

Request for Proposal - Redwood Region RISE:

Project Mapping Tool

Submission Deadline: Wednesday, August 14, 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 an organization/individual with Geographic Information System (GIS) and economic development project development knowledge to develop a "Phase 1 Interactive Digital Project Inventory Map (IDPIM)" –or Project Mapping Tool– that showcases–in a dynamic, visually engaging, and informative way–Redwood Region RISE’s pipeline projects. This interactive project mapping tool will serve to make visible economic development projects from Tribal Lands, Del Norte, Humboldt, Lake, and Mendocino Counties that align with the goals of the Redwood Region Resilient Inclusive Sustainable Economy (RISE) Collaborative. The project mapping tool intends to enhance the existing expertise and knowledge of economic development efforts in our region, and allow them to more effectively align efforts to pursue state and federal funds, philanthropy, and other sources of revenue to help make projects viable.

Leveraging RISE’s Project Inventory Database into a dynamic visualization of projects/initiatives in our region will help make tangible the important work taking place, allow us to regionally align efforts, and strengthen our individual and collective competitiveness. The project mapping tool needs to be capable of integration into CCRP’s Content Management System (CMS)–or another method that is easily and publicly accessible. Ensuring accessibility will be done through close collaboration with the California Center for Rural Policy and the Cal Poly Humboldt Information Technology Services (ITS) department. In addition, the project mapping tool should have a search and filter option, allowing users to specify their search on the platform to show (among others) certain types of projects; locations; different developmental stages; and opportunities for collaboration and funding. Ideally, the project mapping tool allows users to either log in to update their project information, and/or the administrator (the California Center for Rural Policy) to make

such unlimited edits (upon request). The CCRP will need to have the ability to feature select projects.

- Create an interactive, visually engaging project map that showcases a geographical overview of projects/initiatives in the Redwood Region (Tribal Lands, and the counties of Del Norte, Humboldt, Lake, and Mendocino).
- The project mapping tool should feature clickable buttons enabling visitors to learn more about specific projects.
- Viewers should be able to specify their search by selecting filters such as (but not limited to) geographical location; sector; topic/theme; stage of development; funding status; looking for collaborators.
- The project mapping tool needs to be capable of integration into CCRP's Content Management System (CMS), Drupal, or otherwise easily and publicly accessible.
- The entity selected will collaborate with CCRP to develop a platform (potentially in stages) that will allow users to either log in themselves to update their project information, or the administrator (the California Center for Rural Policy) to make such (unlimited) edits.
- Before concluding the contract, a team at CCRP needs to be trained and able to independently manage the Project Mapping Tool.

Organizations/individuals applying should have demonstrated experience in one or more of the following subject areas:

1. Geographic Information System (GIS) knowledge
2. Experience with building ADA compliant, accessible public platforms
3. Understanding of rural economic development projects in the Redwood Region
4. Basic knowledge of rural communities' lived experiences in the Redwood Region
5. Understanding of Regional Science, Industry Development, Industry-Labor Relations, Business attraction and retention, and Foreign Direct Investment

The entity selected should uphold core principles outlined in the RISE Partnership Agreement Letter (Appendix C), 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. CCRP is 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—Regional Investment Initiative is a \$415* 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 in 13 regions throughout the State of California. At present the fund has four components:

1. **Planning Phase**—Facilitated by a neutral convener (CCRP), the planning phase awards each of the 13 regions \$5 million to establish regional Collaboratives of diverse partners and engage them in creating a Regional Roadmap 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 each of the 13 regions 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 \$15 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.

**As of writing (August 2024). Please note part of this funding is subject to change.*

The California Center for Rural Policy (CCRP) is the Regional Convener for the Redwood 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

Project Awareness & Collaboration

Redwood Region RISE has been encouraging its Collaborative and communities in the region since October 2023 to submit their project ideas to the "[Project Inventory](#)". Submitting a project to this inventory serves as a "Letter of Intent" and is meant help surface and catalog a broad range of proposed and ongoing economic development projects from Tribal Lands, Del Norte, Humboldt, Lake, and Mendocino Counties that align with the strategic goals of the RISE Collaborative. Having an exhaustive list of projects/initiatives in the Redwood Region helps make tangible the important work taking place, it will allow for regionally aligned efforts, and strengthen individual and collective competitiveness.

