



California Center for Rural Policy (CCRP)

**Redwood Region RISE
California Jobs First**

**Request For Proposal:
Photographer/Videographer**

Change the narrative:

Capture rural community's stories of resilience and ingenuity

**Proposals due by:
Monday, January 1st, 2024**



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Request For Proposal Overview

Request For Proposal: Photographer/Videographer

Applicants can apply for the position of Photographer, Videographer, or both

Submission Deadline: Monday, January 1st, 2024

Questions and submission may be submitted via email to:

Contact Name: The California Center for Rural Policy

Attn: Leoni Fohr
1 Harpst St. Arcata,
CA 95521

Email Address: ccrp@humboldt.edu

Phone: 707-826-3427

The California Center for Rural Policy (CCRP) is seeking up to two Videographers/Photographers to work closely with Cal Poly Humboldt Sponsored Programs Foundation-California Center for Rural Policy (CCRP)'s Communications Associate in creating relevant and consistent content photography and videography for Redwood Region RISE's storytelling, digital communications, and project mapping purposes. Between January-June 2024 (for a six-month period), the Photo/Videographer will work with the Communications Associate to develop a visual content strategy to ensure photo/video materials are inclusive, representative, accessible, and help foster a shared vision for economic development in the Region that aligns with Redwood Region RISE's objectives: to develop a community-led, climate-forward economy.

The Photo/Videographer will need to provide their own equipment, meaning: everything they need to achieve the deliverables. This may include: Video and photo camera, a tripod, camera lighting, microphone, audio cables, headphones, lenses, batteries, video editing software, and other necessary items. The photo/videographic content should make tangible and bring to life the economic development projects and initiatives taking place within Del Norte, Humboldt, Lake, Mendocino Counties and Tribal Lands, and highlight our diverse communities' lived experiences, challenges, and opportunities.

Applicants must be able to provide:

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

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

Redwood Region RISE - California Jobs First

Redwood Region RISE (Resilient Inclusive Sustainable Economy) is working together to bring good, sustainable jobs to our Region - Del Norte, Humboldt, Lake, Mendocino Counties and Tribal Lands - through the California Jobs First (previously known as Community Economic Resilience Fund, CERF) initiative. California Jobs First 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.

Through Jobs First, Redwood Region RISE aims to:

- Create an inclusive Collaborative and process that **centers community voices** that don't always participate in/benefit from economic development planning processes;
- Create **thriving-wage opportunities** for workers in our Region;
- Pursue **sustainable economic growth** (diversifying economies);
- Get us closer to California's goals for a **carbon neutral future**.

At present, the California Jobs First initiative has five components:

1. **Economic Diversification Pilot Program**—This opportunity was awarded in the spring of 2023. Thirteen projects exemplifying CA Jobs first goals were awarded up to \$10 million. In the Redwood Region RISE, the Noyo Harbor in Mendocino was the recipient of these funds.
2. **Planning Phase**—Facilitated by a neutral convener (CCRP), CA Jobs First's planning phase awards \$5 million to each of the thirteen regions to establish regional Collaboratives of diverse partners and engage them in creating a Regional Roadmap. The Roadmap charts the region's course towards achieving CA Jobs First objectives and priorities for the implementation phase.
3. **Catalyst Program**—This program allocates up to \$14 million (totaling \$182M statewide) for each of the 13 regions to bridge the gap between the Planning Phase and the Implementation Phase. These funds aim to help the Regions, specifically more rural Regions such as ours, to move projects through the development process.
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.
5. **Implementation Phase**—The State will fund projects on a rolling, competitive basis (upwards of \$500 million) for the projects that are supported by the region's Collaboratives. Criteria such as demonstrated community support, alignment with climate goals, demonstration of labor standards, and high-quality jobs with clear employment pathways for underserved and incumbent workers will be evaluated. The projects aim to support economic resilience and transition for the regions while promoting economic diversification, sustainability, and equity.

The California Center for Rural Policy (CCRP) is the Convener for the Redwood Region. Our Region's initiative is called Redwood Region RISE (Resilient Inclusive Sustainable Economy), and includes Del Norte, Humboldt, Lake, Mendocino Counties, and Tribal Lands. The Arcata Economic Development Corporation (AEDC) is the fiscal agent and North Coast Opportunities (NCO) is the Outreach & Community Engagement lead.

Project Information

Scope of Services

Work will consist of the following activities:

- Collaborate with Communications Associate to create a photography/videography content strategy that speaks to our Region.
- Ensure high quality photography & video materials, and sufficient choice and variety in format (portrait, landscape, close up, and distant, etc.) for selection processes.
- Work closely with CCRP's Communications Associate and Content Creator to ensure photo and video content is aligned with written content and broader RRRISE communications objectives.
- Obtain Informed Consent from those who are being filmed/photographed
- Deliver photography content to Communications Associate in high resolution formats
- Perform basic post-processing or digital image editing services on these photos where artistically necessary.

