

# Request for Proposal - Redwood Region RISE:

## Regional Roadmap Dissemination

**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](mailto:susan@northedgefinancing.org); (707) 798-6132 ext. 12

North Edge and The California Center for Rural Policy (CCRP) are seeking collaboration with a marketing and/or communications agency to disseminate Redwood Region Resilient Inclusive Sustainable Economy (RISE)'s "Regional Roadmap" ([Plan Part 1](#) and sections of Plan Part 2) to ensure this qualitative and quantitative data report is accessible for and resonates with various audiences in and beyond the Redwood Region. The Regional Plan Part 1 provides a baseline snapshot of the recent and current state of the Redwood Region's economy, key industries, labor force characteristics, climate resilience, and public health issues that impact communities' well-being, and sets the stage for Regional Plan Part 2: regional strategies to guide investment in the region.

The entity selected for this role will possess subject matter expertise and will be responsible for disseminating the 200-page technical Plan Part 1 report as well as selected sections of Plan Part 2 into tailored materials that enable 1) [priority communities](#) (Appendix A), 2) advocates for priority communities (CBOs, grassroots organizations), and 3) policy makers to grasp quickly and effectively the Plan's essence and key insights. Tailored, engaging dissemination materials of the Regional Roadmap will help create more regional and state-wide awareness of our communities' often overlooked, unique, rural experiences amidst growing wealth for more urban regions in the state. Building on the shared, evidence-based understanding from Plan Part 1, the regional strategies laid out in Plan Part 2 (est. release date late August 2024) will establish a data and community-driven strategic vision to inform investment in the region and increase our region's competitiveness in pursuing funds to create a climate-forward regional economy that very deliberately includes priority communities.

- Create a key messaging document to outline unified messaging across all deliverables.
- Stand-alone, shareable slide decks that are visually appealing and encompass major insights from the Regional Roadmap for each of the three key audiences (see above).

- Develop an overarching summary booklet and tailored one-pagers per key theme/chapter for each of the three key audiences (see above).
- Craft short 1-2 minute videos with animations, graphics, and still images with a voiceover of the Regional Roadmap (suitable for all three key audiences)
- Develop a social media toolkit with 40 social media posts (4 posts per key chapter) with graphics and captions. Additionally, a social media toolkit tailored to advocates and community organizations with select social media posts (1-2 per chapter), with captions and posting guidelines.

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

1. Strategic Brand Marketing
2. Messaging to specific (priority) audiences in the Redwood Region (Tribal Lands, and the counties of Del Norte, Humboldt, Lake, and Mendocino)
3. Accessibility (ADA) Guidelines
4. Copywriting, Social Media
5. Email Campaigning
6. Graphic Design
7. Video Script Writing, Audio Recording, Video Editing, Sound Mixing

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 their 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

### Regional Roadmap (Regional Plan Part 1 & 2)

Redwood Region RISE's "Regional Plan Part 1" provides a baseline snapshot of the current state of the Redwood Region's economy, key industries, labor force characteristics, climate resilience, and public health issues that impact communities' well-being. Throughout the report, key metrics are highlighted to enable tracking of the region's progress towards

creation of an inclusive, climate-forward economy. The plan serves as the foundation for a community-driven Regional Roadmap aimed at guiding equitable and sustainable economic growth and resilience.

In Plan Part 1, 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

Building from this knowledge, Regional Plan Part 2 (est. release late August 2024) will include development strategies and recommend investments to advance strategic goals for growing sustainable industries and aligning workforce strategies with thriving wage opportunities in those industries.

## Scope of Services

The entity, with guidance of the California Center for Rural Policy, will be responsible for creating a variety of engaging, accessible, and impactful digital and print deliverables to summarize and highlight the key insights from the Regional Roadmap (the 200-page technical Regional Plan Part 1 and sections of Plan Part 2). The entity will work in close collaboration with CCRP to meet the objectives noted below for each of the audiences:

- 1. Priority communities' goals:**
  - Be able to easily digest the key takeaways through inclusive and accessible language & design (with option to dive deeper)
  - Feel reflected in the data and narrative of these materials
  - Feel encouraged to reach out if anything does not resonate/ if we missed anything (feedback loop)
- 2. Advocates for priority communities' goals (CBOs, grassroots organizations):**
  - Quickly digest key data & takeaways with options to dive deeper (layered information)
  - Use information for grant writing & funding purposes
  - Share information effectively with networks & clients
- 3. Policy makers and politicians' goals**

- Quickly digest key data & takeaways with options to dive deeper (layered information)
- Easily find the relevance: Connecting research to current policy issues and potentially suggestions for evidence-based policy actions with intended outcomes.

