



October 4, 2021

Request for Proposals

Supporting Regenerative Agriculture Messaging in the California North Bay

INTRODUCTION:

The four Resource Conservation Districts (RCDs) in Marin, Napa, and Sonoma Counties are local public agencies that help people voluntarily take care of their water, soil and wildlife. The agencies have long-standing programs to help farmers and ranchers better use regenerative agriculture practices. These programs include: carbon farming, irrigation water use efficiency, erosion control, nutrient management, and wildlife habitat enhancements, such as hedgerows and riparian restoration.

The RCDs wish to evolve how they communicate about regenerative agriculture principles and their programs to better resonate with audiences ranging from agricultural producers to funders and policy-makers. To achieve this goal they seek to hire a consultant to help them shape a regional strategy and develop improved systems that set them on the path toward coordinated communications, as described below. We estimate that this foundational work will take place over a period of one year.

Napa County RCD will administer the contract with the selected consultant, but the consultant's work will be overseen by district managers or other designated staff from all four RCDs.

SCOPE OF SERVICES:

1. Establish Communication and Messaging Infrastructure and Strategies:

- Help RCDs inventory, design, develop, execute, and evaluate communications strategies that reach priority audiences. The consultant will support existing staff at RCDs as they work towards the following goals:
 - More effective outreach to communities that have historically been underserved by RCD programs;
 - More diverse funding streams, including individual donors and private foundations;
 - Increased landowner/manager engagement in RCD programs.

- Provide a framework for consistent messaging and branding. Develop an annual narrative arc in collaboration with key RCD staff.
 - Develop the infrastructure necessary for efficient communications.
 - Advise on the specific software to be used after assessing existing communications and content management infrastructure at each RCD.
 - Suggest a tracking system to measure success of social media outreach.
 - Define a structure for a library (for efficient navigation) of high-quality photos, videos, maps, publications, style guides, and design templates. Advise on tools for sharing across RCDs.
 - How to access, collect or take good photos. Guidelines for staff to help take impactful photos for communication use.
- 2. Develop Stories and Content for RCD Marketing and Digital Collateral:**
- Help RCDs identify stories, case studies, and other content that aligns with the Communication and Messaging Strategy, as well as images to illustrate these stories.
 - Provide feedback, best management practices and edit key existing collateral, such as email newsletters, brochures, annual reports, table displays, videos, maps, and press releases. Guidance (tip-sheet) on what types of media to use, at what frequency, for what purposes.
 - Social media and website content management plans and best practices:
 - Develop a social media and website content plan to serve as a reference and training guide for RCDs.
 - Advise RCDs in the efficient and effective use of social media and websites.
 - Advise RCDs in increasing social media engagement with priority audiences.
- 3. Develop Strategies to Effectively Distribute Collateral**
- Advise on communicating and sharing stories for publication by news media or other underutilized press outlets
 - Provide formatted collateral (emails, blog and social media posts) that partners may easily share with their networks.

MAXIMUM CONTRACT AMOUNT:

The maximum amount of a contract resulting from this RFP process will be \$74,000.

SCHEDULE:

The RCDs reserve the right to modify the dates below, and will notify all known respondents of any schedule changes.

1. RFP released: Monday, October 4, 2021

2. Proposals due: October 25, 2021 at 5 PM. Responses shall be submitted by email to Frances Knapczyk, Frances@NapaRCD, as a single pdf file containing all required contents. Hard copy responses will not be accepted.
3. Interviews conducted: TBD, only if necessary.
4. Successful respondent notified: Friday, November 19, 2021
5. Contract executed: Thursday, December 9, 2021
6. Work begins: Monday, January 3, 2021

SUBMISSION REQUIREMENTS:

Responses shall be submitted by email to Frances Knapczyk, Frances@NapaRCD, as a single pdf file containing all required contents. Hard copy responses will not be accepted. Responses are due by October 25, 2021 at 5 PM

1. Statement of the firm's understanding of work to be performed;
2. A proposed timeline for work;
3. Background and experience in providing similar consulting services to similar clients and familiarity with local context in which the RCDs work;
4. Evidence of the firm's qualifications to provide the above services, including example products, testimonials, etc.;
5. Proposed fee structure for the proposal period, and the maximum total cost that would be charged;
6. Describe how you would scope and bill for additional communications needs that may come up during the year that may be outside of the scope of services;
7. The size and organizational structure of the consultant's firm;
8. Names and brief biographies of the partner, manager, and staff who will be assigned to our scope.
9. References and contact information from comparable clients.

EVALUATION CRITERIA:

The following criteria will be used by the RCDs in evaluating submissions:

1. Experience and demonstrated competence of the identified key areas outlined in the Scope of Services.
2. Clear statement of services to be delivered given maximum contract amount.
3. Reference recommendations.
4. Comprehensive consultant fee schedule.
5. Thoroughness of submission.

The RCDs reserve the right to award a contract based on written responses only, however oral presentations and written questions for further clarifications may be required of some or all of the respondents.

CONTACT:

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