At the moment of writing this, 140 separate projects have been submitted to the RISE Project Inventory. These project submissions feature a brief overview of the projects, current funding sources (if applicable), alignment with CEDS and other "formal" planning documents, an overview of project partners, permitting needs, budget and timeline estimations, anticipated industry impacts, potential infrastructure needs, regional economy and natural resource impacts, impacts for priority communities, community engagement efforts, and anticipated outcomes/risks. Project submissions that have agreed to be publicly available are shared in spreadsheet format with Collaborative members upon request, to identify potential collaborations, and strengthen strategic efforts. As the Redwood Region RISE looks ahead and prepares for the Catalyst Phase, a need for more accessible and inspirational sharing of publicly available project proposals has surfaced. The Catalyst Phase will see the RISE Collaborative develop an inclusive approach to select a number of projects to receive pre-development funds. The project mapping tool intends to enable people in the region to interact and learn more about these projects, as well as identify other proposed and ongoing efforts in the region.

During the Planning Phase, 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

Scope of services

The entity, with guidance of the California Center for Rural Policy, will be responsible for creating an accessible, user-friendly project mapping tool to showcase—in a dynamic, visually engaging, and informative way—Redwood Region RISE’s economic development “pipeline” and other aligned local and regional projects.

1. Create a dynamic project map tool/platform that showcases a geographical overview of projects/initiatives in the Redwood Region (Tribal Lands, and the counties of Del Norte, Humboldt, Lake, and Mendocino).
2. The project mapping tool should feature clickable buttons enabling visitors to learn more about specific initiatives.
3. Viewers should be able to specify their search by selecting filters such as (but not limited to) geographical location; sector; topic/theme; stage of development; funding status; looking for collaborators.
4. The project mapping tool needs to be capable of integration into CCRP’s Content Management System (CMS), Drupal, or otherwise easily and publicly accessible.
5. The entity selected will collaborate with CCRP to develop a platform (potentially in stages) that will allow users to either log in themselves to update their project information, or the administrator (the California Center for Rural Policy) to make such (unlimited) edits upon request.

Deliverables

The deliverable will provide a dynamic project map tool/platform that showcases economic development projects/initiatives in the Redwood Region.

1. Dynamic Geographical Project Tool with interface that allows users to add (and ideally alter/update) information.
2. The Project Mapping Tool should be clickable so that visitors/users can explore further projects they are interested in.
3. The Project Mapping Tool needs to feature a search option, allowing users/viewers to select filters such as (but not limited to) geographical location; sector; topic/theme; stage of development; funding status; looking for collaborators.
4. The project mapping tool needs to be capable of integration into CCRP's Content Management System (CMS), Drupal, or otherwise easily and publicly accessible.
5. The entity selected will collaborate with CCRP to develop a platform (potentially in stages) that will allow users to either log in themselves to update their project information, or the administrator (the California Center for Rural Policy) to make such (unlimited) edits upon request.
6. Before concluding the contract, a team at CCRP needs to be trained and able to independently manage the Project Mapping Tool.

Draft Work Plan:

August 15-16	Develop detailed work plan
August 19-September 6	Create draft project mapping platform
September 9-13	Receive and implement feedback from the California Center for Rural Policy
September 13-27	Finalize deliverables, train CCRP team to independently manage the project mapping tool
September 30	Launch initial stage of project mapping tool

Estimated Timeline

Proposal Due Date	August 14, 2024
Award Notification	August 15, 2024
Initial Meeting	August 15-16, 2024
Contract Ends: No more charges to the project after this date	September 30, 2024
Final invoices submitted to North Edge	September 30, 2024

Support & Resources

The entity selected will meet with the Communications Associate at the California Center for Rural Policy to learn more about the initiative, expectations, and to align work flows.

Submission

Proposal Requirements

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

- Contact Sheet:** Include the applicant's/organization's name, primary contact name, phone number, and email address.
- Evaluation Questions:** Please answer the following questions in one brief paragraph each.
 - Geographic Information System (GIS) Expertise:** Briefly explain the applicant's experience pertaining to sharing complex and broad information using GIS through a dynamic, digitally accessible tool/platform.
 - Economic Development Project Development Expertise:** Briefly explain the applicant's experience in applying economic development project knowledge to help enhance a wide-range of communities' existing expertise with economic development efforts (meeting people where they are at).
 - Economic Development Project Funding Expertise:** Briefly explain the applicant's experience in equipping communities with effective ways to make visible and align regional efforts to pursue state and federal funds, philanthropy, and other sources of revenue.