These overarching key objectives will be achieved through the dissemination materials listed below:

### **1. Key Messaging Document**

Outline of key messaging and summarization for the Regional Roadmap as a whole, as well as descriptions of each chapter, key insights, and tailored calls to action/next steps. To be used for unified summarization messaging across all deliverables as well as swipe copy for advocates, community organizations, and key partners to use in their communication efforts. (Additional versions translated into Spanish and Hmong through CCRP)

### **2. Slide Decks**

PowerPoint and/or Google Slide Presentations highlighting key insights for each key chapter/theme that can be used to share with key audiences, specifically tailored to priority communities and advocates & community organizations (English, Spanish, Hmong versions), as well as policymakers and politicians (English).

### **3. Summary Booklet and 1-Pagers**

Develop a condensed Summary Booklet version of the Regional Roadmap that can be downloaded as a whole summary or as a "1 Pager" for each individual chapter. Each 1-pager will be a two-sided 8.5 x 11-inch PDF document with a summary, key insights, relevant graphics highlighting each of the main chapters in the Regional Roadmap, and call to actions ("next steps" such as policy recommendations).

### **4. Videos**

Create a series of informational videos, uploaded to YouTube that provide an overview of the Regional Roadmap. Videos can be a combination of animations, graphics, and still images with a voiceover, explaining each part of the Regional Roadmap Findings. Each video will be approximately 1 minute long.

### **5. Social Media Toolkit**

Build a social media toolkit with approximately 40 social media posts, (4 posts for each chapter), with brand-aligned graphics and captions. Additionally, a social media toolkit, designed with advocates and community organizations in mind with select social media posts (1-2 per chapter) provided, with captions and posting guidelines.

### **6. Email Marketing**

Support and advise The California Center for Rural Policy with an email marketing campaign to share and promote the dissemination materials to specific audiences, including local and regional news outlets, and establish a feedback loop to gather input for future revisions for the Regional Roadmap.

## Deliverables

The deliverable will provide plans and materials to share and promote the findings in the Regional Roadmap in ways that are engaging, accessible, and impactful for the key interest groups.

1. Key Messaging Document
2. Tailored, stand-alone Slide Decks
3. Summary Booklet and 1-Pagers for each chapter/theme
4. Series of informational videos
5. Social Media Toolkit
6. Email Marketing Support
7. Invoices for work performed.

## Draft Work Plan:

August 12-16	Develop key messaging & outline for deliverables (slide decks, summary booklet, videos)
August 19-23	Receive and incorporate feedback on key messaging document from RRRISE partners (convening team and potentially other groups as necessary and appropriate). Start drafting deliverables (1. draft video storyboards, scripts, gather and select footage/images; 2. draft design template & content for summary booklet and 1-pagers 3. draft tailored slide deck templates & content)
August 26-September 13	Continue work on draft videos, summary booklet and 1-pagers, and slide decks, and draft tailored CTAs for different materials and audiences. Share draft deliverables with the California Center for Rural Policy
September 16-20	Receive and incorporate feedback, design Hmong and Spanish materials (collaboration through CCRP)
September 23-27	Finalize deliverables, develop email campaign

## Estimated Timeline

Proposal Due Date	August 12, 2024
Award Notification	August 13, 2024
Initial Meeting	August 13-14, 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 Marketing and Communications role, proposals must include the following:

1. **Contact Sheet:** Include the applicant's and organization's name, primary contact name, phone number, and email address.
2. **Evaluation Questions:** Please answer the following questions in one brief paragraph each.
  - a. Messaging Expertise – Priority Communities (1): Briefly explain the applicant's experience pertaining to sharing complex information with (priority) communities in ways that meet people where they are at, and encourage further engagement (feedback loop).
  - b. Messaging Expertise – Community Organizations (2): Briefly explain the applicant's experience pertaining to supporting regional community advocates' grant writing, funding, and advocacy efforts through informational materials.

- c. Messaging Expertise – Policy Makers (3): Briefly explain the applicant’s experience pertaining to facilitating and deepening policy makers’ understanding of current policy issues through local and regional qualitative and quantitative data research.
  - 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 marketing 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 \$35,000 for the marketing entity.** 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 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 12, 2024 by 11:59 p.m.** and should be addressed to Susan Seaman (Program Director): [susan@northedgefinancing.org](mailto:susan@northedgefinancing.org), and include “Proposal for Dissemination Regional Roadmap” in the subject line.

# Evaluation & Award

## Qualifications

The Marketing/Communications Entity should possess the following qualifications:

1. **Expertise:** The applicant should have knowledge of developing key messaging that speaks to diverse groups in the Redwood Region (and statewide), intended to inform



tailored dissemination materials such stand-alone slide decks, informational 1-pagers, animated videos, social media toolkits, and email marketing consulting.

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 Marketing/Communications 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.

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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)**

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Signed/Dated

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Full Name of Individual, Affiliation (if applicable)

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Email Address

