Fill out the attached budget form (Appendix E). **North Edge has up to \$15,000 for the reviewer.** 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 North Edge by **August 12, 2024 by 11:59 p.m.** and should be addressed to Susan Seaman (Program Director): susan@northedgefinancing.org, and include "Proposal for Regional Plan Reviewers" in the subject line.

Evaluation & Award

Qualifications

The Researcher should possess the following qualifications:

1. **Expertise:** The applicant should have knowledge of the sectors they are applying for (see page--).
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

North Edge and CCRP will select the contract recipients together, which will be awarded to the proposal that best accommodates the project requirements. Contract recipients will work directly with CCRP who will have oversight of the work. North Edge will hold the contract, provide guidance about invoicing and will have ultimate decision making power over contractual questions .

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 the contracts to more than one bidder; and refuse any proposals or contracts.

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

- The Scope of Work;
- A completed W-9 and 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- Redwood Region RISE Priority Communities

Redwood Region RISE strives to center the voices of and seeks input and participation from community members representing or advocating for the following Priority Communities:

- Advocates for People of Color (e.g. Black Lives Matter, Asian Americans Advancing Justice, New Hmong Rising Association, etc.)
- Caretakers
- Communities of Color
- Farm Workers
- Low-income Households
- Immigrants with Documentation (e.g. work visas)
- Individuals that live in extremely remote/rural areas of the Redwood Coast Region (Redwood Region RISE)
- Individuals experiencing Mental Health Illness
- Individuals in Rent-Burdened Households
- Individuals who are Unemployed/Laid off/Seeking Employment
- Individuals who were Formerly Incarcerated
- Individuals that are Deaf or Hard of Hearing (HoH)
- Individuals with Intellectual Developmental Disabilities
- Individuals with Learning Disabilities
- Individuals with Physical Disabilities
- Individuals with Vision Impairment
- Individuals without Broadband Access
- Individuals without Documentation
- LGBTQIA2S+ Individuals

- Limited English Proficiency (non-English speakers or English as a Second Language)
- Members of religions and ethnic minority communities
- Monolingual Hmong Speakers
- Monolingual Spanish Speakers
- New Citizens
- Non-federally Recognized Tribal Nations
- Seniors
- Single Parent Households
- Tribal Citizens
- Tribal Governments
- Unhoused individuals
- Unions
- Workers
- Youth
- Zero-vehicle Households

Appendix B- Profoundly Rural and Remote Communities of the Redwood Coast

Lake County Communities: Glenhaven, Finley, Loch Lomond, Parramore Springs, Riviera Heights Riviera West, Whispering Pines, Middletown, Hidden Valley Lake, Cobb, Lower Lake, Upper Lake, Nice Lucerne, Clearlake Oaks, Spring Valley, Scotts Valley, Highland Springs, Kelseyville, Clear Lake Rivas, North Lakeport, Soda Bay;

Mendocino County Communities: Albion, Anchor Bay, Boonville, Brooktrails, Calpella, Caspar, Cleone, Comptche, Covelo, Hopland, Laytonville, Leggett, Little River, Manchester, Mendocino, Philo, Potter Valley, Redwood Valley, Talmage, Branscomb, Dos Rios, Elk, Gualala, Inglenook, Longvale, Navarro, Noyo, Old Hopland, Piercy, Pine Grove, Rockport, Wanhala, Westport, Yorkville, Whale Gulch;

Humboldt County Communities: Alderpoint, Benbow, Big Lagoon, Bridgeville, Carlotta, Cutten, Dinsmore, Garberville, Hoopa, Hydesville, Indianola, Kep'el, Kneeland, Loleta, Manila, Miranda, Myers Flat, Orick, Pepperwood, Phillipsville, Pine Hills, Redcrest,

Redway, Samoa, Scotia, Shelter Cove, Shively, Wautec, Weitchpec, Weott, Westhaven, Whitethorn, Willow Creek;

Del Norte County Communities: Fort Dick, Patrick Creek, Gasquet, Bertsch Terrach/Oceanview, Requa, Klamath, Klamath Glen, Smith River, Hiouchi, Adams Station, Darlingtonia, Pacific Shores, Yontocket.

Appendix C- Tribal Communities

Redwood Region RISE's Collaborative is located on the present and ancestral Homeland and unceded territory of Indigenous People. Tribes and Nations in our region include:

Bear River Band of the Rohnerville Rancheria; Big Lagoon Rancheria; Big Valley Band Rancheria; Blue Lake Rancheria; Cahto Tribe; Coyote Valley Band of Pomo Indians; Elem Indian Colony; Elk Valley Rancheria; Guidiville Indian Rancheria; Habematolel Rancheria of Pomo Indians; Hoopa Valley Tribe; Hopland Band of Pomo Indians; Karuk; Koi Nation; Manchester Band of Pomo Indians; Mattole; Middletown Rancheria of Pomo Indians; Pinoleville Pomo Nation; Potter Valley Tribe; Pulikla Tribe of Yurok People; Redwood Valley Little River Band of Pomo Indians; Robinson Rancheria; Round Valley Reservation; Scotts Valley Band of Pomo Indians; Sherwood Valley Rancheria; Tsnungwe; Tolowa; Tolowa Dee-ni' Nation; Trinidad Rancheria; Wailaki; Wiyot; Yurok Tribe.

Appendix D- Regional Plan Part 2 Outline (CA *Jobs First funder requirements for Plan Part 2*)

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, 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 worker 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 impact 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 – loc 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 no limited to – tailored training programs, clear pathways for attaining necessary education or skills, and inclusive recruitment practices.

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- 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):

Total Project Cost	\$0.00