- d. Work Plan: Describe how the applicant will carry out the work within the time allotted.
3. **Quality of Work Samples and References:** Provide a work sample demonstrating economic development project mapping expertise, and a reference contact related to that work (if applicable).
4. **Budget Form:** Fill out the attached budget form (Appendix D). **North Edge has up to \$30,000 for the entity.** The contract(s) 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 2–3 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 and North Edge 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 14, 2024 by 11:59 p.m.** and should be addressed to Susan Seaman (Program Director): susan@northedgefinancing.org, and include “Proposal for Project Mapping Tool” in the subject line.

Evaluation & Award

Qualifications

The Entity should possess the following qualifications:

1. **Expertise:** The applicant should have knowledge of developing accessible, interactive GIS mapping tools that can be used by diverse groups in the Redwood Region (and beyond).
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 Entity based on the evaluation criteria.

Proposal Award Expectations

North Edge and CCRP will select the contract recipient(s) together, which will be awarded to the proposal that best accommodates the project requirements. Contract recipient(s) 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.

Invoices should be sent by the 10th of the month, reporting on work to date, to North Edge.

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 – 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 C -

Redwood Region RISE

Partnership Agreement Letter

California Jobs First (formerly The Community Economic Resilience Fund [CERF]) brings us together to build an equitable and sustainable economy across the rural Redwood Coast Region—the Redwood Region RISE (Resilient Inclusive Sustainable Economy). We seek to create opportunities for all communities across our Region to thrive by addressing historical inequities in our economy as we work towards a carbon-neutral future.

I have reviewed the Governance Structure for the Collaborative for the Redwood Region RISE. I understand that the governance and participation model may change as the process evolves and am committed to moving the process forward, and supporting the collective leadership model of the Collaborative.

This Letter outlines the various sub-committees, their commitments, and compensation included for participation. I agree to:

- Participate in and help expand collaborative partnerships across the region;
- Articulate regional concerns, priorities and solutions (current and new);
- Model and promote inclusive and equitable approaches to regional work;
- Refine project criteria based on regional priorities for the Implementation Phase; and,
- Move projects forward for funding consideration.

This Partnership Agreement Letter is an agreement between all parties who sign it to uphold the core principles as we work together.

Core Principles Guiding Process	Core Principles Guiding Regional Results
Equitable Inclusion of Priority Partners	Equitable, Inclusive Economic Development
Respect for Diverse Perspectives	Collaborative Worker-Employer Industry Leadership
Cooperation and Collaboration	Broadly Accessible High-Quality Jobs
Transparency and Accountability	Economic Competitiveness and Resilience
Adherence to HRTC Decision Model	Carbon Neutrality and Climate Resilience

Collaborative Sub-committee Commitments:

I have reviewed the time commitments below for each Collaborative committee assignment and stipend amounts.

○ **Equity Council (Closed to new members once fully seated):**

- Up to four (4) hours per month
- To serve from August 1, 2023 through September 30, 2024
- To attend at least 80% of the meetings held (tentatively planned for 10 meetings)
- Stipends are available of \$100/meeting

○ **Local Planning Tables by County (Open to new members):**

- Time commitment to be determined by the local groups
- To serve from September 1, 2023 through September 30, 2024
- To attend at least 80% of the meetings held (tentatively planned for seven [7] meetings)
- Stipends are available of \$100/meeting

○ **Tribal Planning Table (Open to new members):**

- Up to four (4) hours per month
- To serve from September 1, 2023 through September 30, 2024
- To attend at least 80% of the meetings held (tentatively planned for seven [7] meetings)
- Stipends are available of \$100/meeting

○ **Sector Planning Tables:**

- Up to ten (10) hours per month
- To work for the duration of the grant through September 30, 2024
- To attend at least 80% of the meetings, whether held over Zoom and/or in person
- Participant stipends are available of \$100/meeting

- **Voting Member Block (Steering Committee)**
 - Monthly meetings, with possible additional preparation work (up to five hours per month)
 - To work for the duration of the grant through September 30, 2024
 - To attend at least 80% of the meetings, whether held over Zoom and/or in person
 - Stipends are available of \$100/meeting

- **I agree that:**
 - I will adhere to the core principles listed above.
 - When data or other informational materials are presented, I will read them and be prepared to discuss them with the group.
 - I will be an active participant in the meetings.
 - I will attend training(s) required by the Convening Team.

By signing this Partnership Agreement Letter, I agree to join the Collaborative: Redwood Region RISE (Resilient Inclusive Sustainable Economy)

Signed/Dated

Full Name of Individual, Affiliation (if applicable)

Email Address