Photo/Videographer Deliverables

The Photographer/Videographer will be responsible for the following deliverables:

- Work with Communications Associate and Content Creator to develop a visual content strategy for Redwood Region RISE;
- Coordinate with Communications Associate and Content Creator to create photography materials for around 12 innovative projects and initiatives and around 12 community interviews around the Region that align with CA Jobs First principles and RRRISE values;
- Develop 6-8 short videos capturing our community's economic development efforts within and beyond Redwood Region RISE
- Provide high resolution digital photography (300 DPI or over, 3.5 megabytes (MB) and sufficient choice and variety in photography format (portrait, landscape, close up, and distant, etc.);
- Coordinate informed consent process with "subjects";
- Perform basic post-processing or digital image editing services on these photos where artistically necessary.

Ownership of Work Products

All photography, videography, documents, and other information developed as part of this Request For Proposal or received by the applicant become the property of the California Center for Rural Policy (Cal Poly Humboldt, Sponsored Programs Foundation) and must be made available to the California Center for Rural Policy (Cal Poly Humboldt, Sponsored Programs Foundation) upon demand or termination of this Agreement.

Draft Work Plan:

January-June 2024 (six months):

- **January 15–19, 2024**
 - Understand RRRISE (visual) communications objectives and collaborate to develop a visual content strategy for Redwood Region RISE.
- **January 19–March 15, 2024**
 - Coordinate with Communications Associate and Content Creator to create photography materials for around 12 innovative projects and initiatives from around the Region that align with CA Jobs First principles and RRRISE values;
 - Develop the first half of 6-8 short videos capturing our community's economic development efforts within and beyond Redwood Region RISE;
 - Coordinate informed consent process;
 - Perform basic post-processing or digital image editing services on these materials when artistically necessary.
- **March 18–May 31, 2024**
 - Coordinate with Communications Associate and Content Creator to create photography materials for around 12 interviews with community members and organizations from around the Region to highlight community voices and initiatives;
 - Develop the second half of 6-8 short videos capturing our community's economic development efforts within and beyond Redwood Region RISE;
 - Coordinate informed consent process;
 - Perform basic post-processing or digital image editing services on these materials where artistically necessary.

Estimated Timeline for Application Process

Proposal Due Date	Monday, January 1st, 2024
Award Notification	Friday, January 5th, 2024
Initial Meeting	TBD
Contract Ends	June 30, 2024

Submission

Proposal Requirements

To be considered for the Photo/Videographer role, proposals must include the following:

1. **Title Page:** Include the applicant's name, primary contact name, phone number, and email.
2. **Evaluation Questions:** Please answer the following questions. Answers should be between 3-5 paragraphs.
 - a. Knowledge of our Region (Del Norte, Humboldt, Lake, Mendocino, and Tribal Lands): Explain your experience within this region and how your knowledge will help you effectively create video and photo materials that capture our community's lived experiences and economic development efforts.
 - b. Equity and Inclusion: Explain your philosophies on equity and inclusion and give examples of how these values have been practiced in your work.
 - c. Regionalism and Collaboration: Explain your philosophies on regionalism and collaboration and give examples of how these values have been practiced in your work.
 - d. Work plan: Describe how you would work with collaborators to create and implement a video/photography strategy that resonates with and uplifts communities in our Region and is fit for a range of digital purposes.
3. **Quality of Work Samples and References:** Provide samples of similar projects (photography and videography) and the contact for each sample (if applicable).
4. **Budget Form:** Fill out the attached budget form (Appendix A). **CCRP has up to \$42,000 available for all deliverables laid out in this Request For Proposal.**
 - The budget per video is \$4000, with a total budget for 6-8 videos of \$24,000-\$32,000 depending on the total number of finished videography materials delivered.
 - The Photography budget to create photography materials for 12 projects and initiatives, and photography materials for 12 community interviews is \$10,000.
 - The final budget will depend on whether the applicant is delivering photography materials, videography materials, or both. 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 no longer than 10 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 **Monday, January 1st, 2024 by 11:59 p.m.** and should be addressed to Leoni Fohr, Communications Associate via email to ccrp@humboldt.edu and include "Proposal for Photo/Videographer" in the subject line.

Evaluation & Award

Qualifications

The Photo/Videographer should possess the following qualifications:

1. **Expertise:** The applicant should have knowledge of videography and/or photography..
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 samples and references (30 possible points).

The Redwood Region RISE convening team will review proposals submitted and select the Photo/Videographer based on the evaluation criteria. Final applicants might be called on to present to Collaborative who will select the candidate.

Proposal Award Expectations

The California Center for Rural Policy shall award the contracts to the proposals that best accommodate 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.

Appendix A—Budget Sheet

Redwood Coast Region—CERF RFP for Photo/Videographer Budget Template



Applicant or Organization Name:

<u>Brief Description of Deliverable or Task</u>	<u>Cost</u>
Total Project Cost	\$42,000* *based on deliverables